BELDEN
VIDEO TRANSCRIPT

00;00;14;01 - 00;00;38;29,

I'm Brian West with GeekWire Studios at ABC Reinvent. Excited about this next conversation with a name you're probably familiar with. They've been around for 120 years. The name is Belden. And when I think of Belden, I think of a lot of networking, equipment and hardware that makes the infrastructure work. But there's so much more than that. And to begin the conversation, we have two guys from Belden, and they're joined by their friends at Accenture.

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And I want to bring in first Daniel Wade, sitting in the middle. Daniel, you're the senior director of engineering at Belden. Thank you so much for being here. Thank you for having me. And next, we have closer to me Sylvia Fong. Sylvia is the head of Global Solutions for Industrial Automation Solutions at Belden, an exciting Role. Thank you for joining us.

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Thank you. And Nita Kaushal is the managing director of Intelligent Edge Practice for Europe at Accenture. Welcome. Thank you. So we know of Belden, Daniel. And I want to ask you this question through Network Backbone Products and the Rise in software suite. But I really want to get to how does this enable faster outcomes for digital transformation initiatives?

00;01;20;19 - 00;01;47;11

Building enables faster outcomes for these digital transformations. Through its long history of delivering cables, connectors, networking products. And now we're transforming our customer, our product portfolio with the Horizons Software suite. So instead of being only a hardware vendor, as we've been in the past, we're adding this software platform to enable our customers to get to their outcomes faster.

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What the software does and what the platform does is it enables our customers to connect to the various disparate IO data sources that are all around the factories in the industrial spaces and then bring that data, transform that data locally, process that data with our edge capability or edge product. And then from there they can even enable machine learning at the edge and AI at the edge and allow them to get to faster insights with their with their products.

00;02;17;19 - 00;02;45;10

How would you describe it's being referred to as the Horizon software Suite. What does that mean? So it is a comprehensive set of software packages or software products that basically bridge the gap between the data where it's created to the data, getting to some other source or other destination so that you can transform that data and use that data to create insights about your factory and what that does for customers.

00;02;45;16 - 00;03;06;07

It allows them to improve their operational efficiency in a it allows them to get more insights into their their manufacturing. And I want to switch over to Sylvia for just a second here. I want to touch on why that's important. First, and then we'll get to a little bit more about data transformation. Why is it important that you enhance the manufacturing processes?

00;03;06;07 - 00;03;34;05

Aside from the obvious, you save money? Yeah. I grew up in the manufacturing world, right? We have gone through different generations of transformation and now we're really trying to enable our customers to digitize the way how they ingest the data and also to maximize the value they might already have.

So we will be able to enable them with analytics, either locally or the data are generated or in the cloud.

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And Belden is a company who provides the network backbone as well as a data solution to empower those applications. What would you say to someone that knows of Belden as a backbone provider, as a networking provider, but now can provide far more than that? How would you explain? There's a whole new world there. Yeah. So we always start with backward.

00;03;58;07 - 00;04;22;18

Right. Understand what customers is trying to improve. So we have a group of experts who understand the verticals. They have digitized factories. They have connected trains. They have solved for digital assassinations in the past. And we send those experts to really help customers through the journey, avoid some of those roadblocks and be able to design a data solution that help customer ingest those variables.

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That's critical to measure their KPIs. And now we can build the network backbone in order to support that. They don't they don't need. So that we're always supporting a use case and we ensure that there is a return on investment for the customers. I love this conversation. I'm really curious, is there any particular industry that you've seen? Maybe we see more data transformation than another.

00;04;45;05 - 00;05;16;06

So we will use discrete manufacturing as an example, where we see a lot of complexity in the in the factories. So we have different islands of automation. We call it machines that use different control systems that snakes different protocols. And Belden have the video product, Belt and Horizon data operation, and that can help cover the different protocols into a common language like OPC UA on security so that we reduce the complexity customers are facing digital transformation.

00;05;16;11 - 00;05;32;23

So when you get everybody speaking the same language, if you will, it's easier to then analyze the data on the other side and find out where your processes are going and how you can how you can optimize even further. That's fantastic. Great stuff. I need to I want to get to you. What role is played by Accenture and eight of us with Belden?

00;05;32;24 - 00;06;01;29

How do you fit into this? How do you help them out? This has been one of the most exciting journeys that we've had together. Accenture and us have really come together to support Belden in this journey. We've helped them to develop their platform, the Belden Horizon platform. This capability is that you've just heard from Sylvia and Daniel is Cutting Edge is actually the first OTI platform that comes into the market solving all of these complex issues that are very close.

00;06;01;29 - 00;06;26;23

They're very siloed in these manufacturing PON environments. So the role here from a partnership point of view is developing the platform with our engineering joint skills that we brought together, integrating all of those platform capabilities into the US data fabric. So this helps us to really bring this scale that's required because we're not solving one or two small problems in one plan.

00;06;26;23 - 00;06;50;11

We want to do it across many plant environments. We want to get that automation to really come all the way through that value realization. So eight of us really makes that happen at scale in a seamless way with security. So our together, our skills around platforms, engineering, edge cloud, it really does come together. Follow up question and I'll I'll kind of open this up for the floor.

00;06;50;16 - 00;07;14;13

What's next for the partnership? What's coming in on the horizon? We're looking to transform our clients together, and I think this is where it gets really exciting. We want to demonstrate these capabilities even more so in our lab environments. So this is just a watch, this space. There's going to be plenty more coming. I'm I'm really excited about how we can do this together with us.

00;07;14;15 - 00;07;34;09

Daniel, what have you seen at the show that you're very excited about? You want to get your hands on? I want to get my hands on all this. Generate generative A.I. or I want to use that as a tool to help our customers accelerate their data journey, enhance their data journey. I think there's a lot of opportunity to incorporate that technology into what we do and what we offer to our customers.

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That's what I'm excited about. What's coming up. Yeah, to that point, our customers are excited to use A.I. and it's only going to amplify their existing data problems. And we are there to help them simplify that data, curate, carry the data, and make sure that the data are ready for the analytics. Amazing. I love that. It's been a great conversation.

00;07;55;11 - 00;08;01;02

Thank you, Sylvia. Daniel Nita. I'm Brian Westbrook. You're watching GeekWire Studios. Thanks for joining.