Selecting the Right Delivery Partner for Customer Projects

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Executive Summary

When a manufacturing company buys a solution involving our software products, the license sale is only the beginning of the process. The success of the selected solutions' implementation and the ultimate value delivered to the customer depends on the technical talent and delivery skills of the project team members who must configure and implement the applications.

This white paper is designed to provide customers in the manufacturing industry, and solutions delivery partners looking to collaborate with other delivery partners, with guidelines and tools on how to identify and select the right Partners to work with.

Wonderware®
by AVEVA

Software Partner Community

A Global Network of Industrial Manufacturing Technology, Sales, Delivery & Solutions Experts.

Our Software Partner Community is comprised of Strategic Technology Alliances, Authorized Regional Distributors, Solution Providers, Systems Integrators, Software and Hardware developers and Original Equipment Manufacturers, that together create one of the largest value-add partner networks in the industrial automation industry today.

Working with our network of worldwide Partners enables our company to address performance improvements in a wide range of operational areas such as quality, throughput, regulatory and environmental compliance across many industry sectors. More than 200,000 plants worldwide have come to rely on our Partner community to help execute on their company's manufacturing operational vision.

The concept is simple: the more partners working with our technologies the more innovation and choice for our customers.

Partner Value For Customers

Partner Expertise

Our Partner community provides a one-stop shop for measurable performance management of manufacturing operations. Sharing best practices with this community is how we as a company continue to build on our reputation for consistency, quality and service.

No matter how complex a customer's needs become, our partner network is poised to meet them, providing customers with access to the range of technology, products and services expertise that only a mature, experienced Community can provide.

Solutions Expertise

Customers require products and solutions that evolve with their operational needs. The Product and Solutions Partner community provides customers with access to a deep well of industry-specific knowledge and industry applications integrated with our equipment and software.

Through shared processes and intellectual property by working with our community of Partners we create solutions that lead the market in delivering flexibility, interoperability and high levels of customer value.

Breadth of Choice and Depth of Expertise

Together with our Partners we are able to offer a portfolio of offerings tailored to a customers' needs:

Domain Expertise: Our Software Partner Community provides a deep well of industry-specific knowledge, including a range of industry applications and solutions integrated with our equipment and software

Collaboration: Sharing best practices with our Partners enables us to build on our reputation for delivering consistency and quality in consulting design, delivery and services support. Teaming in the field ensures optimum mix of expertise

Flexibility: You need a solution provider that evolves as your needs do. No matter how complex those needs become, our Community partner community is ready to meet them

Local Knowledge and Accessibility: With over 3,800 System Integrator partners worldwide customers have access to Partners who know the local market environment. They provide on-site collaboration from solutions design and delivery to in region technical support to ensure ongoing quality of service as customers expand their operations

Established Product Certification Programs

The AVEVA Software Partner Programs provide a platform to comprehensively train and certify system integrators and delivery partners across multiple products and software platforms. This provides you the customer with an objective quantitative means for measuring the business skills of a company and the technical skills of their developers and engineers when you are evaluating companies to work with. This avoids situations where you have to pay while the delivery team 'learns on the job'.

Represent the Best in Class for Project Design and Delivery

Many of our Partners have many years of experience by industry and with our products. They are considered best-in-class in providing our customers with comprehensive complex solutions that increase customers' operational efficiencies, reduce costs and maximize profits.

The premier delivery partners in the SI Partner Program are Endorsed System Integrator (ESI) Partners. Only companies with proven technical excellence, multiple years of certification and project management experience with Wonderware solutions, combined with high levels of customer service, are eligible for consideration.

Specialist Solutions Provider Partners are a select|group with validated in-depth experience and expertise in the sales, delivery and support of advanced application industrial automation and business process solutions into the major manufacturing industry sectors in the Asia Pacific Region.

Partner Capabilities

- Consulting Engineers with advanced project skills to deliver quality in project implementation

- Capability in design of solutions to address multi-plant sites - in country - across regions

- Experience working with legacy multi-vendor hardware and software

- Look holistically at the specific needs of both plant floor and business process operations

- Apply best practices delivery methodologies through the lifecycle of the project

- Access the latest product and services information to ensure best-in-class solutions

Solution and Delivery Specialists Available Worldwide

Today over 60 Strategic Software Partners are currently authorized as Endorsed SI Partner or Specialist Solutions Provider Partner with locations around the globe. This breadth of coverage provides you with ease of access to industrial automation solutions experts and industry specialists in your region to help you with your plant operation project design and delivery needs.

Value of Certification

Who Pays Attention to Certification?

Our customers care about certification!

Customers today pay attention to certification because they want to minimize their exposure to risks in project delivery combined with a migration from in-house built solutions to leveraging the system integrator community of design and delivery experts.

Even more significantly, they want to avoid situations in which a solution provider is "learning on the job" at their expense. These companies also want to be sure that the software solutions work once they're deployed, and get finished on-time.

Our Software Distributor Partners also put a premium on certification, and are increasingly working with Certified Solution Providers winning significant projects for major manufacturing customers. They too want to ensure successful project implementation to ensure customer satisfaction leading to repeat business.

Active involvement by Solution Provider companies in our competency programs provides customers and Distributors with the assurance that they have met specific technical standards in the use of our software technologies.

The Advantages of Certification

Certification within the Partner Community provides industrial and manufacturing companies using Wonderware industrial automation and information software solutions with the peace of mind that the solution providers they work with on projects know how to get the optimal functionality and capabilities from our software portfolio.

Value of Certification for the Customer

When industrial organizations evaluate potential solution providers for their automation projects, they must carefully weigh the technical capabilities of the firms being considered. They recognize that not all partners are equal. Some provide better services than others; some have more technical expertise. Moreover, these companies benefit from using an objective measurement for evaluating potential System Integrators (SIs), Value-added Resellers (VARs) and Original Equipment Manufacturers (OEMs) for their projects.

Our Certification and Competency Program gives industrial and manufacturing companies using Wonderware industrial automation and information software solutions the peace of mind that the solution providers with whom they collaborate with on projects know how to get the most functionality and capabilities from Wonderware software.

Value of Certification for the System Integrator Company

At the same time, solution providers must carefully nurture the skills and expertise of their employees, which gives them a competitive edge in delivering successful projects. Both of these tasks are more manageable when there is an objective, quantitative way to measure and reward the technical skills of the developers who implement complex systems using today's advanced technologies. Certification provides this measurement of competency for both the company and the individual application developers.

Partners who enroll in the Partner Community get access to customers who rely on Wonderware software: the largest installed base in the industry. With over 500,000 Wonderware software licenses in approximately 125,000 plants worldwide this equates to 36 percent of the world's 350,000 plants with 20 or more employees.

Value of Certifications to AVEVA

We are continually focused on enhancing and expanding our certification program because an investment in our Partners technical expertise is an investment in our customers. Our go-to-market strategy initiatives for our key customers require the direct involvement of properly trained and certified solution providers with the expertise to deliver what is needed in multi- plant projects.

Furthermore, we recognize that our solution provider community is an important part of our success, and we rely on their services and expertise to pursue new opportunities and markets.

Selecting the Right Partner

Selecting the Right Partner for Multi-Plant Projects

This section is designed to provide customers in the manufacturing industry and solutions delivery partners looking to collaborate with other delivery partners with some guidelines and tools on how to identify and select the right Partners to work with.

When a manufacturing company buys a solution involving our Wonderware or Avantis products, the license sale is only the beginning of the process. The success of the selected solutions' implementation and the ultimate value delivered to the customer depends on the technical talent and delivery skills of the project team members who must configure and implement the application.

Our company recognizes that our market success depends on the availability of a capable pool of delivery and solutions specialist organizations that have invested in training for their sales, delivery and support people and who have demonstrated and had validated their capabilities to deliver successful projects

As the criticality and complexity of a customer project increases the project success may depend on working with the right Partners.

Wonderware Partner Competency Program

The Partner Competency Program provides Solution Providers with the opportunity to earn prestige for the company as a whole and to enhance the individual careers of the application developers they employ. If you are working with a Registered SI, you should consider encouraging them to become Certified to gain key benefits recognized by the customer and partner community worldwide.

- Measure of a Company and Employee Technical Skills: Certification programs offer an objective, quantitative means for measuring and rewarding the technical skills of the solution providers

- Customer Selection Criteria: Certification gives customers using Wonderware the peace of mind that SIs with whom they engage know how to get the most functionality and capabilities from Wonderware software

- Market Branding: Being certified gives SI application developer's opportunities to earn prestige for the company and recognition for their developers and engineers

## Evaluating System Integrator Capabilities

Based on discussions with multiple customers and Systems Integrators below are several critical questions that a customer should ask during the selection process:

1. What is the company's business and technical profile?

2. What resources do they have for design, delivery and deployment?

3. What is their industry solutions expertise?

4. What coverage capability do they have for delivery, pre and post-sales support?

5. Are they skilled in the use and application of Wonderware or Avantis Software?

6. Do they have a trained & certified staff of developers?

7. Do they have Application Experience?

8. What are the System Integrator's developers Wonderware or Avantis product certifications?

9. How many projects have the developers delivered using Wonderware or Avantis software?

10. Do they have Industry domain Experience?

11. Does the System Integrator have experienced project managers?

12. Does the System Integrator have industry or association accreditations? For example **MESA** (Manufacturing Enterprise Solutions Association) or **CSIA** (Control Systems Integration Association) certifications.

13. What level of endorsement do they have as a Partner?

In the next section you will find tools to help you locate the right partner and then evaluate and measure their fit for your multi-plant projects.

Impact of System Integrator Partner Selection on Project Success
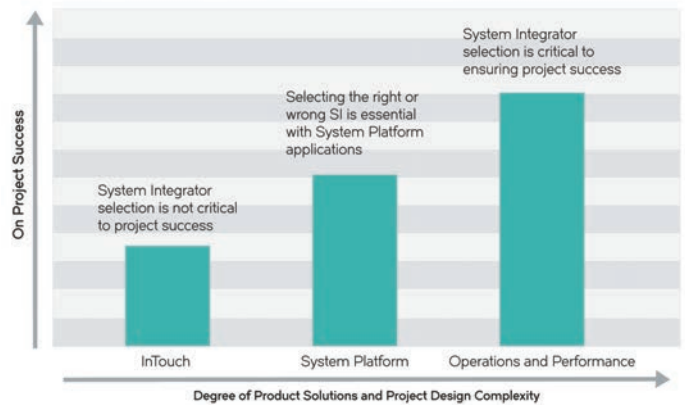
Software Partner Community Constituents

The Software Partner Community is comprised of multiple partner types, each one representative of distinct areas of specialization.

Software Partner Community
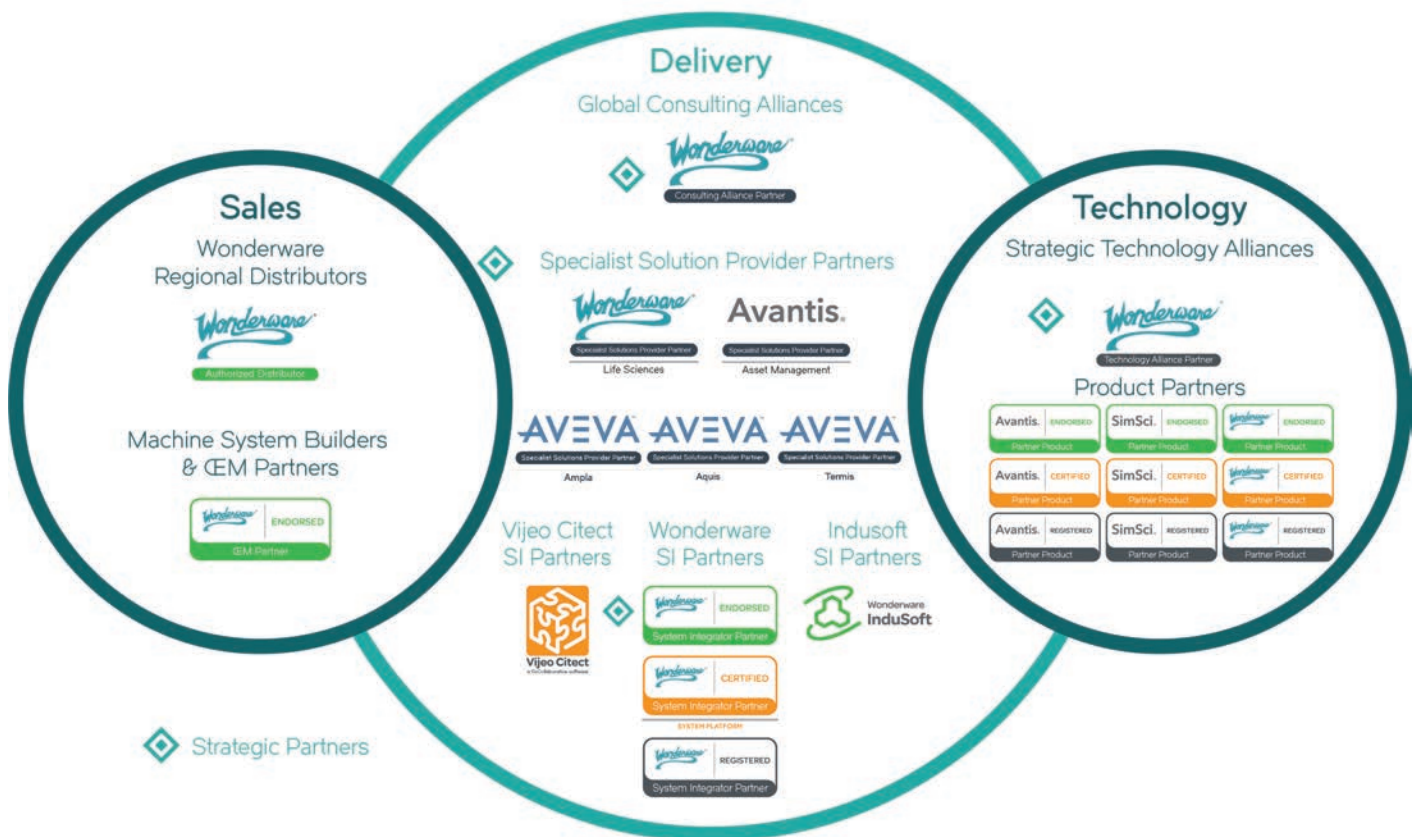
Software Partner Community
Global Reach + Solution Expertise

120+ Regional Distributors

80K+ Developers

170+ Product Partners

10+ Global Alliances

4K+ Delivery Partners

Avantis.
Wonderware
AVEVA
Specialist Solutions Provider Partner
Aquis
AVEVA
Specialist Solutions Provider Partner
Termis
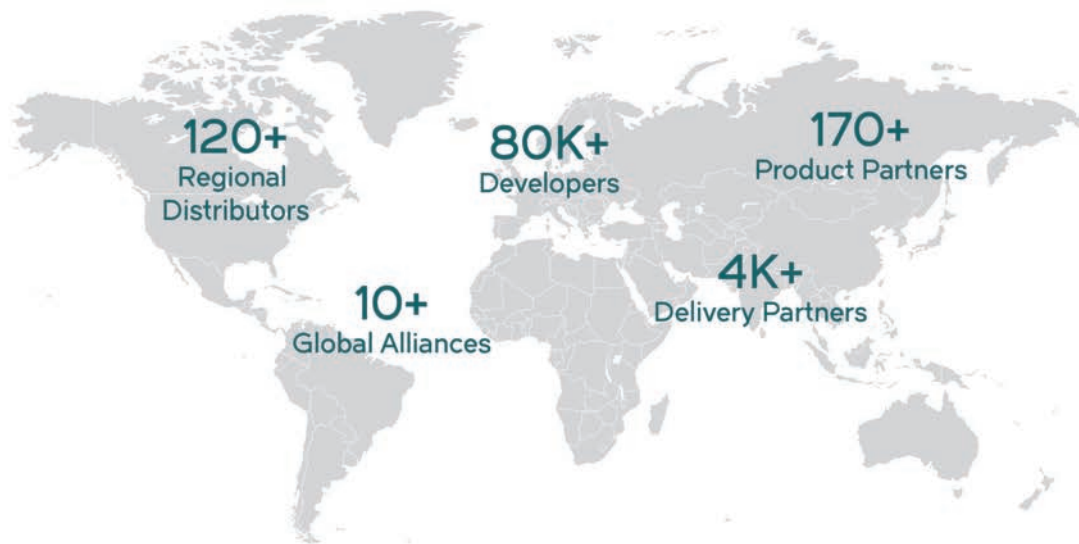
Commercial Sales Partners

Distributor Partners

Business Model

- Assigned territory(s) in region

- Provides SW license fulfillment services to SI, VAR, OEM and direct to the end user customer

- Provides L1 and L2 support to end user

- Sponsor and provide sales support to SI, VAR, OEM

- Sales capabilities at low to mid solutions range (HMI/InTouch)

- Collaborate on project opportunities with SIs doing delivery and PM

- Limited capabilities for SW AA MES solutions sales

- Authorized Training Providers also provide training to end user, SI, VAR, OEM Partners

Products

- Historically Wonderware software portfolio

- New Distributors being signed for Triconex, EuroTherm

- Other company software brands in consideration

Distributor examples

- Wonderware West (NA), Shanghai Bluebird (APAC), PreCast and Wonderware South Africa (EMEA)Solutions and Delivery Partners

Global Consulting Alliance Partner

Business Model

- Large, global IT Consulting firms collaborate on GTM activities - in order to help sell, deliver and support advanced applications & ECS projects

- These companies also possess the IT/ business solutions & SAP expert to work with our sales pursuit team to help sell and implement large scale ECS projects

- Global providers of enterprise business management/process solutions

- Vertical market or solutions expertise and practices

- Consult/integrate solutions for global commercial and government client base

- Frequently trusted advisor for strategic business issues. F1000 focus

- Established global or geo specific market presence

Product = Services

- Extension of business development, delivery, and 24x7 support capabilities by utilizing the Consulting companies connections generated from their consulting business

- Heavy focus on business process re-engineering services, with solution services and products add ons.

- Horizontal technology practices and vertical market/solutions

- Offer consulting services or SW/HW solutions, Define SOA strategy

- Completely services driven; high number of long-term/large scale contracts

- May have procurement division; Referral (procurement divisions=resale)

Consulting Partner Examples

- Cognizant, Accenture, Wipro

Solutions and Delivery Partners

Specialist Solution Provider (SSP) Partners

Business Model

- Focus: Specialist by industry sector and with advanced applications solutions design and delivery

- SSP Partner has 'standardized' on either Wonderware, Avantis, Aquis Water Network Management, Termis District Energy Management and Ampla Operations Management for their solutions

- SSP are authorized by industry based on level of industry technical and project expertise

- Primary lead in design and delivery of industrial solutions in their territory and Purchase licenses directly

Products

- Provide efficient and secure monitoring solutions

- Develop solutions for operational analysis and control

- Integrate their solutions with IT and business systems

- Create MES and batching systems

SSP Partner Examples

- Refer to the Partner Community directory for listings of SSP Partner Companies **View our Partner SI Directory**

Systems Integrator (SI)

Business Model

- Focus: Systems Integrator

- SI has 'standardized' on Wonderware for their solutions

- Do not re-badge the product or re-brand

- Wonderware EULA is accepted and used by the customer

- Systems Integrator participants at Partner Endorsed, Certified and Registered levels

- Purchase licenses direct from authorized Distributors

- Focus varies – Solutions Builder, engineering Customer specific solutions

Products

- Provide efficient and secure monitoring solutions

- Develop solutions for operational analysis and control

- Integrate their solutions with IT and business systems

- Create HMI, SCADA, MES and batching systems

SI Partner Examples

- Refer to the Software Partner Community directory for listings of SI Partner Companies **View our Partner SI Directory**

Original Equipment Manufacturer (OEM)

Business Model

- Focus: Machine builder

- Standardized on Wonderware for their machines or solutions

- Re-brand/re-badge the product. Issue their own EULA which incorporates ours

- Broad market coverage through large direct and indirect channels

- Contract with our company or regional Distributor

- Size varies: Large OEMs (e.g. Taiwan, Japan) to small niche machine builders (e.g. Germany)

Products

- Provide efficient and secure monitoring solutions

- Develop solutions for operational analysis and control

- Integrate their solutions with IT and business systems

- Create MES and batching systems

OEM Partner Examples

- Yamatake, Tetra Pak, Bosch

Technology Partners

Technology Alliance Partner

Business Model

- Provide technology knowledge, expertise and IP that integrates with and supports vendor alliance. Collaborative arrangement for mutual growth vs individual effort

- Involves technology transfer and access to knowledge and expertise

- Joint GTM strategy and dedicated resources teams from both parties – share cost and risk

Products

- Software, Hardware, Networking solutions that integrate with our software portfolio

Alliance Partner Examples:

- Microsoft, SAP

Product Partners

Business Model

- Registered, Certified and Endorsed Partner levels

- Partner products proven compatibility with our product portfolio

- Enables users to fully-leverage the breadth of capabilities provided by our Partners

- Software and Technical Support are provided to Partner to achieve functional certification

- Partners can do self-certification whenever possible

- Endorsed products are resold and listed on the software product price list

Products

- Vertical and horizontal applications that complement our product portfolio Current applications solutions available for following operational management areas:

- Mobile workforce

- Operator effectiveness

- Production optimization

Partner Examples

- AutoSave for System Platform by MDT Software, Dream Report by Ocean Data Systems

- Refer to the Partner Solutions directory for listings of Partner Products View our Partner Solutions Directory

Demand for Wonderware Certified Partners

Ever since the January 2003 release of the Wonderware Industrial Application Server – the first product built on ArchestrA industrial automation and information software architecture – we immediately began to see a shift in application opportunities, as well as the increasing role of solution providers in delivering more comprehensive Wonderware software solutions to end user customers worldwide.

IT departments are increasingly more involved in implementing automation systems – especially in key industries and strategic accounts that require production and performance management systems that integrate the business and plant-floor systems. Sometimes, in-house engineering groups just don't have the resources or experience to cope with the new requirements. As a result our customers now rely increasingly more on solution providers to assist them with these large-scale multi-plant challenges. They need solution providers that know how to integrate enterprise and manufacturing systems, manufacturing execution systems and mobility solutions as part of multi-level projects. The Partner Certification Program gives the solution providers who want to go after these new opportunities the requisite skills and expertise.

Today our Wonderware system integrator community includes more than 7,800 engineering firms and more than 80,000 developers worldwide.

How to Locate a Partner and Evaluate Fit for a Project

There are two options. One, contact the authorized Wonderware Distributor or the AVEVA Sales team in your region. Second, review the Wonderware Software Solutions Partner Locator at AVEVA.com This can be searched by Partner name, Partner level, country, city industry experience, and Certifications.

Global Partner Directory

Partner Spotlight

System Integrator Search Options

Our **System Integrators**

This directory provides search functionality to enable you to select the right delivery and solutions partner by partner type, location, product, delivery and industry sector experience.

Use any of the filters below to find a System Integrator that fits your needs.

SI Company Name

| Type in any part of the SI company name |
| --Choose Industry-- |
| --Choose Integration Experience-- |
| --Choose Partner Type-- |
| --Choose Certification-- |
| --Choose Country-- |
| --Choose State/Province-- |

DISPLAY SI SEARCH RESULTS   RESET

SI Product Certifications:

ActiveFactory	ArchestrA Object Toolkit
Industrial Application Server	IndustrialSQL Server
Intelligence	InTouch
InTouch for System Platform	Operations
Performance	Wonderware Historian
Wonderware Historian Client	Wonderware System Platform

Products Expertise:

ActiveFactory	ArchestrA Object Toolkit
Industrial Application Server	IndustrialSQL Server
Intelligence	InTouch
Operations	Performance
QI Analyst	SCADAlarm
Terminal Services	Wonderware Historian
Wonderware Historian Client	Wonderware Information Server

Key Information about SI firm and their product Certifications

For our customers to get the maximum benefit from the Software Partner Locator, dedicated profile pages are associated with each partner company directory listing. A sample is listed below.

Trained Employees By Product:

No information available

Sample SI Directory Listing

Autoware S.r.l

Autoware was founded in 1996 to develop high quality software for manufacturing execution management and process control. The strong competence in designing state of the art solutions integrating PLC and IT systems both in stand alone and network distributed environments, makes Autoware the best partner to Fill the Gap® between shop floor production and business ERPs. The company boasts a background of experience and know-how in several industries, which allows it to provide and guarantee solutions qualified, thanks to a team of skilled, competent and motivated technicians. Autoware delivers business oriented solutions working close to customers from the first consulting in defining the system specifications and the process models to the final start-up and support of a turnkey project. We also have a second location at Viale Milano 177, 21013, Gallarate (VA)

VISIT WEBSITE

SI Product Certifications:

Certified Employees By Product:

ArchestrA Object Toolkit: 1	ArchestrA Workflow: 3
InTouch for System Platform: 4	Operations: 8
InTouch: 16	Wonderware Historian Client: 16
Wonderware Historian: 14	Intelligence: 4
Performance: 8	Industrial Application Server: 16

References Available (Available upon request)

Yes

Evaluating Fit for a Project

Assessing the fit of an SI requires the use of – metrics and measurements to leverage in decision making process.

These are key to ensuring you have a comprehensive picture of the potential delivery and solutions partners that you are looking to work with on a major project.

Vertical Markets:

| Chemicals | Food & Beverage |
| Metals | Pharmaceuticals |

Integration Expertise:

| Manufacturing Management Systems | Process Controls |
| Process Visualization | SCADA |

Association/Industry Certifications

Product, partner and industry association affiliations provide a measure of the importance a company places on achieving independent measures of their technical and business capabilities.

MESA, CSIA, ISO9000 are globally recognized accreditations acknowledge that the company has met stringent criteria to achieve the certification.

Partner Evaluation Scoring Tool

Contact us to see how you can utilize the our scoring methodology used today by the Software Partner Community team to evaluate new applicant companies, and existing authorized partners who wish to apply for a higher level of authorization.

Conclusion

Identify – Evaluate – Select Measure & Manage

When industrial companies evaluate potential solution providers, they must carefully weigh the technical capabilities of the firms being considered. At the same time, solution providers must carefully nurture the skills and expertise of their employees, which gives them a competitive edge in delivering successful projects.

Both tasks are more manageable when there is an objective, quantitative way to measure and reward the technical skills of the developers who implement complex systems using today's advanced technologies.

In summary it is highly recommended that you leverage the certification and partner profiling tools available to select the right partners for your projects, certification and profiling provides a measure of competency for both the company and individual application developers.

About the Author

Sue Redmore, Director Global Partner Strategy & Marketing, Software Partner Group. Sue has worked with the channel in the IT industry for over 30 years. Work in Europe included developing some of the earliest high tech partner authorization programs, partnering structures and enablement initiatives to drive growth through the channel. For the last 20 years Sue has been based in the United States working with start-ups and multinational IT vendors across the USA and globally. This includes 12 years as a Channel Management Consultant designing channel strategy and engagement programs for major vendors across the USA. For the last 6 years Sue has been working in the Software Partner Group, AVEVA Software. Sue's passion for building partnerships and driving growth through the channel is now being applied to the dynamics within the industrial automation industry with a particular focus expanding the partner base across the regions and product brands.

About AVEVA

AVEVA is a global leader in engineering and industrial software driving digital transformation across the entire asset and operational lifecycle 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.

www.aveva.com

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