



# Instagram for Factory Metrics

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## ■ Self Introduction

01 Quit the Astrophysics PhD program in Indiana University

02 Joined Motorola at Chicago in Early 1997

03 Founded first venture Hissage in 2008, acquired by MediaTek in 2010

04 Founded iCareNewLife in 2013, acquired by Pacific Computer in 2015

05 Founded TDengine in 2017

# ■ How do We Interact with Factory Data?

- We open dashboards
- We write queries
- We build reports

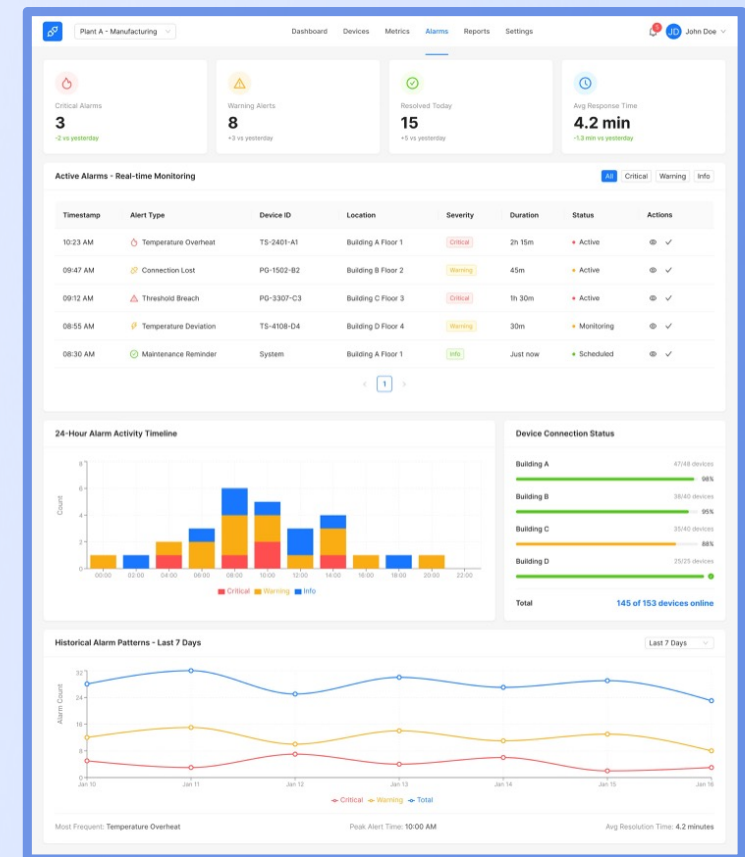
**Human asks. System responds.**



# Too Much Data. Not Enough Insight

- Too many dashboards
- Too many alerts
- Too much noise

**What's missing is not data.  
It's understanding at the right moment.**



# ■ You Don't Search. It Finds You

Think about Instagram:

- You don't search.
- You don't configure dashboards. model.
- You just open it.
- And it shows you what matters..
- Not everything.
- Only what is relevant to you.

**A completely different interaction model.**



## ■ From Query to Feed

This is the shift we need in industrial systems

- From query → feed
- From pull → push
- From data → insight

**Not “give me the data”**

**But “tell me what I should know”**



# ■ A Feed of Operational Insights

Imagine opening your system and seeing

- Pump vibration increasing abnormally.
- Energy consumption drifting from baseline.
- A pattern similar to last month's failure.
  
- No queries.
- No dashboard design.

**Just a continuous feed of operational insights.**

## ■ Stories, Not Charts

Instead of raw charts, we get stories.

- What happened
- When it started
- How long it lasted
- How it compares

In industrial systems, we call this event frames.

- But in most systems, they are not first-class.
- In the AI era, they must be.



# ■ AI Creates the Content

In factories, AI creates the content

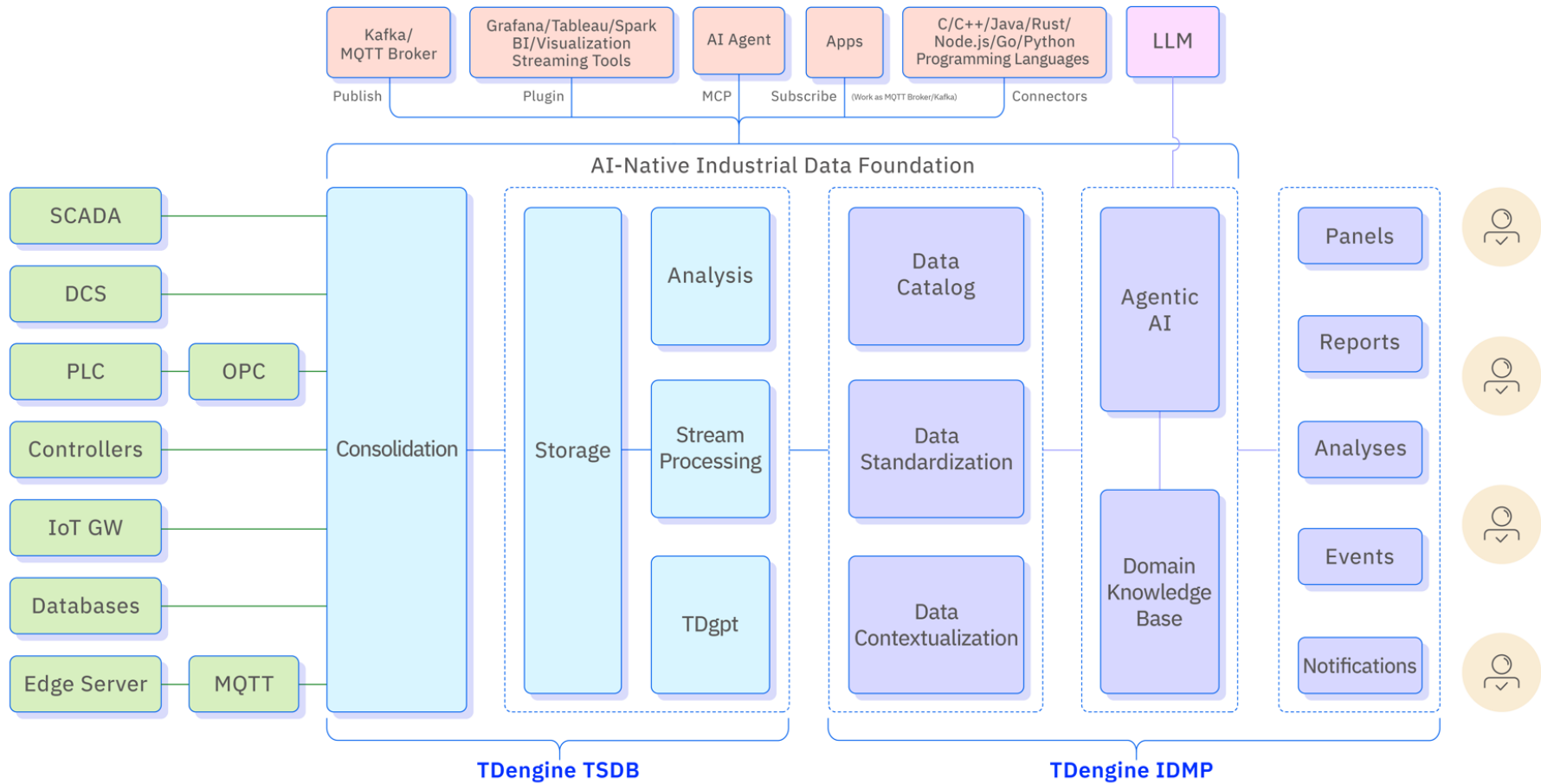
- It detects anomalies
- It finds patterns
- It predicts what will happen next
- It decides what deserves your attention
  
- Engineers don't build dashboards anymore
- AI builds the feed

# ■ A New Foundation Is Required

- Time-series storage
- Real-time analytics
- Process Analytics
- Asset and Event Modeling
- AI friendly interface

## **AI Native Industrial Data Foundation**

# AI-Native Industrial Data Foundation

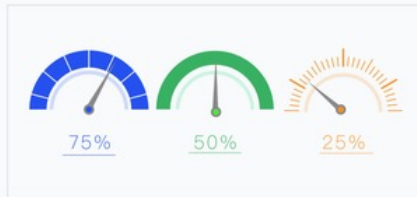




- Elements
- Utilities
  - California
    - Los Angeles County
    - San Diego County
      - San Diego
        - em-11
        - em-12
        - em-13
        - em-14
        - em-15
      - Chula Vista
      - Oceanside
      - Orange County
      - Riverside County
    - New York
    - Georgia
    - Oil Field
  - Favorite Elements
  - Element Filters

em-11 > General | Attributes | Panels | Analyses | Events | Dashboards | Child Elements

Categories All AI



Voltage Stability Index



2025-05-16 16:22:46	1	3.644	35	--
2025-05-16 12:40:23	2	2.345	37	--
2025-05-16 12:03:12	1	4.238	34	--
2025-05-16 13:12:34	2	1.217	25	--
2025-05-16 13:25:56	3	4.290	33	--
2025-05-16 13:45:34	2	6.316	21	--
2025-05-16 14:12:34	3	5.215	23	--
2025-05-16 14:33:46	4	3.961	34	--

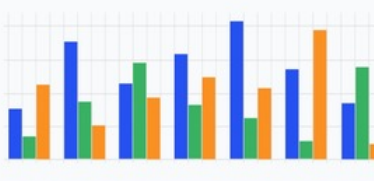
Phase Unbalance Score for the past 4 days



Hourly Voltage trend for the past day



Maximum Current recorded in the past 4 days



Daily average Power and Phase for the past 4 days



+ More Suggestions

Tell me what panel you want and I'll build it for you.



Ask AI

+ Add New Panel

# ■ Remove the Barrier to Insights

Today, most organizations depend on:

- Data analysts.
- Process engineers.
- If you have a question, you wait.

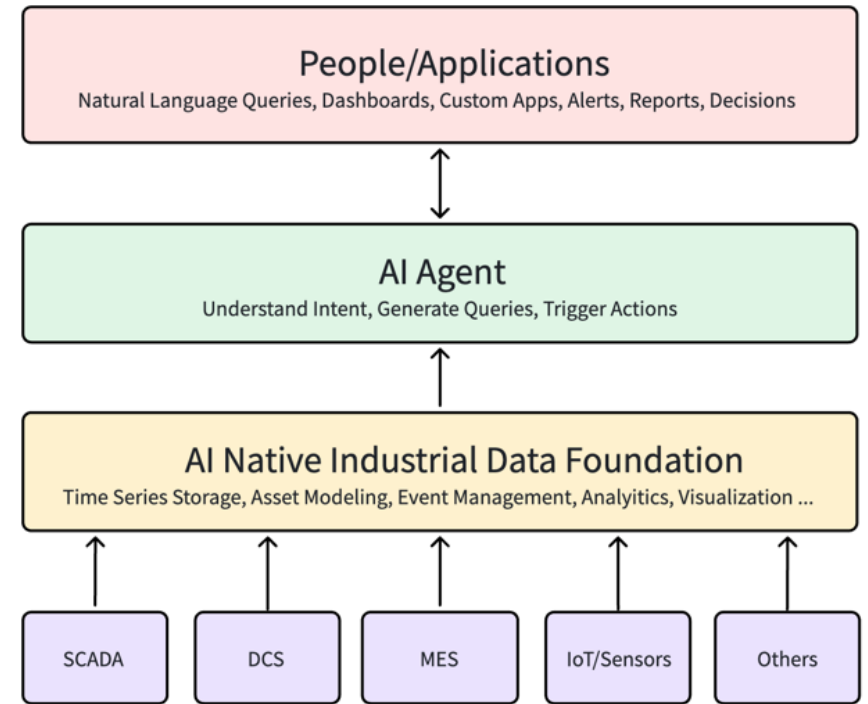
In this new model, that dependency disappears

- You now have a 24/7 data analyst.
- Always watching, always analyzing.

**Not better dashboards. But democratized, real-time understanding.**

# Systems That Deliver Understanding

- 01 The best systems today don't wait for questions.
- 02 They deliver understanding.
- 03 Instagram and TikTok did that for content.
- 04 It's time to do the same for industrial data.
- 05 but it requires a new data foundation underneath.





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03 View the source code at  
[github.com/taosdata/TDengine](https://github.com/taosdata/TDengine)

04 Email us at [business@tdengine.com](mailto:business@tdengine.com)  
to speak with an account executive



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