AVEVA Partner Network SI Program

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SI Program Value and Benefits

AVEVA Partner Network

Why Partner with AVEVA

The Value of the SI Program

Benefits of Joining the SI Program

Engagement Process for SI Program
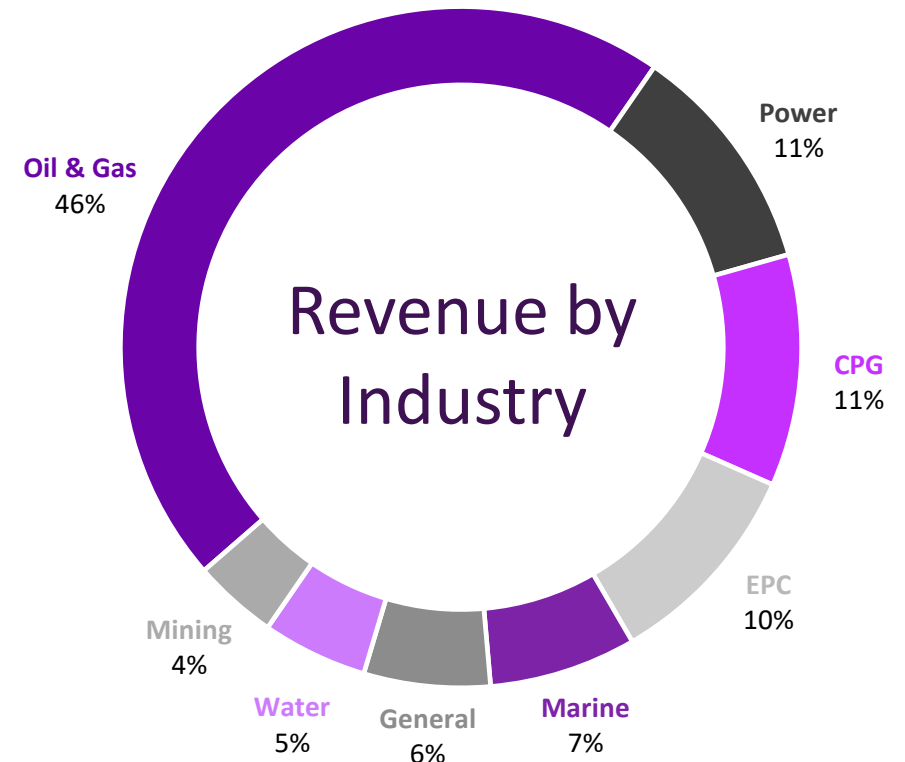
Practice Programs (APM and MD MES)

Summary and Feedback

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The Value of Partnering with AVEVA

AVEVA™

AVEVA is a leader in industrial digital transformation

- FTSE 100 listed on the London Stock Exchange

- Combined with Schneider Electric software business on 1 March 2018

- Schneider Electric is a Strategic Partner and 60% shareholder of AVEVA

- Growing recurring revenue and margins

- Market capitalization >£6bn

- Revenue >£760m

Revenue by Industry

- Oil & Gas 46%
- Power 11%
- CPG 11%
- EPC 10%
- Marine 7%
- General 6%
- Water 5%
- Mining 4%

Values of Partnering with AVEVA

- AVEVA is a global leader in Engineering, Design and Information Management Software

- Over 50 years of building trust with Owner Operators, EPCs, Shipbuilders and Industrial Conglomerates.

- AVEVA is a leader in MES/MOM, Mobility, Process Control, SCADA, Simulation & Modeling, Alarm/Energy Management, Historian/Data Acquisition and HMI Software

- Preferred Vendor by Oil & Gas, Chemicals, Mining and Food and Beverage

- Hardware Vendor Agnostic (Connections to Siemens, Rockwell, Mitsubishi, Omron, Schneider Electric, etc.)

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Expertise in Industrial Software

- Unified System Software Platform

- Serves Enterprises with Single Application Environment

  - Automation

  - Supervisory

  - Mobile Operations

  - Manufacturing Execution Systems

  - Enterprise Manufacturing Intelligence

  - Connections to ERPs (oracle, sap, etc.)

AVEVA helps you lead with innovation

Collaborate

We harness the power of our ecosystem by working together to bring bold ideas to life.
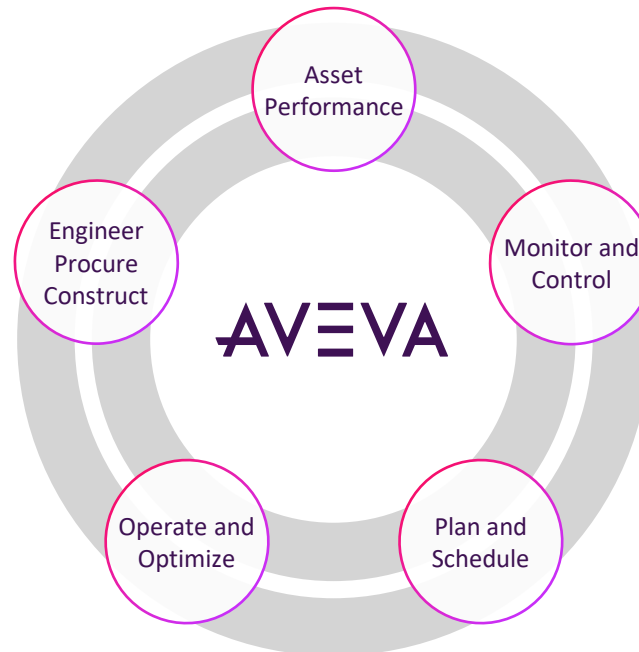
16,000+ customers

10+ industries

4,600+ employees

4,500 partners

Create

We build leading solutions across the asset and operations lifecycles that turn opportunity into business value.

Asset Performance

Monitor and Control

Plan and Schedule

Operate and Optimize

Engineer Procure Construct

AVEVA

Pioneer

We discover new ways to empower people and industries, enabling the success of our customers.

20% reduction in capital projects

100+ million saved from preventing asset downtime
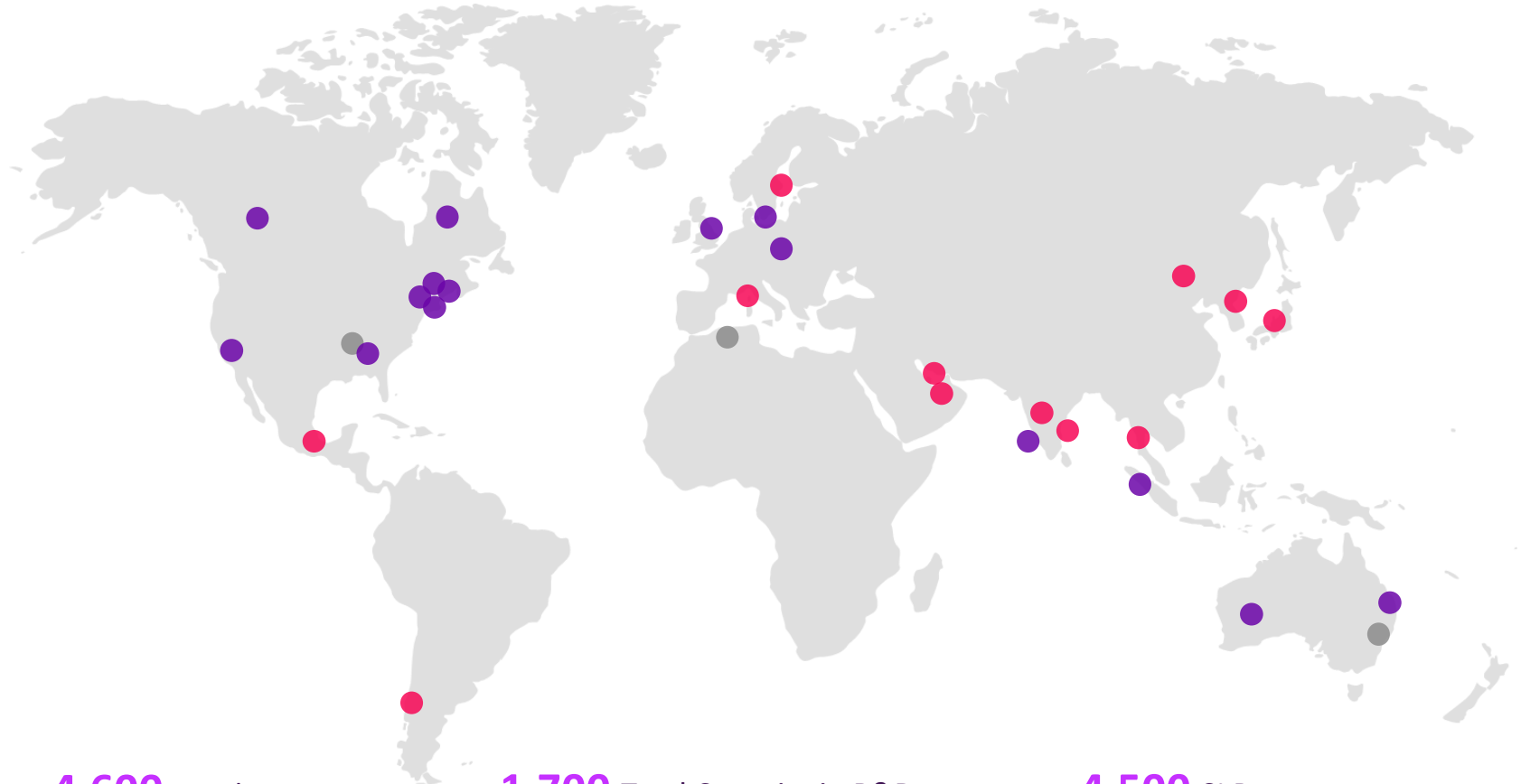
30%+ improvement in overall equipment effectiveness

20%+ increase in efficiency

AVEVA™

We offer a powerful combination of technology and teamwork

- Project Center
- R&D Center
- Combined R&D and Project Center

4,600 Employees
10+ R&D Centers
22+ Project Centers

1,700 Total Capacity in R&D
16% of Sales on R&D
85% of R&D NextGen programs

4,500 SI Partners
5,700 Certified Developers
160 Technology Partners

AVEVA™

Deep customer relationships drive our innovations

Oil & Gas and Chemicals
550+ refineries
900,000 miles of pipeline

Water and Wastewater
1,400+ water customers

Infrastructure
3,200+ customers globally

Power & Utilities
1,000 power plants
500,000+ MW of electricity monitored

Food, Beverage and Pharmaceutical
2,600 food and beverage companies
4,650 food and beverage sites

Engineer, Procure and Construct
90% of the world's EPCs

Shipbuilding
9 of top 10 major shipyards

Metals, Mining and Minerals
50 mining sites

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The Value of the AVEVA Partner Network

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Expanding the SI Program to encompass the Full AVEVA Portfolio

AVEVA
PARTNER NETWORK

Single Unified Partner Program
Simple, Transparent, Profitable

ONE PARTNER AGREEMENT

Sales	Delivery	OEM	Technology
Engineering		Operations	Performance

ONE PARTNER MANAGER PER PARTNER
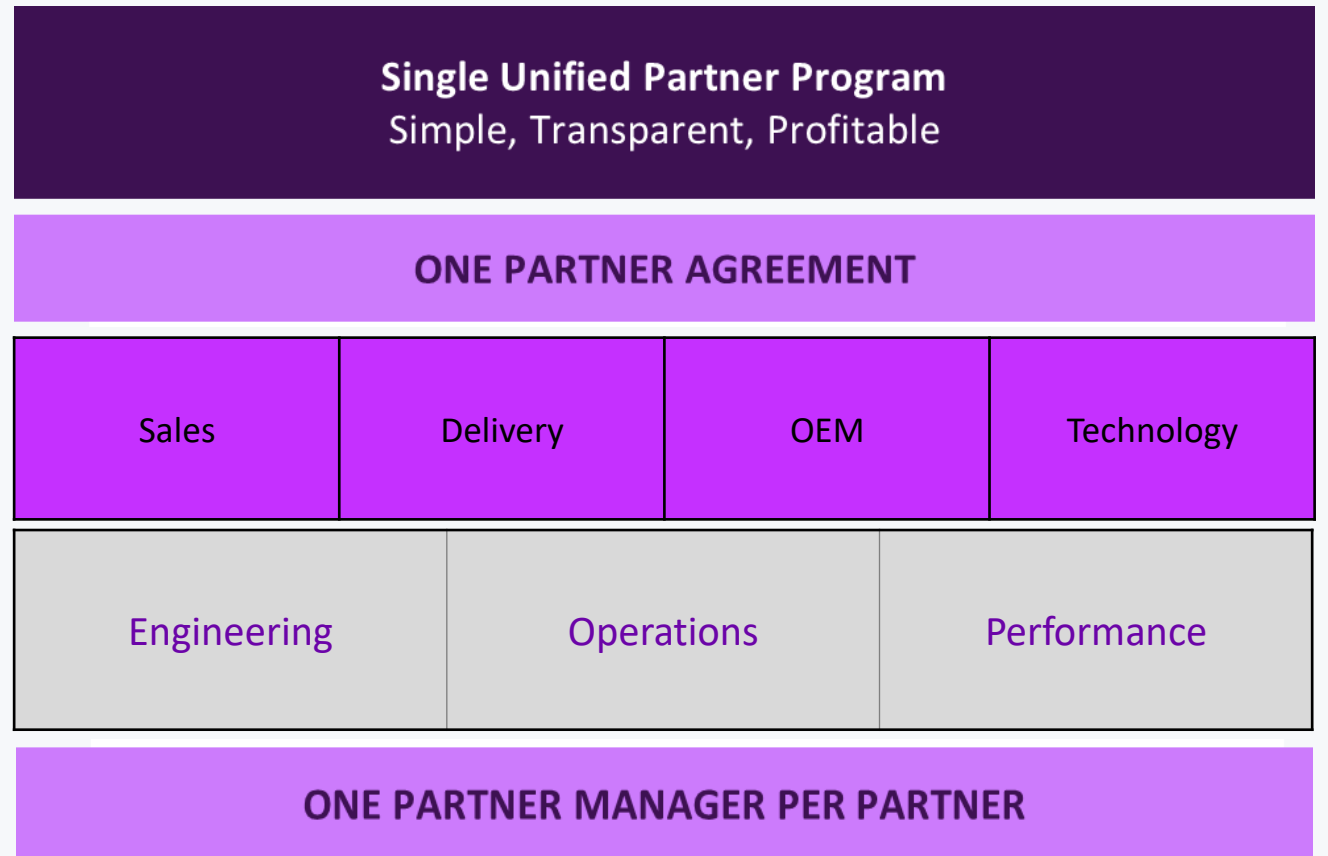
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The Value of the AVEVA Partner Network

- The AVEVA Partner Network provides a platform for SIs to Engage with AVEVA

- Multi Tier Support System designed to recognize participants by level of experience and earned AVEVA certifications

- Established Robust Methodology to build Skill and Expertise of employees that will provide the SI will a competitive edge.

- Partner Expertise is validated thru Product and Delivery Training along with Certification Tests.

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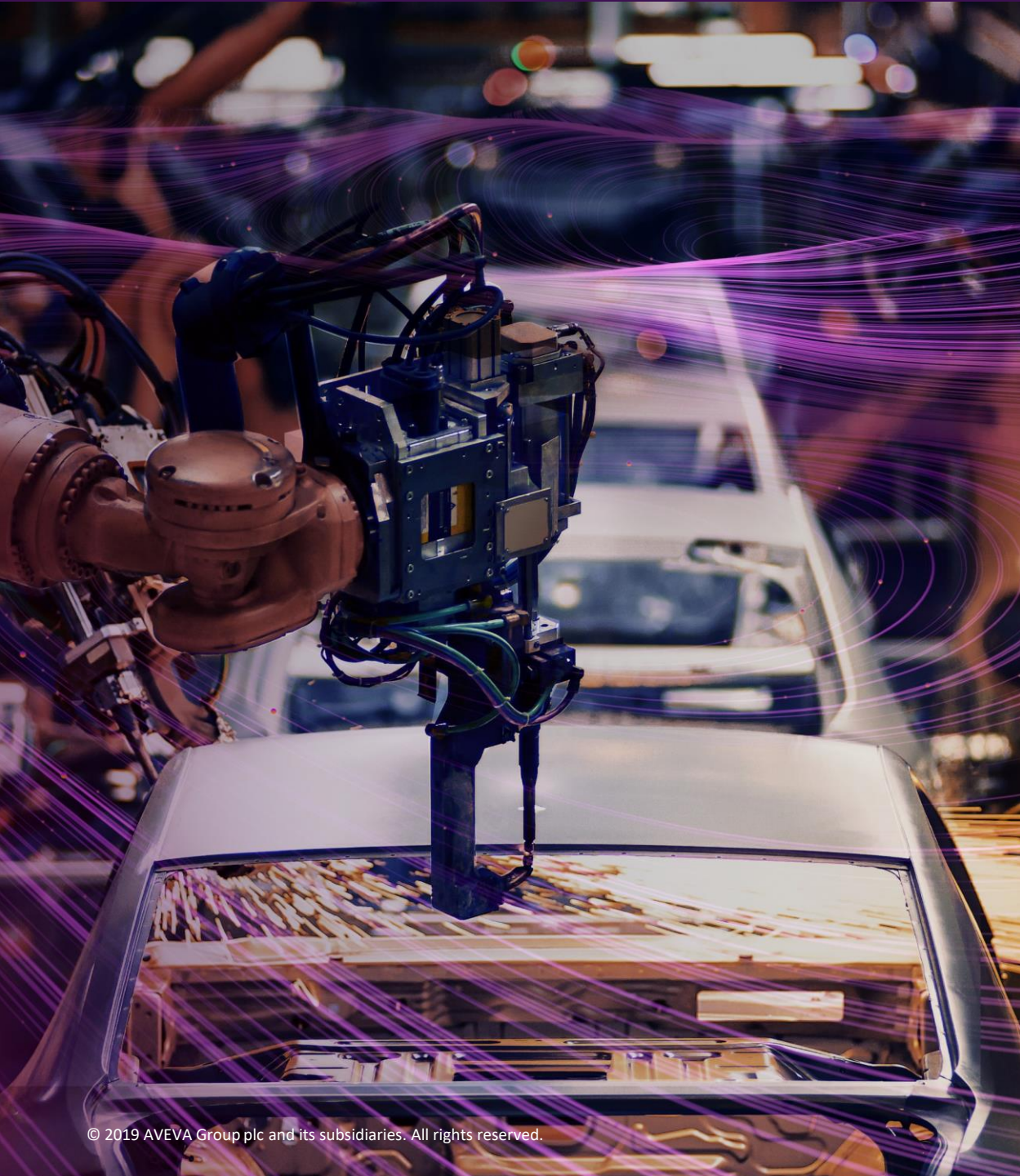
SI Program Benefits

- Online Training and certification for both sales and technical staff

- Lead allocation through our authorized Distributor network (varies by region).

- Outstanding instructor-led classroom training (for a discounted fee).

- Industry-recognized call center, email and online technical support included in the SI Consignment Program.

- Comprehensive sales and marketing tools and support.

- Programs to drive leads and close business.

- Access to dedicated account management for those partners authorized at the Endorsed SI Partner level.

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AVEVA Partner Network Program Benefits

		Registered	Certified Multiple Levels	Endorsed
Marketing Support	SI Partner Program Logo: Permission to use appropriate program tier and certification logo on SI Company's sales and marketing materials	x	x	x
	Shared promotional event participation		x	x
	Website Listing: Software Partner Directory	x	x	x
	Website Listing: Priority Partner Directory Listing*			x
	Publish applications on website		x	x
	Endorsed SI company page on Knowledge Center			x
	Marketing Development Fund (MDF) Program to support targeted go-to-market campaigns			x
	Special invitations to our events and training sessions			x
Sales Support	Consignment Service and Support: reduced rates for software and support.	x	x	x
	Pre- and Post-Sales Support: qualified lead generation and collaborative sales plan- development and execution, market development, and dedicated account team with support through local field representatives.		x	x
	Comprehensive Product Support: before, during and after the sale — to promote consistency across territories regardless of customer location.		x	x
	Corporate Endorsed SI Manager Support			x
	Participate in business planning with regional AVEVA Team.			x
	Participate in collaborative delivery services program.			x

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Included Services	Base (Single User)	Standard (RSI)	Premium (CSI*)	Elite (ESI)	Descriptions
Technical Support and Services					
Business Hours Technical Support (Normal Local Business Hours)	✓	✓	✓	✓	Access to expert technical assistance
Knowledge and Support Centre Website	✓	✓	✓	✓	Access to product information and downloads, technical support articles, security bulletins & case management
Discount on Consulting Services			✓	✓	Leverage AVEVA Software technical expertise even more … for less
Level 2 Direct/Advanced Technical Support Acceess for Certified Developers via Designated SI Queue			✓	✓	Direct and immediate access to AVEVA Software Global Customer Support resources to resolve complex issues
Emergency 24-Hour Technical Support (24/7)**				✓	Development support available around the clock to minimise impacts in emergency situations
Dedicated Partner Portal				✓	Cloud-based repository to securely store and share important documents and access all your support activity
Complimentary Invitations to AVEVA Software Customer Events				✓	Enjoy attendance and gain valuable insight at our annual user conference or other AVEVA-hosted customer event in your region
Software Maintenance And Utilities					
Consignment Software Maintenance Releases, Service Packs, Patches, Updates and Hotfixes	✓	✓	✓	✓	Stay current with the latest updates and fixes
Consignment Software Version Upgrades and Revisions**	✓	✓	✓	✓	Utilize the latest versions of AVEVA consignment software and access the latest features when developing your customer's application.
Software Asset Manager (Consignment Version)		✓	✓	✓	Software application that identifies and manages AVEVA software versions and licenses
Discount on Test and Offline Development System Licenses				✓	Save on additional licenses for testing applications
Training					
eLearning	✓	✓	✓	✓	Get on-demand access to our rich library of "Custome FIRST Eligible" eLearning modules
Discount on AVEVA Training		25%	50%	75%	Sharpen your skills with access to our expert training (classroom, eLearning or virtual instructor-led)
Additional Benefits: Minimum Contract Spend Required					
Technical Account Management Team Access				✓	A team of designated, senior-level support experts to resolve technical issues and liaise between you and the AVEVA Development team to ensure that your issues are receiving top priority
Included AVEVA Training Seats (Classroom, eLearning or Virtual Instructor-led)				2	Sharpen your skills with access to our expert training (classroom, eLearning or virtual instructor-led)

*For Premium Customer FIRST for Partners members to upgrade to Elite, they must have purchased 2 consignment support subscriptions and pay the upgrade fee.

**Pre-production development support only. Once the system has moved to run-time the End User must have an active Customer FIRST agreement.

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Engagement Model for SIs

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AVEVA's World Class Technology Portfolio

MARKET ENVIRONMENT

- Commodity Prices and Oversupply
- Competition and Consolidation
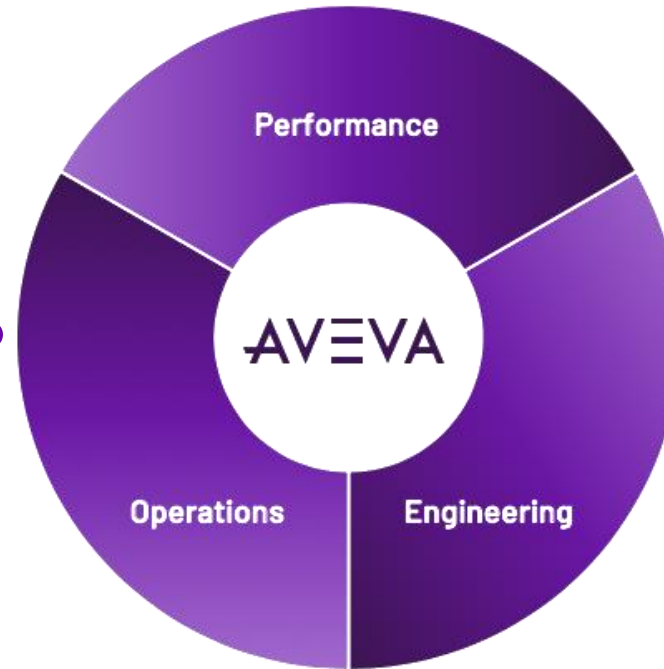- Environment, Quality, Safety Regulations
- Geopolitical Uncertainties
- Generation Shift
- Pace of Change

AVEVA
- Performance
- Operations
- Engineering

- Cloud
- Industrial IoT / Edge
- Big Data
- Digital Twin
- Artificial Intelligence
- AR / VR
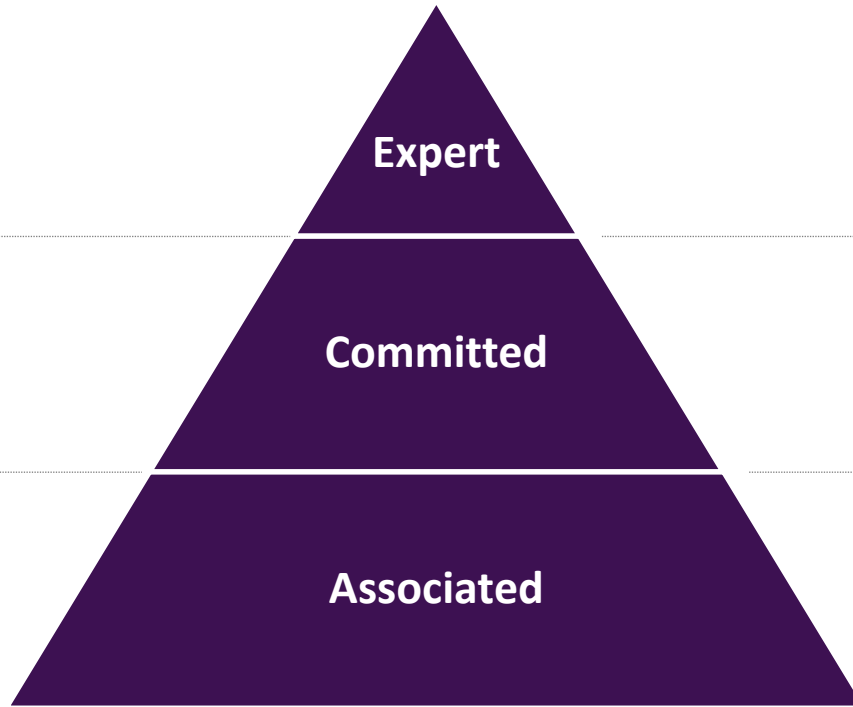
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Aligning SI Strategy to AVEVA and Distributor Portfolios

Current state

Wonderware ENDORSED
System Integrator Partner

Wonderware CERTIFIED
System Integrator Partner

Wonderware REGISTERED
System Integrator Partner

Expert

Committed

Associated

Portfolio Certifications

Full Portfolio

AVEVA System Integrator	Endorsed
	"Portfolio"

AVEVA System Integrator	Certified
	"Portfolio"

AVEVA System Integrator	Registered

Aligned Value

- **Increase SI Partner service opportunities** thru expanded offer set
- Improve **SI Experience**
  - Self Serve Exam Portal
  - Automation Renewals
  - Electronic Signature
- Improved / Increased **Communications**
  - SI Sales Enablement
  - Coverage matching Distributor Portfolios
  - Alignment to AVEVA portfolio positioning
- Increased **Value to SI Community**
- **Growth of Community in all Portfolio Segments** to Expand Shared Business

Engineering
- Conceptual Design
- FEED
- Detailed Design
- Procurement/Construction
- Operator Training
- Project Lifecycle Mgt

Operations
- Operations Control
- HMI
- Operations Execution
- Operations Information

Performance
- Supply Chain Performance
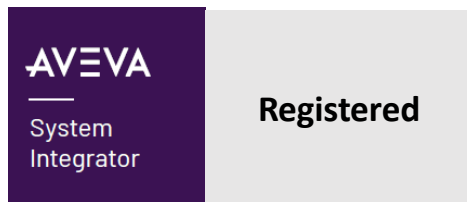- Production Performance
- Asset Performance
- Asset Strategy

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AVEVA Partner Network Tiered Recognition

3 Authorization Levels

Registered Level	Certified Level	Endorsed Level

Entry level

- For SIs who want to build a Wonderware practice

AVEVA System Integrator | **Registered**

Validates Product Skills

- Recognizes SIs with multiple firm-based product certifications
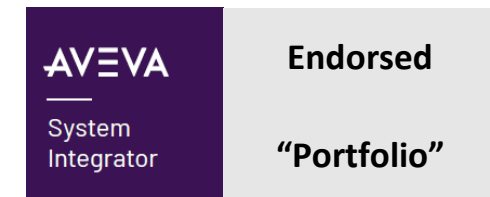- Authorization by individual site

AVEVA System Integrator | **Certified** "Portfolio"

Invitation only

- Validated AVEVA delivery & services practice
- High level integration expertise

AVEVA System Integrator | **Endorsed** "Portfolio"

Entry Level = Minimal Experience
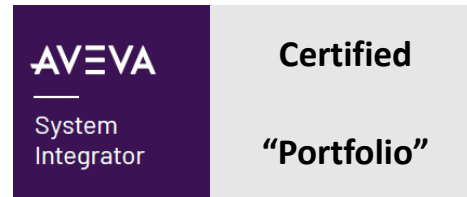
Mid Level = Authorization by Site

Highest Level = Strategic Partner Status

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How to become an AVEVA Partner Network SI?

Registered SI

- Submit inquiry

- Sent to Distributor in region

- Complete Partner Application Profile Form

- Join Partner Program

- Purchase Consignment & Support = Registration as SI Partner

- (Practice Partners should follow the published guidelines)

Certified SI

- 2 Certified Developers

- 2 Project References

- Achieved Certification levels on a variety of AVEVA products

- AVEVA Certified developers with several completed projects

- Proof of two successful AVEVA installations within last 18 months

Endorsed SI

- Invitation only, sponsor by Channel/Sales

- CSIA Certified or equivalent e.g., ISO 9001

- Validated practice and Certifications by company site

- Meet target business performance criteria

- Execute Agreements Endorsed Agreement and PSA Agreement

- Business Cadence -Annual plan, quarterly reviews, annual audit / Target Planning

- Strategic Partner Support Partner Team & Regional Sales Team

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Improving SI Community Engagement

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Enhanced Engagement

- Capture the Mindshare of our entire SI Community

- Provide easier access to Online training.

- Opportunity to Self Promote on AVEVA Digital Exchange*

- Regular Communications Campaigns in conjunction with our AVEVA Channel to

  - Provide Light Sales Training

  - Product Selection Guidance

  - Share Best Practices

  - Focus on Incremental Projects

- Quarterly Newsletter, Focused Webinars and Regional Events

- Opportunities to Collaborate and Build Stronger Relationships

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Practice Programs

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Practice Program Goals

APM, MD MES, *ePLMS*, AMPLA, Engineering

- Expand AVEVA Business with Help from SI Community

- Provide Robust Training and Certification to ensure quality delivery

- Provide AVEVA Delivery guidelines and principals to ensure project success

- Provide Guidelines for Project Management Methodology providing assurance to Customer

- Build Bi-Directional Partnership between SI Community and AVEVA

Contact **siprogram@aveva.com**

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APM Practice Program

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APM SI Certification: Step 1

Evaluation

- Interested SIs can review the Profiles of APM consultants for Avantis, PRiSM and IntelaTrac. Contact: spirogram@aveva.com for skillset profiles and to request an evaluation.

- If SI has the required skills, knowledge and experience, SI can set up an evaluation interview with the APM Global Practice lead through their local distributor

- APM Global Practice lead and SI will determine if SI is a good fit to partner with AVEVA

aveva.com

APM SI Certification: Step 2

Registration

- Approved APM SIs can register for the APM SI Program through their associated distributor. For a list of local distributors, see https://sw.aveva.com/partners/find-a-partner

- Distributor will submit the application form to the AVEVA SI Program and apply for the consignment license.

- APM Consignment entitles SI access to all APM software that is part of the APM SI Program and unlimited licenses for one yearly fee per SI site.

- Once the registration has been processed and the consignment licenses purchased, the SI is considered "Registered" under the AVEVA SI Program

- Registered SIs will receive 25% discount on Product Training and will have access to Level 1 Support through their distributor

- *Note that on a per product basis, software and licenses are not available until consultants have participated in Product Training for that product*

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APM SI Certification: Step 3

Training

Title	Description	Timing	Provided by
Level 1 Sales Training (for SI BD)	How to sell APM, how to qualify and position the products	2-3 days in person (4 products)	AVEVA TSC team
APM Overview* (for those who do not take L1 Sales training)	Intro to APM and AVEVA's APM product suite	1 hour Webinar	AVEVA Marketing
Product User Training*	Main features and functionalities of software and how to use. Includes user exercises and labs.	‒ PRiSM – 2 days ‒ eDNA – 3 days ‒ IntelaTrac – 3 days ‒ Avantis.PRO –	AVEVA Global Training Dept. 25% discount for Registered SIs
Delivery Training*	Installation and configuration, project implementation and best practices	1-3 days per product	AVEVA Delivery team
Tools & Templates Training	AVEVAs standard templates for technical documentation, including services estimator	½ day Webinar	AVEVA Delivery team

*must be completed by 2 consultants

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APM SI Certification: Step 4

Certification Exam

- Online Certification Exams will cover the content of both the Product User and Delivery training sessions. Exam can be accessed through your distributor

- 80% score is required to pass exam

- Once an individual consultant has passed this exam, he/she is considered individually certified

- AVEVA Mobile Operator (IntelaTrac) Exam

- Enterprise Asset Management (Avantis.PRO) Exams

  - *Avantis.PRO EAM Maintenance Exam*

  - *Avantis.PRO EAM Inventory Exam*

- AVEVA Predictive Analytics (PRiSM) Exam

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APM SI Certification: Step 5

On-The-Job Experience and Evaluation

- 2 individually Certified Consultants must implement 2 APM projects and be successfully evaluated by AVEVA delivery. Options for On-The-Job Experience are:

• Shadow AVEVA Delivery team on a customer implementation. AVEVA Delivery will evaluate consultant to ensure adequate understanding.	• Implement an APM project, with contracted support from AVEVA delivery. AVEVA Delivery will evaluate performance of consultant.	• Implement a simple APM project. After project completion, customer will fill out a reference form which we be used to evaluate performance of consultant.

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Final SI Certification

- An SI company is considered CERTIFIED for an AVEVA APM product and eligible to provide services for that product once at least 2 consultants have:

  - completed the required trainings

  - passed the certification exam

  - been successfully evaluated by AVEVA delivery for 2 implementations

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Model Driven Practice Program

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Our Vision for Model Driven MES

Alignment between R&D, Sales and Delivery

R&D Delivers
- MDM Platform (Enterprise or Plant MES)
- Model Driven Modules and Packaged Solutions
- Tested, Validated and Documented Architecture (TVDA) patterns

Sales and Distributors Sell
- Enterprise MES
- Plant MES

Services/Partners Delivers
- Projects based on TVDAs, packaged solutions and templates

R&D

Sell

Sales/
Distributors

Templates

Demos

Use Cases

TVDAs
MDM Modules
Packaged Solutions

Build

Deliver

User Interfaces

Business Rules

Templates/Reusable Eng.

Templates

Implementations

Services/
Partners

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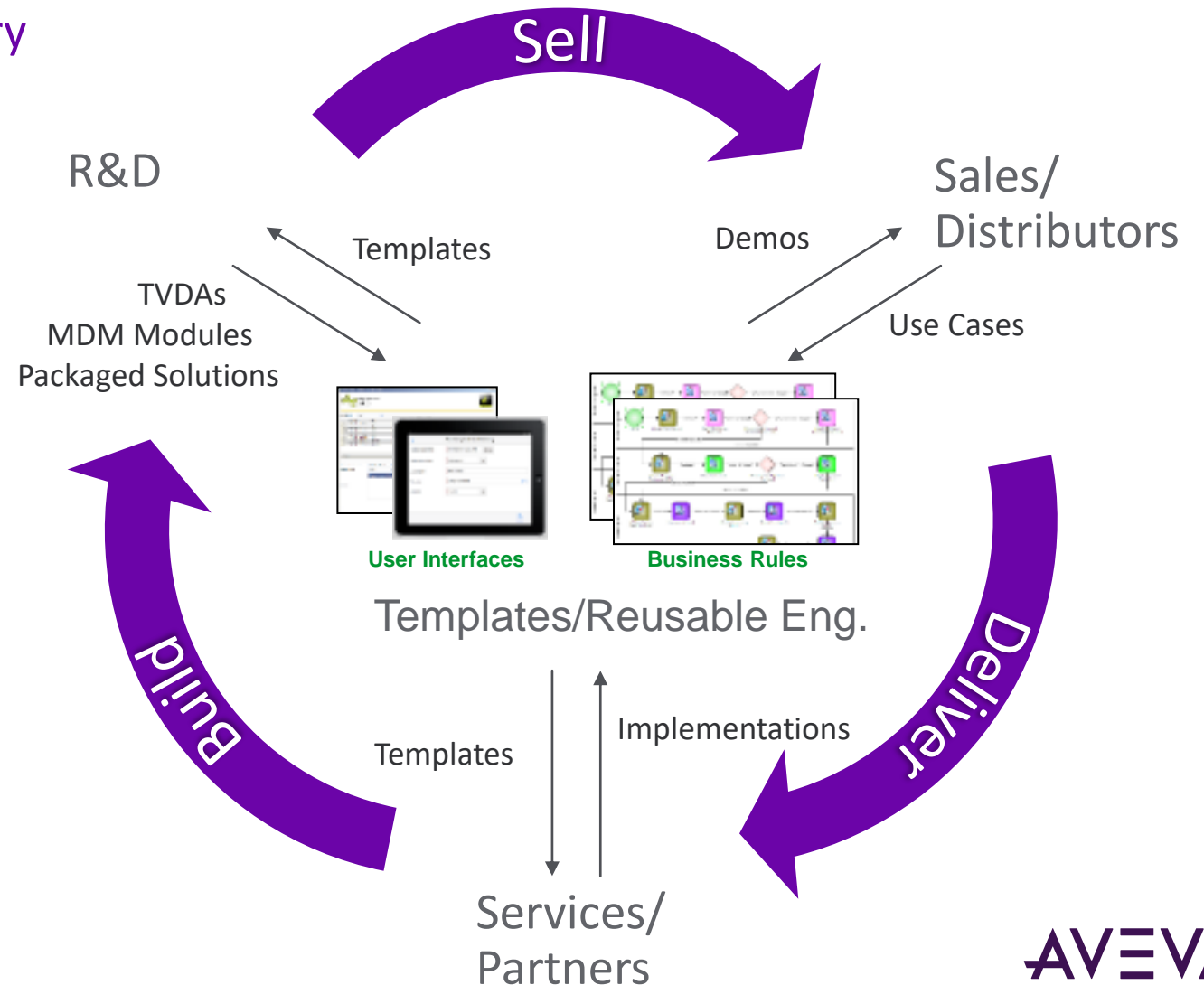
Our Delivery Approach – Model Driven and Reusable

Commercial Products

Platforms

Out of Box Content/Packaged Solns.

Wonderware **MES**
Enterprise MES

Wonderware **MES**
Plant MES

Wonderware **System Platform**

Automation Objects

User Interfaces

Industrial Business Processes/Rules

MDM Modules

1. WO Mgmt..
2. Job Mgmt..
3. Bulk Inventory Mgmt.
4. Performance*
5. Quality Sampling*
6. Quality SPC*
7. Moveable/ Pallet Mgmt.*

Packaged Solutions

▲ Performance*(1-2-4)
▲ Quality* (1-2-6-7)
▲ Operations* (1-2-3)
▲ Inventory* (2-5)

Out of the Box Software – CF Support

Reusable Engineering and Templates

User Interfaces

Industrial Business Processes/Rules

Automation Objects

▲ Model Builder
▲ Line Operations Templates
   ▲ ERP Integration
   ▲ Work Order Management
   ▲ Operations
   ▲ Quality /SPC
   ▲ Inventory
   ▲ Material Preparation
   ▲ Recipe Management*
▲ Logbook
▲ Scheduling

Available from AVEVA or Practice Partners

Customer Templates & Solutions

User Interfaces

Industrial Business Processes/Rules

Automation Objects

▲ Partner reusable engineering and templates
▲ Multi-site customer templates

Customer Sites

Fully Automated

Fully Manual

Productization

Customer Needs

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Step 1 Qualification and Registration
Model Drive MES Practice Program

- How to Qualify?

  - Certified MES and Endorsed SI automatically qualify.

  - Registered SI with MES experience and commitment to have developers become System Platform and MES certified

- Registering

  - Sign 2 addendums , one for the program itselt and the other to the use of templates and best practice guide

Step 2 : Understanding Commercial Considerations

- **Membership Fee**: No Membership Fee Required.

- **Annual Subscription Fee.** An annualized subscription fee for access to the reusable engineering and templates is required only when the SI is ready to use.

- **Training and Certification Fees:** Two free seat are provided for members in all 3 training sessions. Additional paid training can be purchased as needed at standard rates.

- **Success Consulting Services**: For projects where our reusable engineering templates are used Partner must include Project Consulting Fees to ensure proper usage. This consulting includes review of partner designs and ongoing support of the template. Cost is at current published rates

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Competency Development

Training is available today to help build competency of our Partners. These are required steps for Practice Partners to be considered in the program!

Exclusively for Practice Partners

Introduction to Model Driven MES
A 3-day course suitable for customers, distributors, SI, TSCs and delivery engineers

Advanced MD MES Best Practices
A 4-day course suitable for people who will be doing detail design and engineering work for model drive projects

Certification Exam

An online exam that certifies the taker's knowledge of model driven MES. This certification is suitable for anyone who has completed training
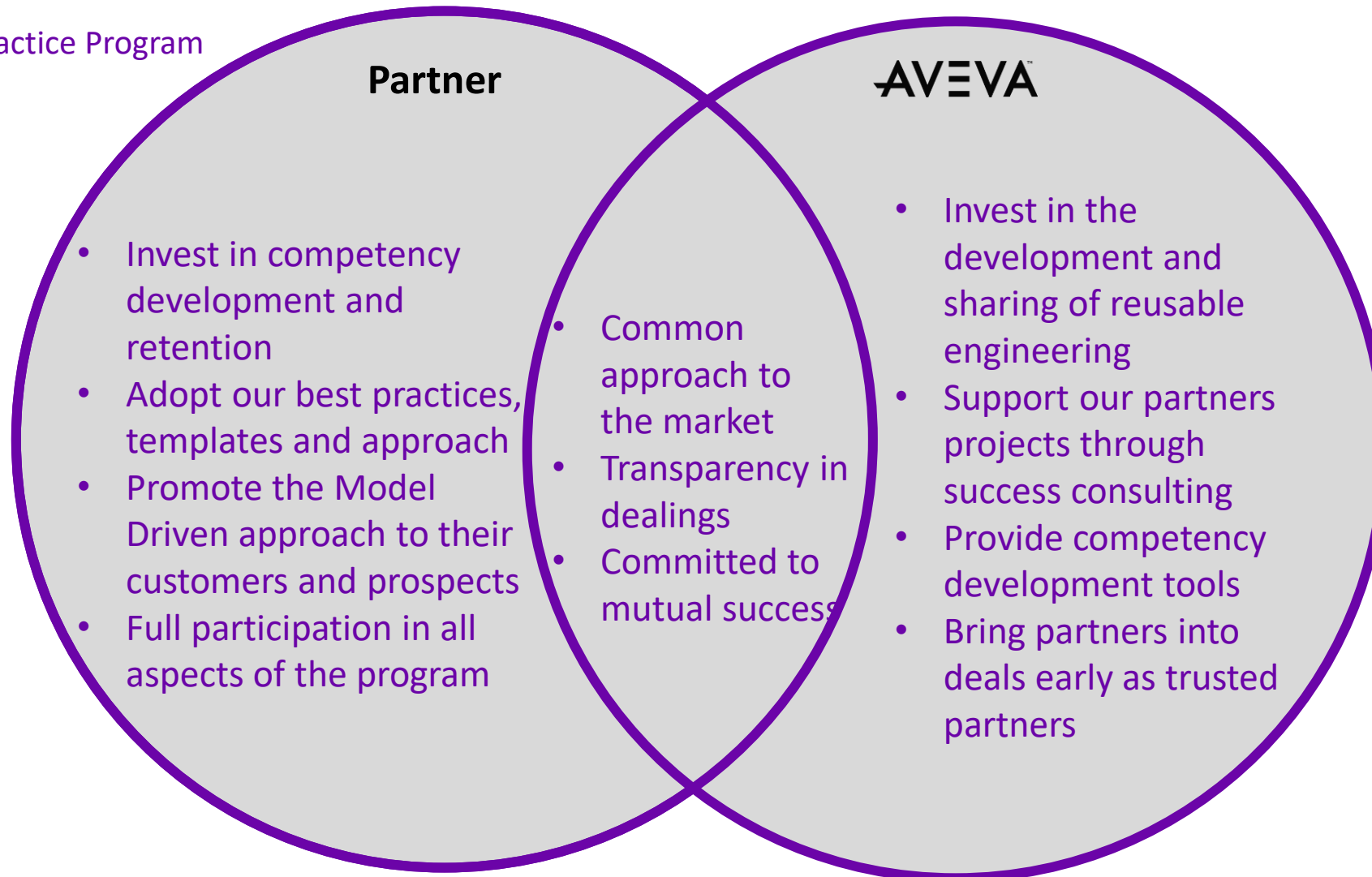
Reusable Engineering

A 4-day course on the use of our model driven reusable engineering. Suitable for people who will be doing detail design and engineering work on solutions based on our templates.

2 Seats Included

2 Seats Included

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A Commitment to Partnership

MD – MES Practice Program

Partner

AVEVA

- Invest in competency development and retention
- Adopt our best practices, templates and approach
- Promote the Model Driven approach to their customers and prospects
- Full participation in all aspects of the program

- Common approach to the market
- Transparency in dealings
- Committed to mutual success

- Invest in the development and sharing of reusable engineering
- Support our partners projects through success consulting
- Provide competency development tools
- Bring partners into deals early as trusted partners

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# Summary and Feedback

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Summary of Program

Building a Stronger Relationship with SIs

- Increased Emphasis on AVEVA / SI Engagement

- Enhanced Sales Engagement with SI Community Benefiting SIs/Distributors/AVEVA

- New Opportunities for SI Self Promotion, Co-Marketing and Service

- Generate Demand Generation and Sales Growth for SIs/Distributors/AVEVA

- Practice Programs added to Enhance SI Engagement and Extend AVEVA Delivery Capabilities

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Feedback , Questions, Comments?
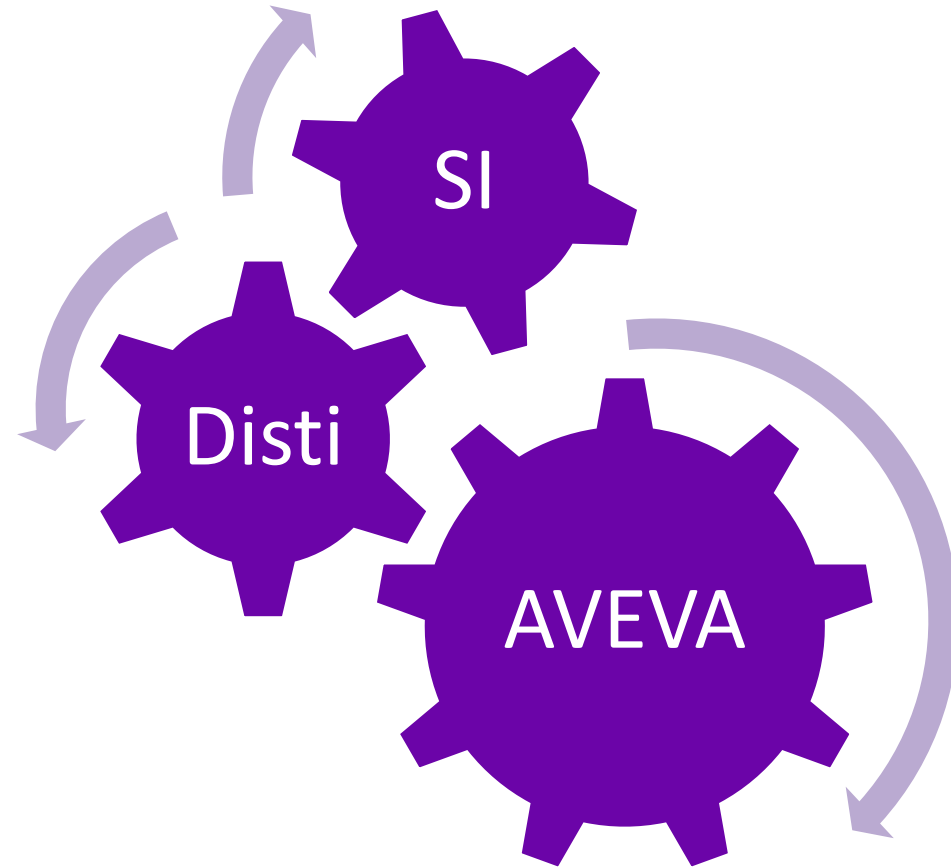
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ABOUT AVEVA
AVEVA is a global leader in engineering and industrial software driving digital transformation across the entire asset and operational life cycle of capital-intensive industries.

The company's engineering, planning and operations, asset performance, and monitoring and control solutions deliver proven results to over 16,000 customers across the globe. Its customers are supported by the largest industrial software ecosystem, including 4,200 partners and 5,700 certified developers. AVEVA is headquartered in Cambridge, UK, with over 4,400 employees at 80 locations in over 40 countries.

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