



Drive Business Value Through Dynamic Enterprise Visibility



Microsoft[®]

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Together, OSIsoft and Microsoft help empower enterprise manufacturers and utility companies to gain a competitive advantage by presenting people with dynamic operational, business, and energy data they can use to make better-informed decisions in real time while driving excellence across the value chain.

Competition, globalization, and rising energy prices are only a few of the forces driving change in the manufacturing and utility industries. As global competitive pressures intensify and margins shrink, companies actively seek opportunities to increase their operational efficiency and reduce costs. The increasing complexity of the global supply chain challenges manufacturing companies to find new ways to manage the growing volume of data and react to business changes in real time. Growing energy costs are changing the way companies monitor, understand, and manage their energy usage.

In order to grow, evolve, and thrive in this unpredictable world, manufacturing and utility companies are finding ways to use enterprise data more efficiently and innovate proactively to drive a truly dynamic, next-generation enterprise. OSIsoft and Microsoft have placed themselves at the forefront of this trend.

A World-Class Alliance

OSIsoft's PI System infrastructure is a proven industry leader in extending operational insight to all levels of the organization. Microsoft products and technologies have become the standard of flexibility and ease-of-use in enterprise companies. Together, OSIsoft and Microsoft offer their customers a more secure, highly-scalable real-time data and event infrastructure built on a trusted platform that dynamically supports ongoing business needs.

OSIsoft and Microsoft help their customers gain the competitive advantage while controlling costs through:

- **Increased Visibility** by providing everyone in the enterprise access to context-rich, real-time operational and business data, so they can make timely, fully-informed decisions.
- **Trusted Scalability** with the real-time data infrastructure and platform to support mission-critical business systems in a more secure, scalable, and energy-efficient manner.
- **Streamlined Processes** that foster continual performance and operational improvement by providing familiar analytical tools combined with process automation and information sharing capabilities.

Increased Visibility

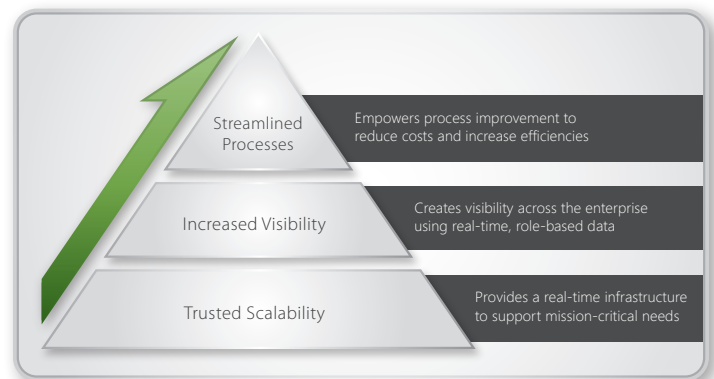
When business functions in real time, people need event notification as well as access to real-time data. OSIsoft and Microsoft deliver the right data to the right people at the right time, enabling manufacturing and utility companies to make the best use of their people and information.

OSIsoft and Microsoft help manufacturing and utility companies:

- Make better-informed decisions by placing sales, pipeline, supply chain, real-time operational data, and external data (such as market conditions and weather) on the desktops of knowledge workers.
- Enable users to be more productive with familiar, easy-to-use tools that give them fast access to data that's relevant to their job role.
- Facilitate communication and collaboration by making it easier for people to find, share, and work with enterprise data and each other securely.
- Empower people to be more proactive with reporting and analytical tools that enable them to quickly identify and solve problems.

"OSIsoft has been a staple in all of my plants as a process historian for decades. Building on that success and reliability, they now have introduced a complete package with their novel approaches to infrastructure. By leveraging the Microsoft SharePoint platform and OSIsoft's integrated product suite, we can now get complete visibility into all data, regardless of source, which is invaluable for our industry."

Dr. Paul McKenzie, Vice President, Biologics Pharmaceutical Development and Marketed Product Support, Johnson & Johnson/Centocor



The OSIsoft and Microsoft strategic alliance provides customers with a foundation of trusted scalability that they can build upon to gain increased visibility and then streamline their processes.

Trusted Scalability

In today's marketplace, competitive businesses are looking for solutions that deliver proven global capabilities. OSIsoft and Microsoft give their customers a real-time data infrastructure and platform capable of securely supporting their mission-critical operational and business data needs from the plant level to the enterprise.

OSIsoft and Microsoft help manufacturing and utility companies:

- Meet their global business goals with a more secure, flexible technology platform that supports horizontal and vertical scalability scenarios.
- Reduce downtime by delivering a scalable infrastructure platform that can help identify issues quickly, speed resolution, and diagnose problems to prevent future incidents.
- Focus on value, rather than technology with proven solutions that can be leveraged across the business to reduce operational expenses and downtime, improve overall equipment efficiencies, and preserve investments in legacy systems.
- Realize the value of enterprise data by providing a platform to centralize and standardize how information is stored, analyzed, and distributed.

"PI is helping us save \$100,000 dollars a year at our Iowa Falls soybean crushing plant. Multiply that times the 49 similar soybean crushing plants we have around the world, and the value of this deal for Cargill really starts to add up."

Mike Jones, I/T Consultant and Data Historian Lead, Cargill

Streamlined Processes

Achieving excellence requires more than just the right tools. OSIsoft and Microsoft have a shared vision to help manufacturing and utility companies foster a culture of continual operational improvement through enabling technologies and business processes.

OSIsoft and Microsoft help manufacturing and utility companies:

- Enhance operational efficiency by automating repetitive manual processes that introduce errors into the decision-making cycle and hinder the flow of information.
- Implement cost-saving measures by aggregating operational data and analyzing historical trends to create policies and procedures that help reduce costs now and over time.
- Preserve their investment in human capital by making it easier to capture and document knowledge and best practices and share them across facilities with dynamic Office Business Applications (OBAs).
- Better manage energy by tracking power usage and facilitate regulatory compliance by tracking operational data in real time and making that information readily available to decision makers.

"We've got a great tool to get our employees on board with best practices. It's all about getting the operator involved, because that is the person who is going to optimize the process and save the plant money at the end of the day. With PI, employees can clearly see which practices are working and which ones are not, and take ownership in making the right changes to stay on course."

Paul Ireland, Manager of Information Engineering, RWE

Better Leverage Technology to Meet Business Goals

OSIsoft and Microsoft aren't just giving their customers technology solutions; they're creating a scalable infrastructure for real-time visibility and ongoing operational improvement. To reflect this strategy, OSIsoft offers an Enterprise Agreement (EA) that complements Microsoft enterprise licensing agreements by providing automatic product upgrades and personalized technical support.

Understand and Manage your Energy Usage in Real Time

Innovative companies today have a unique opportunity to take a leadership role in building a new environmental consciousness through proactive energy management. OSIsoft and Microsoft are helping manufacturing and utility organizations leverage their real-time data infrastructure to monitor and optimize their energy usage in real time. This capability has led to significant cost savings and provides companies with a major first step towards a more dynamic business where continual improvement is driven by the power of real-time data.

"Our partnership with OSIsoft helps our enterprise customers to optimize operational performance through the joint development of role-based productivity solutions. These solutions are created by combining Office suite applications with our partners' business applications to allow easy access on the familiar Microsoft desktop platform. Together, OSIsoft and Microsoft offer a wide range of enterprises worldwide a secure, highly scalable, real-time performance management infrastructure on a trusted platform that can dynamically support their ongoing business needs."

Brian Scott, VP WW Industries, Microsoft Corporation

"The OSIsoft PI Enterprise Solution, deployed on a trusted platform from Microsoft, is empowering our joint clients in industries such as Utilities, Oil & Gas, Pharmaceuticals, Chemicals, Life Sciences, etc. to optimize their use of energy, while significantly reducing their carbon footprint; an excellent example of this is occurring today in the Microsoft Data Centers. This same enterprise solution, based on SharePoint and the PI System Infrastructure, from the strategic partnership of Microsoft and OSIsoft, is key for imperative initiatives such as the 'digital oilfield of the future' for the oil and gas industries, the 'smart grid' for electric utilities, and the 'improved and better life' collaborative research projects in the life science, pharmaceutical, and chemical industries."

John J. O'Shea, Senior Vice President, OSIsoft



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OSIsoft and Microsoft together combine the technical insight, industry knowledge, and usability expertise of two proven technology leaders. To find out how this world-class alliance can work for you visit www.osisoft.com/microsoft.