



## Monitoring Technologies that provide Actionable Real-Time Data from Manufacturing Equipment allowing Manufacturers to Adapt and Adopt Innovative Technologies



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Interview conducted by:  
**Lynn Fosse, Senior Editor**  
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**CEOCFO:** *Mr. Hogendoorn, would you tell us the idea behind FreePoint Technologies?*

**Mr. Hogendoorn:** The idea behind FreePoint Technologies is to help manufacturers adapt and adopt innovative technologies such as IIoT technologies, in their plant floors now rather than waiting for a future state of manufacturing. FreePoint's products let manufacturers take advantage of new IIoT technologies with their existing equipment and their existing workforce.

**CEOCFO:** *In general, are many manufacturers skeptical that it works or are they leery of change and the possible problems that seem to loom when you change a system?*

**Mr. Hogendoorn:** I think manufacturers are all aiming for the future state and they know there are big changes ahead. For instance, the majority of the workforce is older and is retiring and leaving, and many manufacturers have already experienced difficulty attracting and retaining a younger workforce. These manufacturers are aware that they have to change the use of technology and the role of technology on the plant floor. They are not hesitant to do so, but since their primary focus is on what they have to do today, this week and this month, they defer these questions until they get time, or get caught up. They want to do those new things but they just cannot get around to it now. FreePoint is addressing this time constraint issue by making it very easy to now, which helps them in their efforts to attract and retain the younger workforce as well..

**CEOCFO:** *Would you walk us through an engagement?*

**Mr. Hogendoorn:** Right now on a typical plant floor, workers measure three things. They measure how many hours they are on the job, how busy they are, and whether or not they 'do good work'. The first measurement is the only objective measurement – the time they are at work; the other two are subjective measurements – how busy they are and the quality of their effort. Most workers believe they do good work, and they do. They also believe they are busy, and they usually are. They content themselves with being there for forty hours (or however long they are paid), and they content themselves with doing good work and they content themselves with being busy. That does not mean that they are productively engaged. What FreePoint does is we gamify the actual manufacturing processes in a way that draws attention to when they are adding value to the product and when they are not. In other words, there is a fourth measurement, and that is value; how much value have they added to the product or to the company today and what percentage of my their day is value-adding activity and what percentage are they just 'busy' doing 'quality work'. We gamified it and created a set of metrics that are unique to the operator. All the current measurement metrics on the plant floor are designed for management and designed for engineers and accountants, but none of the metrics on the plant

"The goal is more than productivity improvement; the goal is to reconnect meaning and value with work."  
- Paul Hogendoorn