Salzburg, Austria  
March 2nd, 2015

COPA-DATA at Hannover Messe 2015: Hall 7, booth C48  
zenon – ergonomic and flexible HMI/SCADA solutions for Smart Factories

COPA-DATA GmbH is presenting solutions for Smart Factories at this year's Hannover Messe, at the Microsoft booth. With zenon, the HMI/SCADA and dynamic production reporting software, companies can construct flexible and scalable value networks – be it on-premises, in hybrid environments or in the cloud. A significant part of these flexible value networks are Big Data analyses, carried out in order to uncover and utilize potential in a targeted manner.

Greater individualization of products, rapid market change and evermore-complex manufacturing processes are characteristic of modern industrial production. It is these factors most of all that are driving forward the concept of the [Smart Factory](http://www.copadata.com/smartfactory). In order to uncover optimization potential and achieve increased productivity, companies must digitalize and network their infrastructure in full, control their horizontal and vertical value chains optimally and analyze and evaluate their data in a targeted manner.

**With zenon 7.20 on the way to the Smart Factory**

With zenon 7.20, COPA-DATA is presenting a new software version that meets all important system requirements for a Smart Factory: zenon 7.20 supports the construction of digital value networks and consistent digitalization with high scalability, security and performance. Companies can carry out targeted analysis and meaningful Big Data evaluations with zenon 7.20, and provide all relevant information at any time and everywhere.

# zenon and Microsoft – cost-efficient and scalable solutions in the cloud

The **zenon Cloud Solution** makes it possible to integrate zenon with the Microsoft Azure cloud platform and thus easily provide all data from different production locations and sites of a company in just one system, in real-time. It enables companies to compare and correlate this data and display it in the form of clear dashboards. With this new solution, companies can also pursue approaches such as energy management, OEE, etc. at a global level too, and use zenon as a tool for company-wide optimization.

"The Machine Cloud System that COPA-DATA is presenting at Hannover Messe 2015 is a perfect solution for the Internet of Things. It starts with the equipment in the field and establishes the connection to the cloud. There, the information is combined with data from the ERP level and this makes it possible to get a global view of real-time information and evaluations throughout all sites," adds Werner Reuss, IoT Commercial Lead at Microsoft Germany. "With this kind of solution, it is possible to benchmark production sites based on important KPIs, to gain valuable insights, to instigate learning processes and to optimize certain business processes."

In order to back up the continually-increasing amounts of data in an industrial company and at the same time adhere to legal and regulatory requirements, COPA-DATA also offers a cost-efficient and ergonomic storage solution: the **zenon Big Data solution** combines zenon with the Microsoft technologies of cloud-integrated StorSimple storage (CiS) and Microsoft Azure. The data is saved on a hardware appliance in the internal network, the CiS, transferred to Azure cloud storage and archived there. In doing so, companies can access data at any time and use this for their evaluations.

Initial pilot projects being implemented

With the launch of version 7.20 of zenon, and the technology modules for cloud computing integrated therein, COPA-DATA has already acquired its first pilot customers for the zenon Cloud Solution, including a major machine and equipment manufacturer active throughout Europe.

"We see great potential for the Smart Factory and cloud computing in the industrial environment – and there is already significant market interest. With our new version 7.20 of zenon, we can now offer our customers, interested parties and partners the possibilities of designing their value-adding processes and business processes and implementing solutions that are characterized by high flexibility, expandability and usability," explains Jürgen Schrödel, Managing Director at COPA-DATA GmbH in Germany.

**Visit COPA-DATA at Hannover Messe 2015**

**from April 13 - 17, 2015**

Hall 7, Booth C48 (at the Microsoft booth)

**We look forward to seeing you!**

**You can also arrange an appointment in advance.**

**On COPA-DATA**

COPA-DATA is the technological leader for ergonomic and highly dynamic process solutions. The company, founded in 1987, develops the software zenon for HMI/SCADA, Dynamic Production Reporting and integrated PLC systems at its headquarters in Austria. zenon is sold through its own offices in Europe, North America and Asia, as well as partners and distributors throughout the world. Customers benefit from local contact persons and local support thanks to a decentralized corporate structure. As an independent company, COPA-DATA can act quickly and flexibly, continues to set new standards in functionality and ease of use and leads the market trends. Over 80,000 installed systems in more than 50 countries provide companies in the Food & Beverage, Energy & Infrastructure, Automotive and Pharmaceutical sectors with new scope for efficient automation.

**On zenon**

zenon is COPA-DATA`s highly versatile product family for industry-specific ergonomic process solutions: from sensors through to ERP. It consists of zenon Analyzer, zenon Supervisor, zenon Operator and zenon Logic. zenon Analyzer provides templates to create tailor-made reports (e.g. on consumption, downtimes, KPIs) based on data from IT and automation. zenon Supervisor, an independent SCADA system, allows comprehensive process monitoring and control of redundant systems, even in complex networks and with secure remote access. zenon Operator guarantees, as an HMI system, safe control of machines and simple, intuitive operation – including Multi-Touch. zenon Logic, which is an integrated IEC 61131-3-based PLC system, allows optimum process control and logical data processing. As a platform-independent portfolio for process solutions, the zenon Product Family integrates smoothly into existing automation and IT environments and provides set-up wizards and templates to enable easy configuration and simple migration from other systems. The principle of "setting parameters instead of programming" is a characteristic feature of the zenon Product Family.

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