

To promote ABB Ability™ Genix Industrial Analytics and AI Suite as the solution for running a smarter operation in light of today's challenges, we created a campaign around provocative imagery of a brain organically designed into relevant industrial environments, accompanied by the simple message: **"The power to run smarter."**



ABB Ability™ Genix.
The power to run smarter.

There's a big difference between having data and actually using it. ABB Ability™ Genix Industrial Analytics and AI Suite integrates your operational, engineering and business data with analytics and AI, giving you the ability to manage assets predictively, improve processes efficiently, produce safely and sustainably, optimize supply chains effectively and streamline your overall operations. How smart is that? Learn more at new.abb.com/genix.

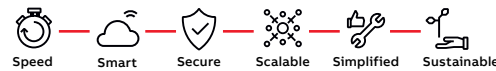


ABB Ability™ Genix. That's how you run a smarter mine.

Today's mines are better positioned than ever before to become automated, electrified and connected, especially with a partner like ABB. We combine first-hand experience with tailored, digital solutions to solve tough problems and deliver real value. ABB Ability™ Genix is augmenting these proven solutions with the power of industrial analytics and AI, giving you the ability to optimize every aspect of your operation, from mine to port and from plant to enterprise. The better you can mine data, the better you can mine everything else. Learn more at new.abb.com/mining/digital.





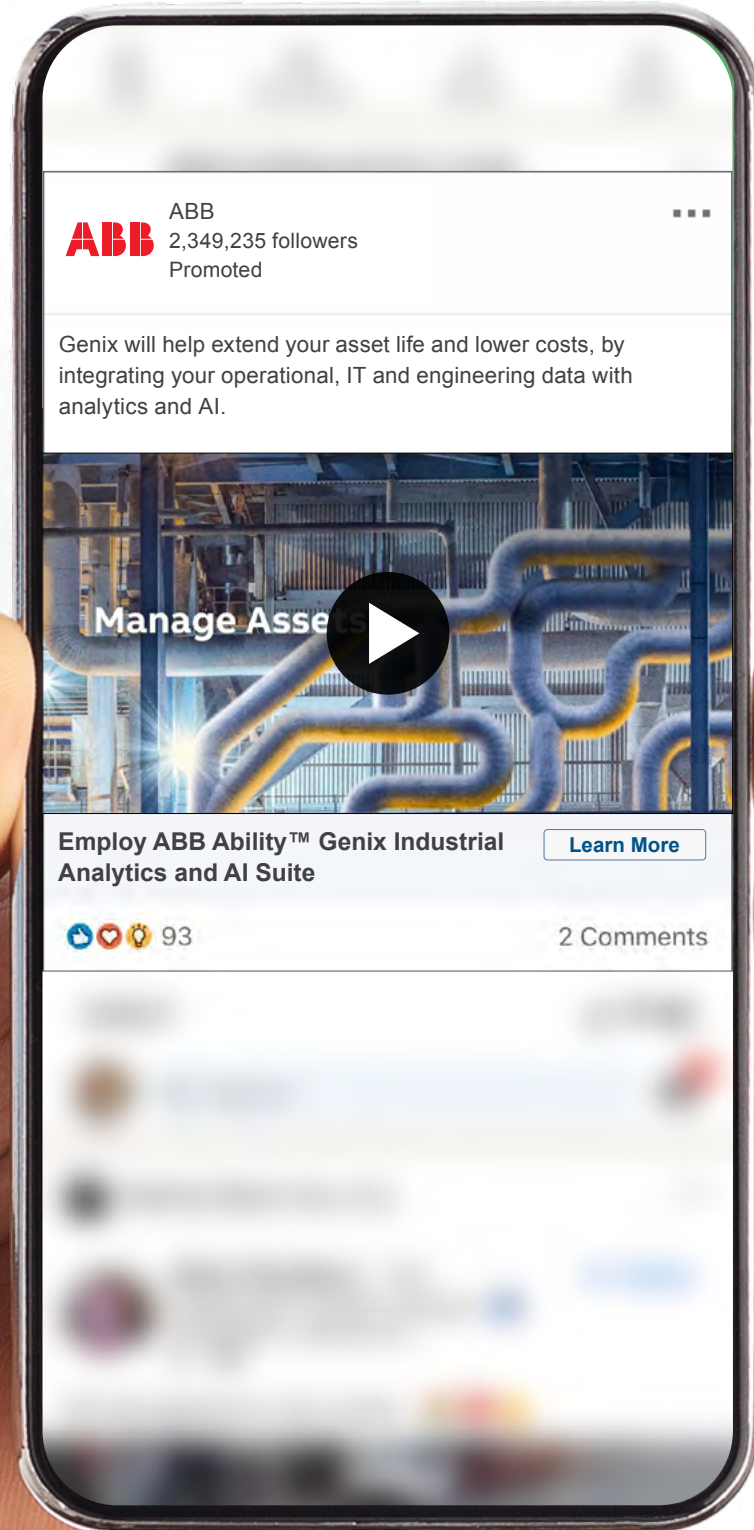
FULL VIDEO—ABB ABILITY GENIX



:20 VIDEO—ABB ABILITY GENIX



FULL VIDEO—ABB ABILITY GENIX APM



1,024,361
Impressions

6,942
Social Actions

11,730
Total Engagement




1,219,775
Impressions

788,927
Engagements

552,438
Video Ad Views

45.26%
Video Completion
Rate (100%)



Power generation done smarter.

—
ABB Ability™ Genix
Industrial Analytics and AI Suite

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Run smarter marine operations.

—
ABB Ability™ Genix
Industrial Analytics and AI Suite

[LEARN MORE](#) **ABB**



That's how you run smarter production.

—
ABB Ability™ Genix
Industrial Analytics and AI Suite

[LEARN MORE](#) **ABB**



Want to run a smarter operation?

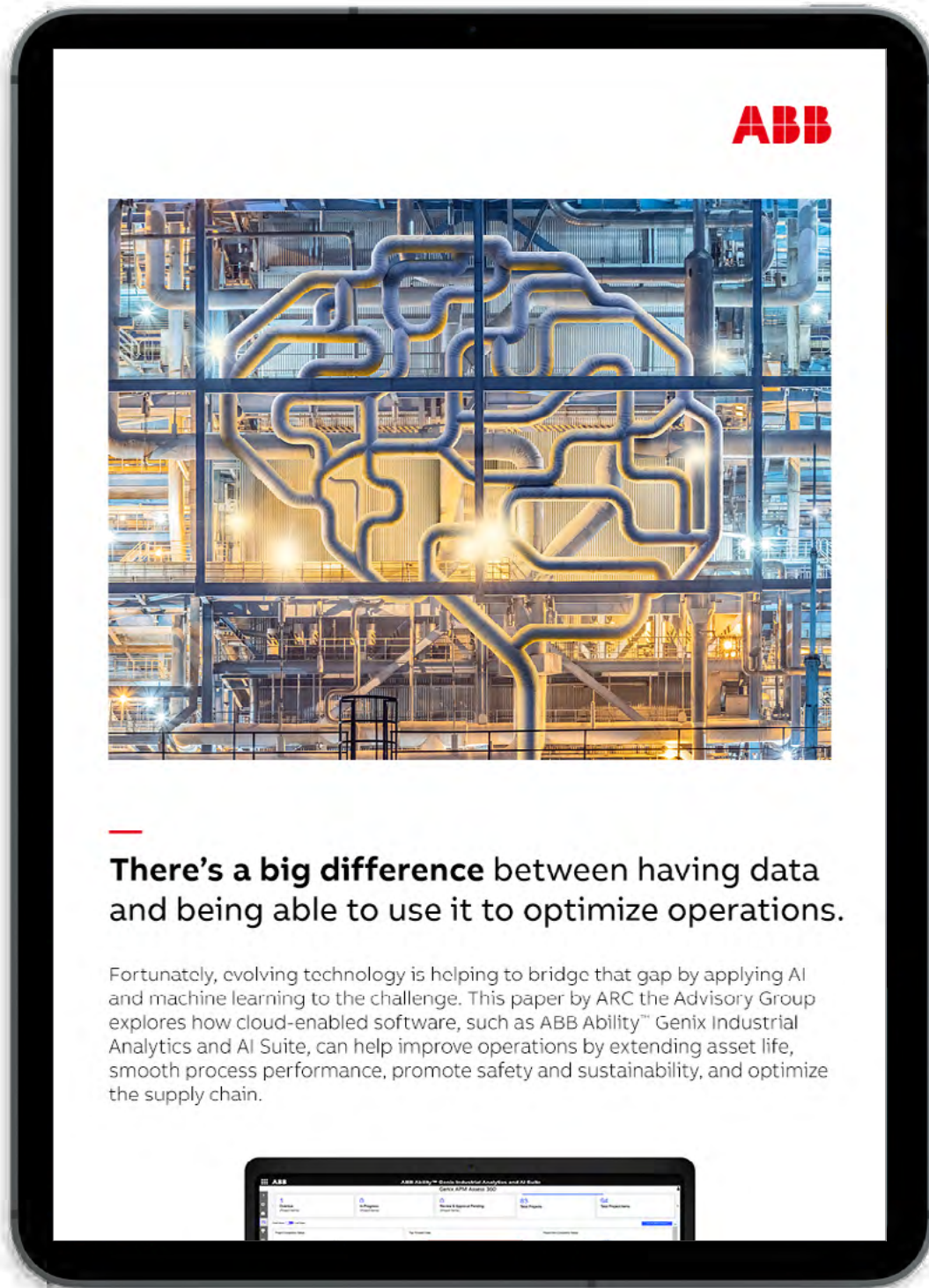
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ABB Ability™ Genix
Industrial Analytics and AI Suite

[LEARN MORE](#) **ABB**


57,413,524
Impressions

1.97%
Click-Through Rate
(More Than 4x the Average Industry Benchmark)

Genix lead email

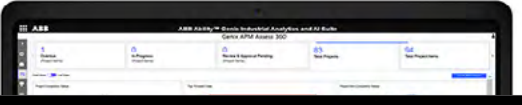


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There's a big difference between having data and being able to use it to optimize operations.

Fortunately, evolving technology is helping to bridge that gap by applying AI and machine learning to the challenge. This paper by ARC the Advisory Group explores how cloud-enabled software, such as ABB Ability™ Genix Industrial Analytics and AI Suite, can help improve operations by extending asset life, smooth process performance, promote safety and sustainability, and optimize the supply chain.



Genix APM email

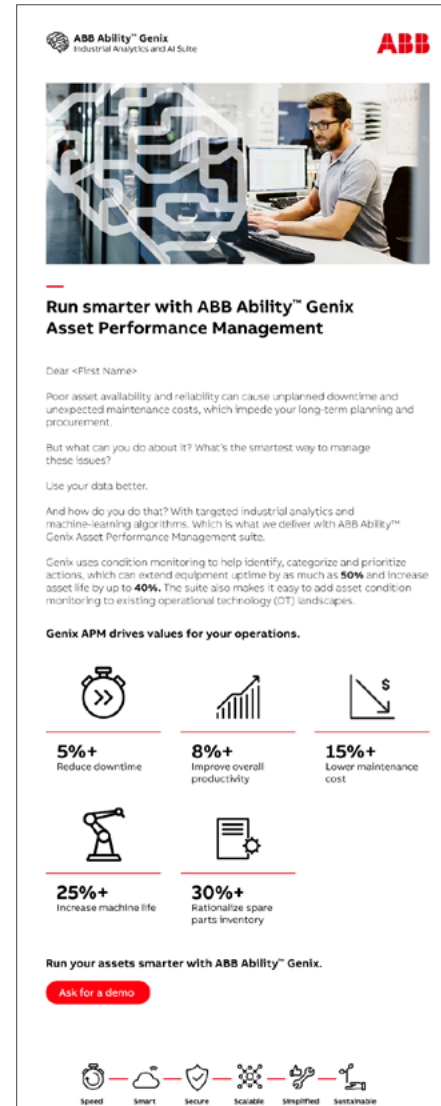



ABB Ability™ Genix
Industrial Analytics and AI Suite

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Run smarter with ABB Ability™ Genix Asset Performance Management

Dear <First Name>

Poor asset availability and reliability can cause unplanned downtime and unexpected maintenance costs, which impede your long-term planning and procurement.






But what can you do about it? What's the smartest way to manage these issues?

Use your data better.

And how do you do that? With targeted industrial analytics and machine-learning algorithms. Which is what we deliver with ABB Ability™ Genix Asset Performance Management suite.

Genix uses condition monitoring to help identify, categorize and prioritize actions, which can extend equipment uptime by as much as **50%** and increase asset life by up to **40%**. The suite also makes it easy to add asset condition monitoring to existing operational technology (OT) landscapes.

Genix APM drives values for your operations.

 5%+ Reduce downtime	 8%+ Improve overall productivity	 15%+ Lower maintenance cost
 25%+ Increase machine life	 30%+ Rationalize spare parts inventory	

Run your assets smarter with ABB Ability™ Genix.

[Ask for a demo](#)

Speed Smart Secure Scalable Simplified Sustainable

Genix Six steps email

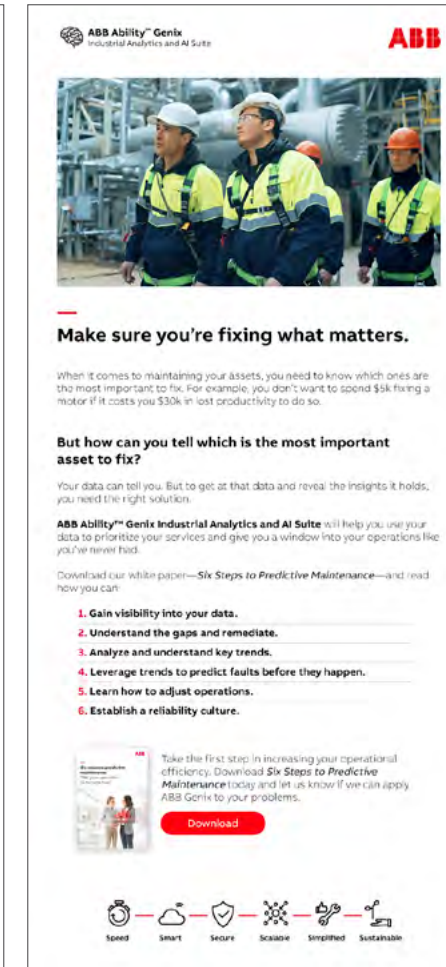



ABB Ability™ Genix
Industrial Analytics and AI Suite

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Make sure you're fixing what matters.

When it comes to maintaining your assets, you need to know which ones are the most important to fix. For example, you don't want to spend \$5k fixing a motor if it costs you \$30k in lost productivity to do so.


But how can you tell which is the most important asset to fix?

Your data can tell you. But to get at that data and reveal the insights it holds, you need the right solution.

ABB Ability™ Genix Industrial Analytics and AI Suite will help you use your data to prioritize your services and give you a window into your operations like you've never had.

Download our white paper—*Six Steps to Predictive Maintenance*—and read how you can:

1. Gain visibility into your data.
2. Understand the gaps and remediate.
3. Analyze and understand key trends.
4. Leverage trends to predict faults before they happen.
5. Learn how to adjust operations.
6. Establish a reliability culture.

 Take the first step in increasing your operational efficiency. Download *Six Steps to Predictive Maintenance* today and let us know if we can apply ABB Genix to your problems.

[Download](#)

Speed Smart Secure Scalable Simplified Sustainable

Genix value propositions nurture email series

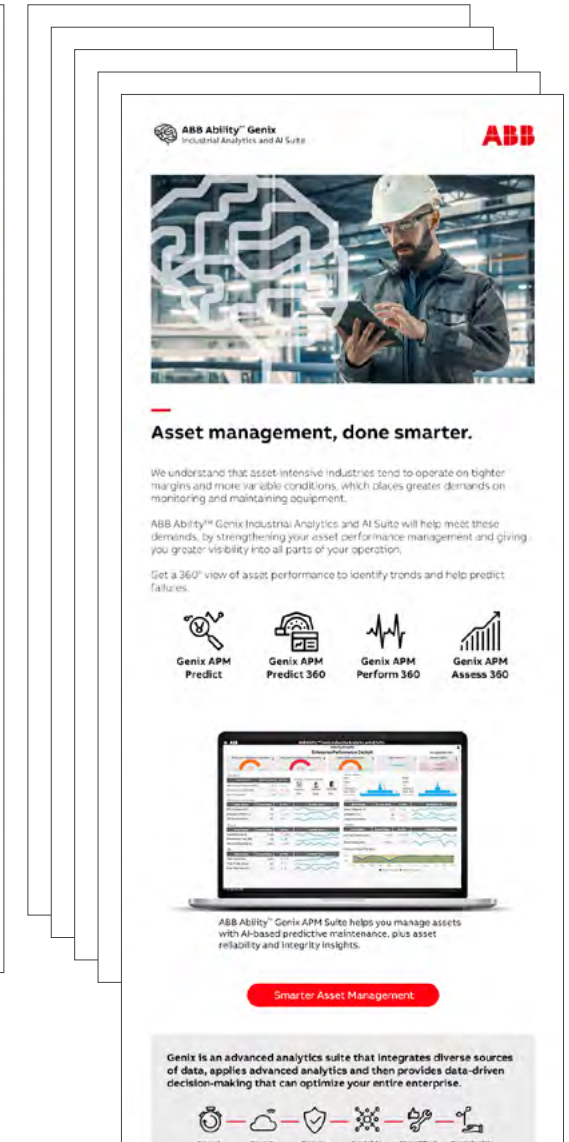



ABB Ability™ Genix
Industrial Analytics and AI Suite

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



Asset management, done smarter.

We understand that asset-intensive industries tend to operate on tighter margins and more variable conditions, which places greater demands on monitoring and maintaining equipment.

ABB Ability™ Genix Industrial Analytics and AI Suite will help meet these demands, by strengthening your asset performance management and giving you greater visibility into all parts of your operation.

Get a 360° view of asset performance to identify trends and help predict failures.

 Genix APM Predict	 Genix APM Predict 360	 Genix APM Perform 360	 Genix APM Assess 360
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ABB Ability™ Genix APM Suite helps you manage assets with AI-based predictive maintenance, plus asset reliability and integrity insights.

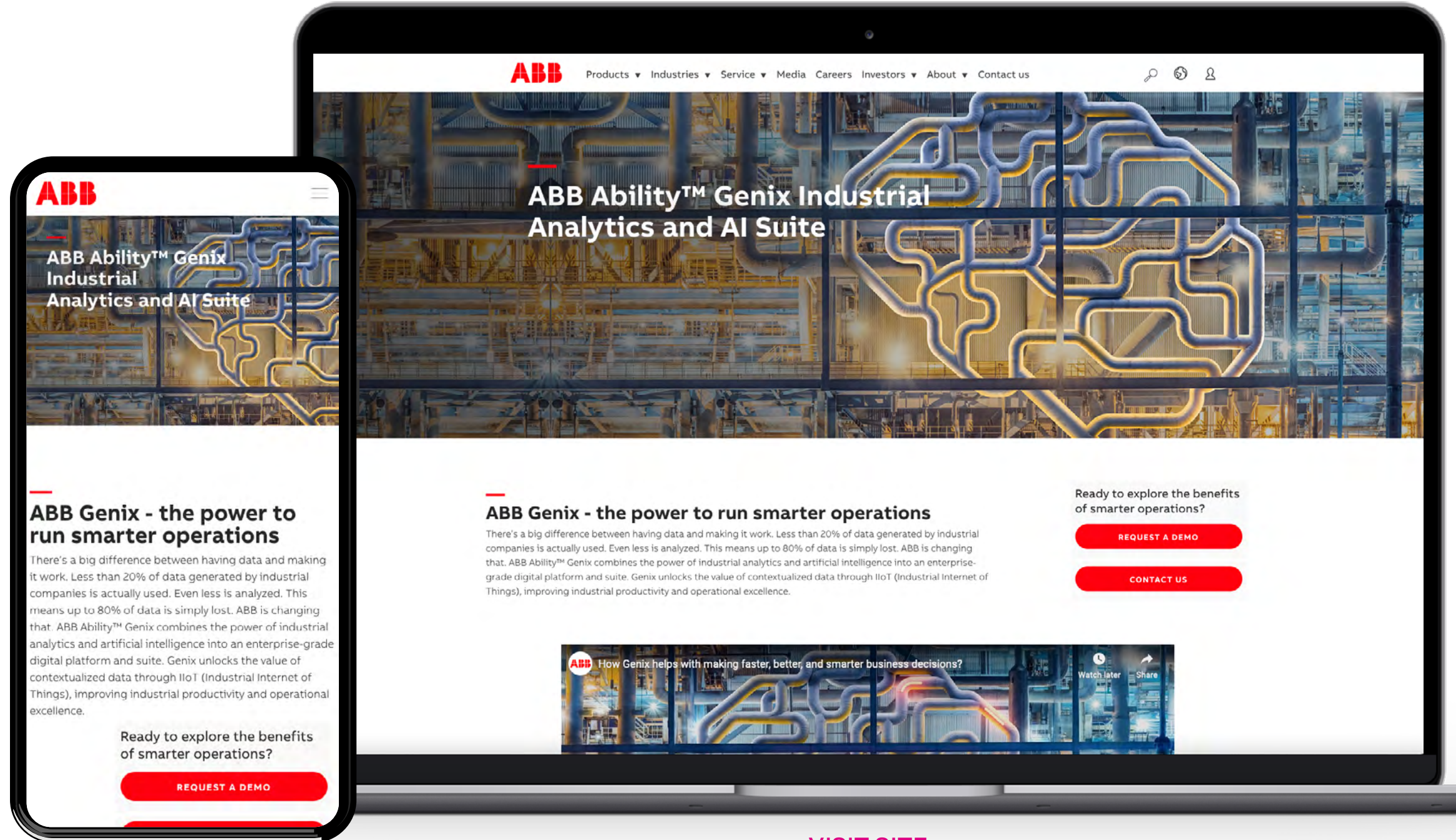
[Smarter Asset Management](#)

Genix is an advanced analytics suite that integrates diverse sources of data, applies advanced analytics and then provides data-driven decision-making that can optimize your entire enterprise.

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18,594
Contact Us
Button Clicks

51,910
Visits Stayed on
Page >60 Seconds



[VISIT SITE](#)

Genix homepage views

1,000,230

second only to the ABB global corporate home page

Generated

1,860 leads

in 2021-2022, up 18% in 2022 alone

In 2022,

Genix page views were

up 556%

over 2021

White paper downloads were nearly

30,000

over the 15-month campaign, compared to less than 5,000 before the campaign started

PRINT ADVERTISING

EMAILS AND NURTURE

WEBSITE

ABB Ability™ Genix. The power to run a smarter operation.

SOCIAL MEDIA

DIGITAL ADVERTISING

VIDEO, DIGITAL MEDIA