



# Eddie Lee

Director of Global Industry Marketing

Member Profile

Co-chair, Energy Task Group  
Participant, Edge Computing Task Group  
Participant, Time-sensitive Networking Testbed



Member since 2014

Large Industry Member

## Why is Moxa a member of the Industrial Internet Consortium?

Very simple for Moxa: We wanted to highlight our role in the IIoT ecosystem. We specialize in the OT side of industrial data connectivity and IIoT is fairly complex with many technologies working together on a given solution. It is important that we connect with the global IoT community to foster partnerships not easily achievable on our own. The combination of these partnerships provides end-to-end leadership and that's what our customers need. We chose IIC over other industry consortia because it is a not-for-profit with credible thought leaders and it has a history of creating technology ecosystems.

## How has Moxa benefited from being a member of the IIC?

Being a member of IIC enables our team to stay up-to-date on the emerging and evolving technologies being developed and adapted in the IoT space. Membership offers us opportunities to collaborate with so many thought leaders and startups who are at the forefront of new technology development, which affords us the benefit of doing our due diligence more rapidly than if we attempted to do it on our own.

We also take advantage of the IIC Member Pavilions at industry events. It provides added exposure at a show and it highlights that we are part of the IIoT ecosystem.

## What do you participate in at the IIC?

I have had the opportunity to co-chair the Energy Task Group and I am also a participant in the TSN Testbed and Edge Computing Task Group. By participating in testbeds, Moxa can rigorously test TSN interoperability and ensure that the developing implementation is reliable and interoperable before going to market.

Additionally, I have had the opportunity to lead a workshop at Industry Day during an IIC Quarterly meeting and have spoken at IOT Solutions World Congress for four of the last five years.

## What advice would you give new members?

Active participation is the way to go and you will only get out what you put in. My advice is to plan ahead on the resources needed to invest - not just membership dues - but also the "people-time" you'll need to actively participate in working group meetings and face to face member meetings. Unlike other industry organizations that simply grant access to specs and a library of information where passive participation is acceptable, the IIC represents an energized community where members are continually conceptualizing, rigorously testing, deploying, and bringing industrial internet products, services and processes to market.

