

OSIsoft®

# USERS<sup>2011</sup> CONFERENCE



Turning **insight** into **action**.



# Enterprise Agreement - Is it Right for Me?

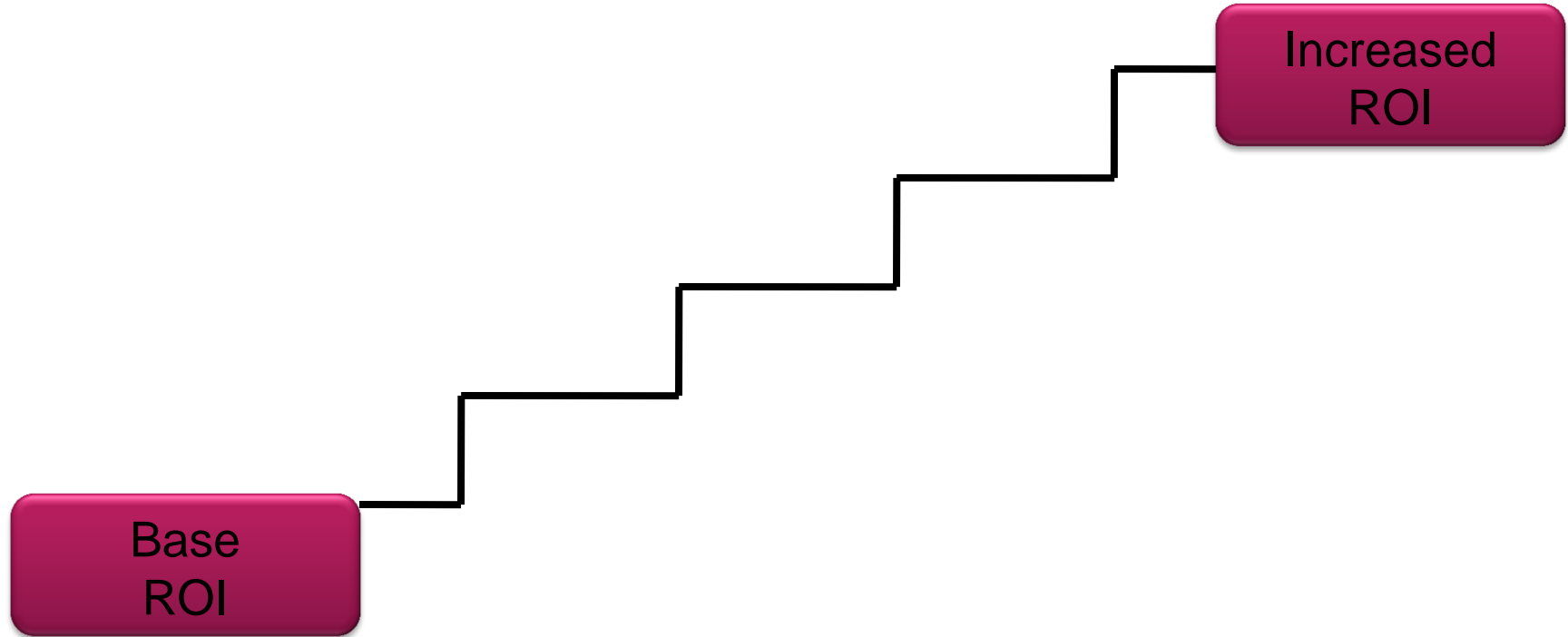
Presented by **Alton Loe**, Director EPM, OSIsoft

**John Matranga**, Director Center of Excellence, OSIsoft

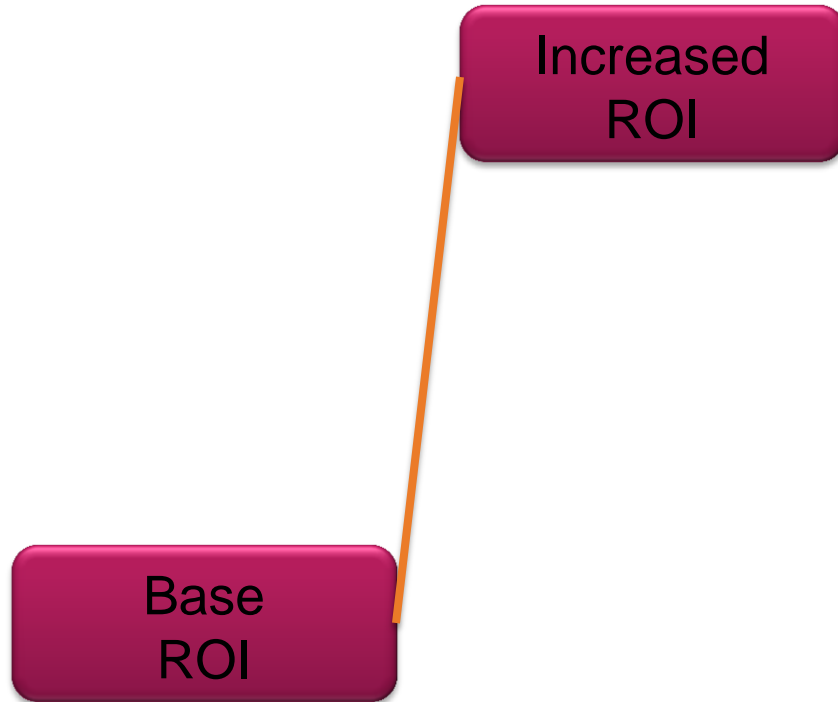
# Agenda

- What Problems are a Good Fit for an EA
- What's Included in an EA
- EA in Action
- Compare & Contrast - Component and EA Models
- A Step Change in Adoption and Learning
- Thank You

# Step Change in Value



# Step Change in Value



- Expansion & Renewal of Infrastructure
- Real-time Enterprise Connectivity
- Common Substrate for Solutions

# Some Types of Step Changes

- Common Infrastructure For Visibility
- Central Monitoring by Shared Resources
- Management Reporting
- Energy Management/ Sustainability
- Critical Issue Response
- Fleet Management
- ERP/SAP Integration
- Line of Business Solutions - Common Rollout Infrastructure

# What is an EA?

# OSIsoft's (EA) Model

- Remove incentives for inconsistency
  - Upgrade to Mission Critical Architecture
  - Convert Non-Standard systems where desirable
  - Long term pricing stability
- **License without Counting**



# Enterprise Model

- Existing systems brought current
- Coordinated:
  - Security
  - Problem response
  - Updates
- Rapid deployment through automation of update/install
- Private Extranet access to OSIssoft resource
- License without Counting
- OSIssoft rollout

# Enterprise Model

- Enterprise Update Infrastructure
- Coordinated with Microsoft Patches
- Strategy applied and managed
- Updates are verified or removed
- Security improved
- License without Counting
- OSIssoft rollout
- OSIssoft updates

# Enterprise Model

- System status accessed every five minutes
- Network Operation Center Oversight
- Customer Overview
  - Web view of activity
  - Status
  - Reports
  - Quarterly review
- License without Counting
- OSIssoft rollout
- OSIssoft updates
- Managed Performance

# Enterprise Model

- Training credits
- User Conference Admission
- OSIssoft vCampus Vouchers
- OSIssoft – EA Project Manager
- License without Counting
- OSIssoft rollout
- OSIssoft updates
- Managed Performance
- Training and Collaboration

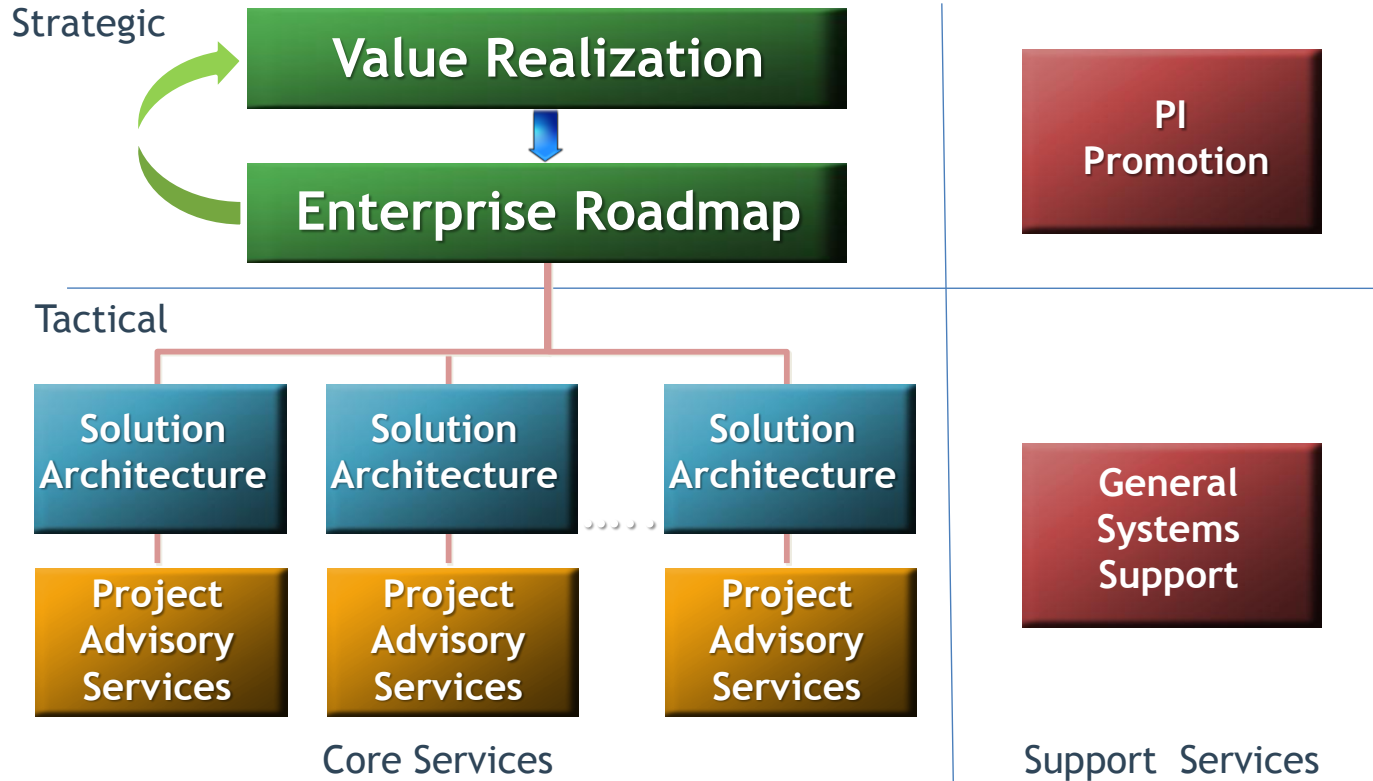
# Enterprise Model

- Guidance for New Technology (COE)
- Enterprise System Consistency
- Value Realization Consulting
- License without Counting
- OSIsoft rollout
- OSIsoft updates
- Managed Performance
- Training and Collaboration
- Customer leveraged value

# Enterprise Model

- Policy design
- Firewall negotiation:
- Secure Connect
- Tech Support access and administration
- License without Counting
- OSIssoft rollout
- OSIssoft updates
- Managed Performance
- Training and Collaboration
- Customer leveraged value
- Security/HA

# CoE Services





# EA Customers In Action



# Happy EA Customers - Common Traits

Purchase to support a **Step Change** in use of PI System software

Positioned within the company as an initiative that required dedicated support (funds & staff) to make a **Step Change**

Organized rollout in a horizontal methodology

Created a joint plan for 'Best – Sourcing'

Centralized EPM & CoE & Support Equivalents

Had a view of the value to be gained from the **Step Change**

# EA Examples in Past Users Conference Talks

## UC 2006 Cargill

- First EA
- Rapid Rollout
- Minimize Lost Opportunity Cost
- Harvest Value
- Share Value

## UC 2007 DTE

- Central Vision
- Common Infrastructure
- SME Center
- Ever Expanding
- KPI, CBM, Fleet Center, Meters

## UC 2008 Bayer

- Team Structure
- Common Solutions
- Consistent/Rapid
- Joint Designs w/SIs & ISVs
- ERP, CBM, Energy

## UC 2009 RockTenn

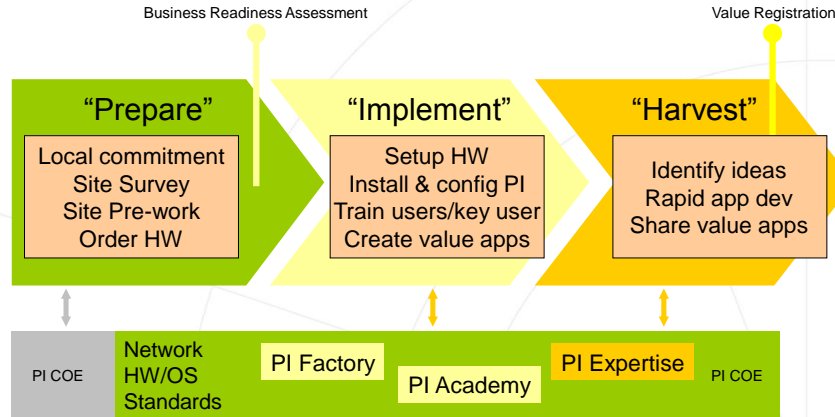
- 'No PI History'
- VRP Buy In
- Adoption Partnership
- Energy Management
- ERP Integration

## UC 2010 CEMEX

- World Wide Visibility
- Consistent/Rapid
- KPI
- Sustainability
- ERP Integration

# UC 2006 - Cargill

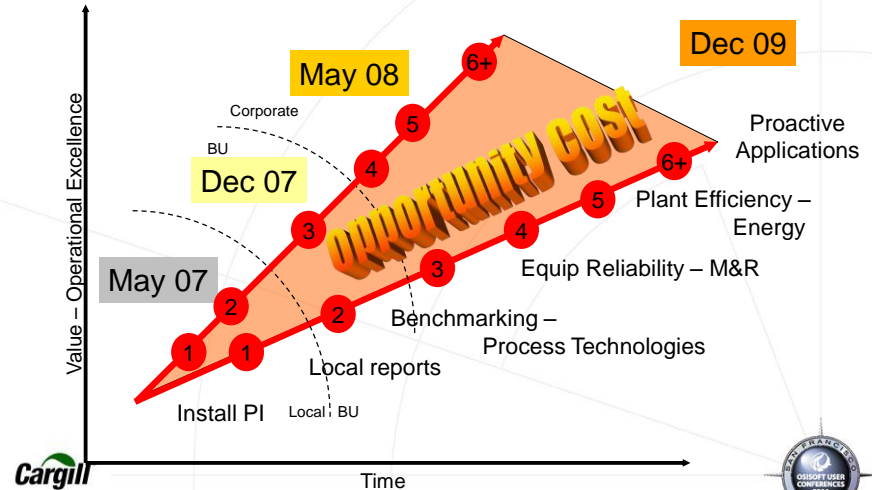
## OSI EA: Maximizing Value



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## PI Roadmap: Opportunity Cost

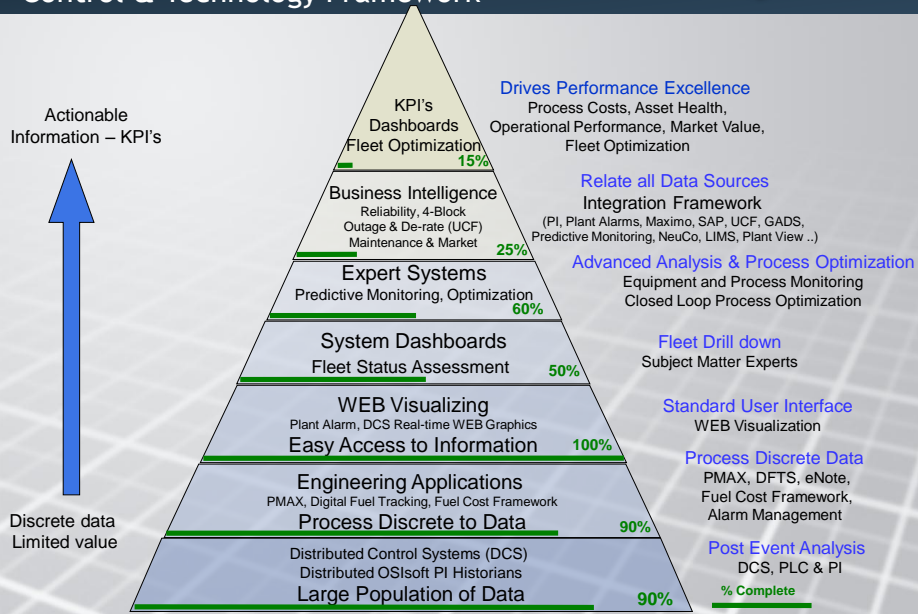


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# UC 2007 - DTE

## Control & Technology Framework

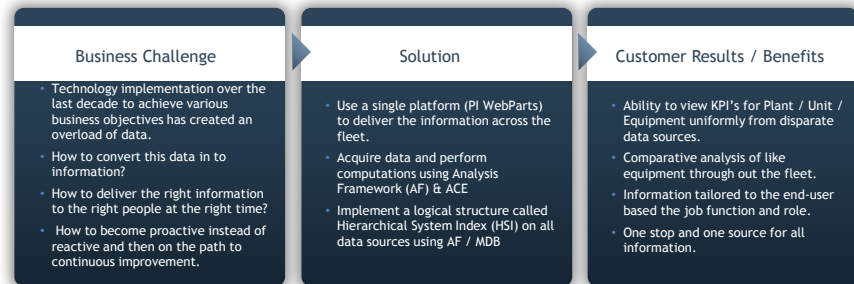
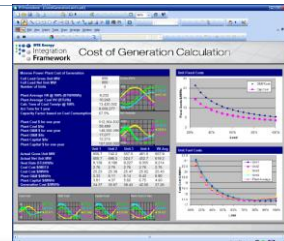


## Integration Framework



### Integration between Process Controls & Business Systems to achieve Fleet Optimization.

Using OSIsoft's suite of applications as a foundation, DTE Energy has created a framework that integrates plant information to work management & financial management systems. This enables us to streamline business processes and drive decisions at the point of activity.



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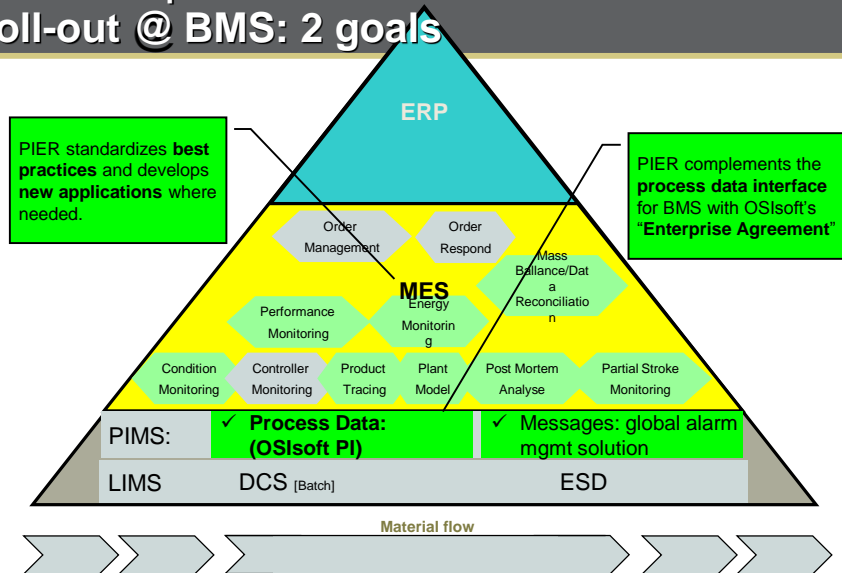
Empowering Business in Real Time.

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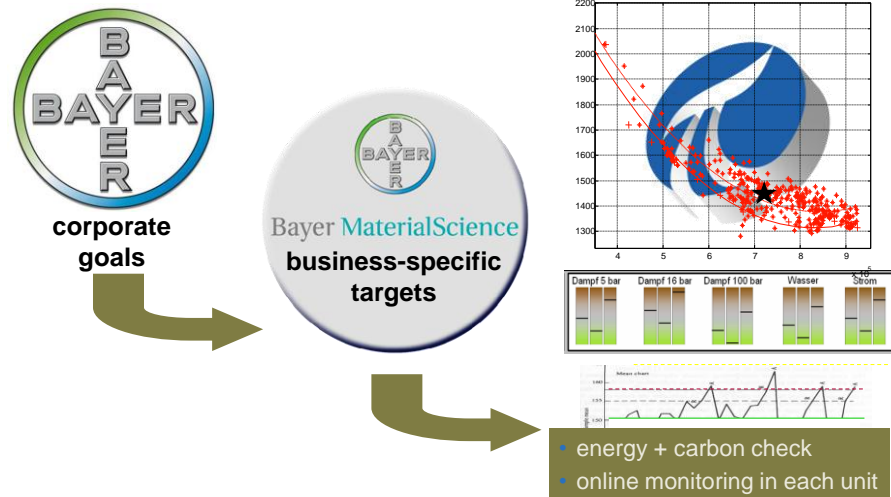


# UC 2008 - Bayer

PI as an enterprise infrastructure:  
Roll-out @ BMS: 2 goals



Leveraging the process data infrastructure:  
Bayer Climate Check



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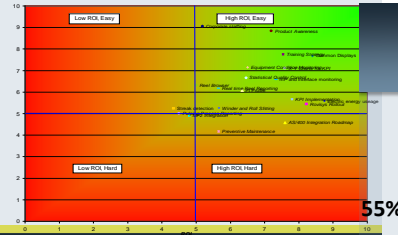
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# UC 2009 - RockTenn

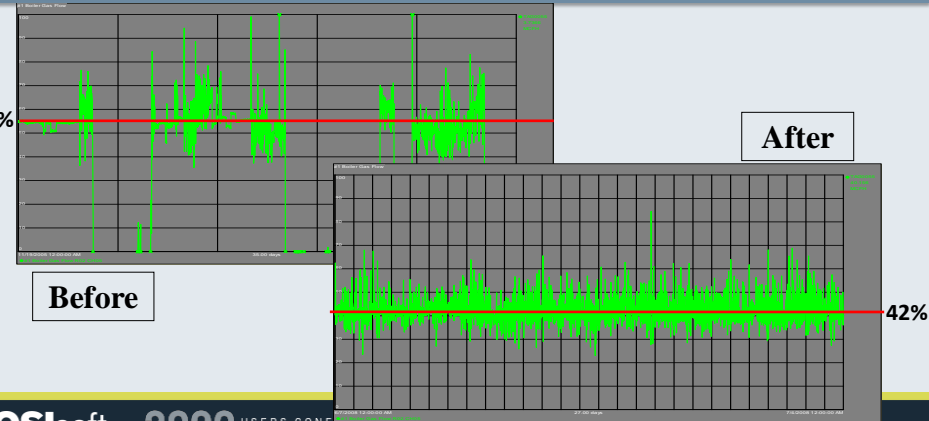
## Acceptance & Utilization

- Mixed mill management support
- At least one “early adopter” at each mill
- Application development driven by local needs
- Divisional priorities identified with CoE Value Realization Process (VRP)
- Requires both Subject Matter Experts and PI Experts
- Utilization?



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## ...Lowers Boiler Gas Consumption

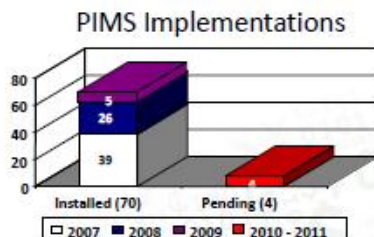
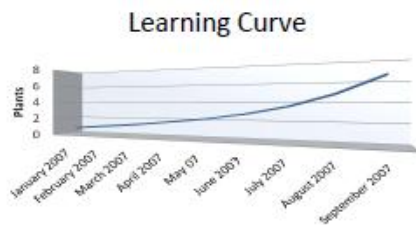


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# UC 2010 - CEMEX

## Enterprise Agreement CEMEX-OSIsoft

### Plant Implementation Progress



For more about how we made the EA rollout, see CEMEX UC 2008 presentation

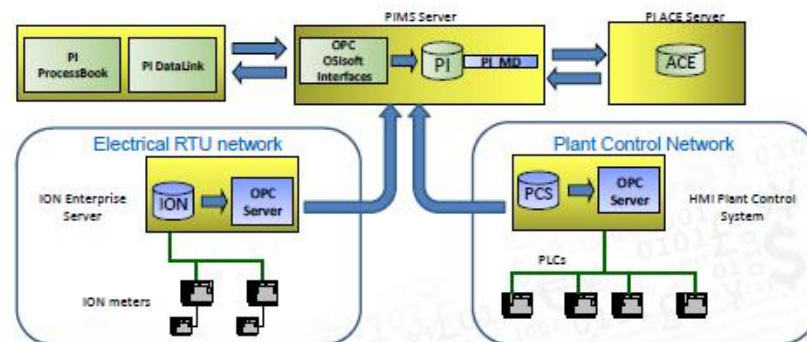
Real Time Information — Currency of the New Decade

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OSIsoft UC2010

## Energy KPI application

### Solution Architecture Diagram



Real Time Information — Currency of the New Decade

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# Step Change in Learning



# OSisoft Training: The PI System Described

OSisoftTraining

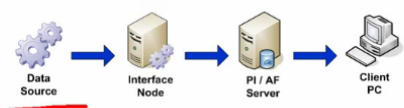
21 videos

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**1.1.1 The PI System Described**

The PI System collects stores and manages data from your plant or process. You connect your data sources to one or more PI Interface Nodes. The Interface Nodes get the data from your data sources and send it to the PI Server. Users get data from the PI Server and display it with client tools (for example, PI ProcessBook, PI DataLink, and RWebParts).

There are generally four parts involved in a PI System:



```

graph LR
    DS[Data Source] --> IN[Interface Node]
    IN --> PAF[PI / AF Server]
    PAF --> CP[Client PC]
    
```

**Figure 1**

Data is collected from the source by the PI Interface program hosted by the Interface Node. The data is sent to the PI Server (Asset data can be contained in the PI AF Server). It is read from the PFAF Servers by the Client tools.

**1.1.2 Architecture of a PI System**

Sometimes the architecture can be very simple. Some customers have as few as one or two interfaces feeding data to a PI Server. Everyone reads that PI Server for their data.

0:19 / 8:59

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1,034

Uploaded by OSisoftTraining on Aug 16, 2010

Your objective: Describe what the PI System is.

2 likes, 0 dislikes

Show more

All Comments (0)

see all

Respond to this video...

## Suggestions

- Mildred Pierce on HBO**  
by HBO  
31,736 views Promoted Video
- OSisoft Training: Architecture of a PI System**  
by OSisoftTraining  
527 views
- OSisoft Training: What is AF?**  
1  
by OSisoftTraining  
493 views
- PI ProcessBook - Create Trend Display**  
by zymergic  
608 views
- MVI\_2054.MOV Chuck Wells OSisoft PI System on S...**  
by mayopraccounts  
197 views
- OSisoft Training: The Absolute Time Format**  
by OSisoftTraining  
166 views
- Episode 18 - Chill Off 2: OSisoft**  
by datacenterpulse  
205 views
- PI PiBatchView Overview**  
by jackatosi  
356 views
- OSisoft Training: Storing Only Meaningful Data**  
by OSisoftTraining  
172 views

# EA – To Be or Not To Be?

# OSIsoft Support (Premium vs. Standard)

## Service Provided

## Standard SRP

## Premium SRP

24/7 Worldwide Live Support



Software Updates and Enhancements



Replacement of Obsolete Interfaces



On-Line License Management



Live Chat with Support Person



Access to OSIsoft Training Webinars



Access to the Center of Excellence Support



Assigned Enterprise Project Manager



Dedicated OSI Technical Team



Architecture Review and Business Value Mapping



Server Installations



Interface Installations



Quarterly and Annual Progress Reviews



Remote System Performance Monitoring - Managed PI



Annual Training Vouchers



Annual User Conference Vouchers

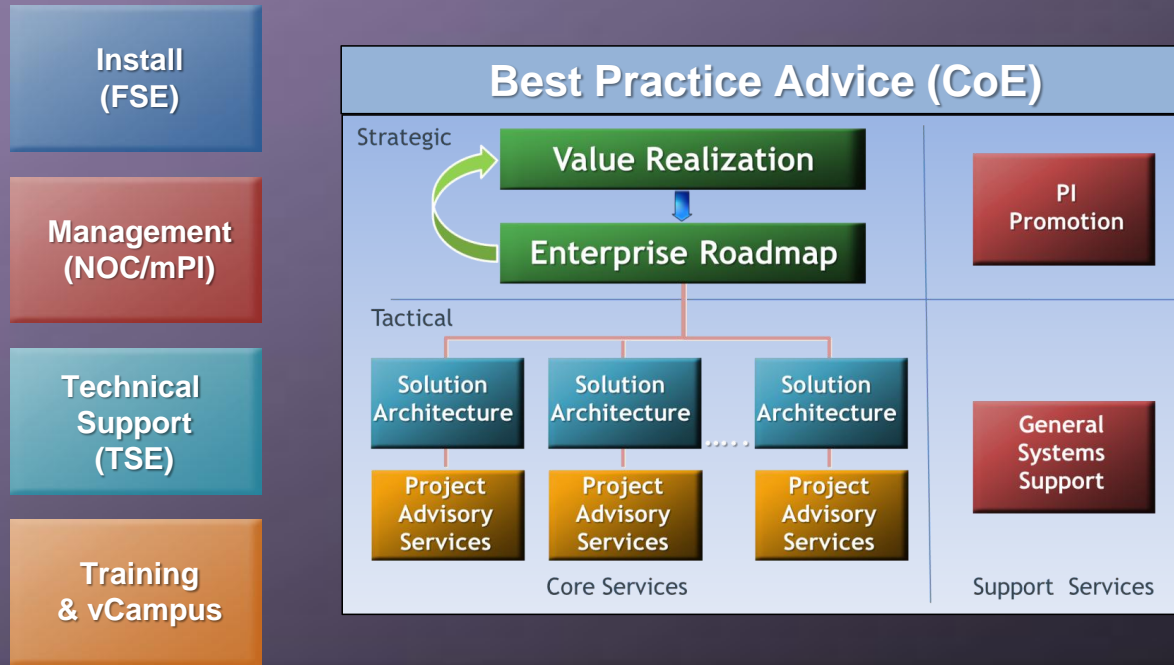


Customer Specific Extranet Site



# EA Customer

## Named Contact (EPM)



# Moving from Components to Value

**EA is focused on Value not software**

**Targeted Joint Activities**

**Full Access to All OSIsoft Services**

**“Right-Sourcing”**

**System Health Focus**

**Reduce Risk**

**Minimize Lost Opportunity Cost**

# Questions

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# Thank you

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