

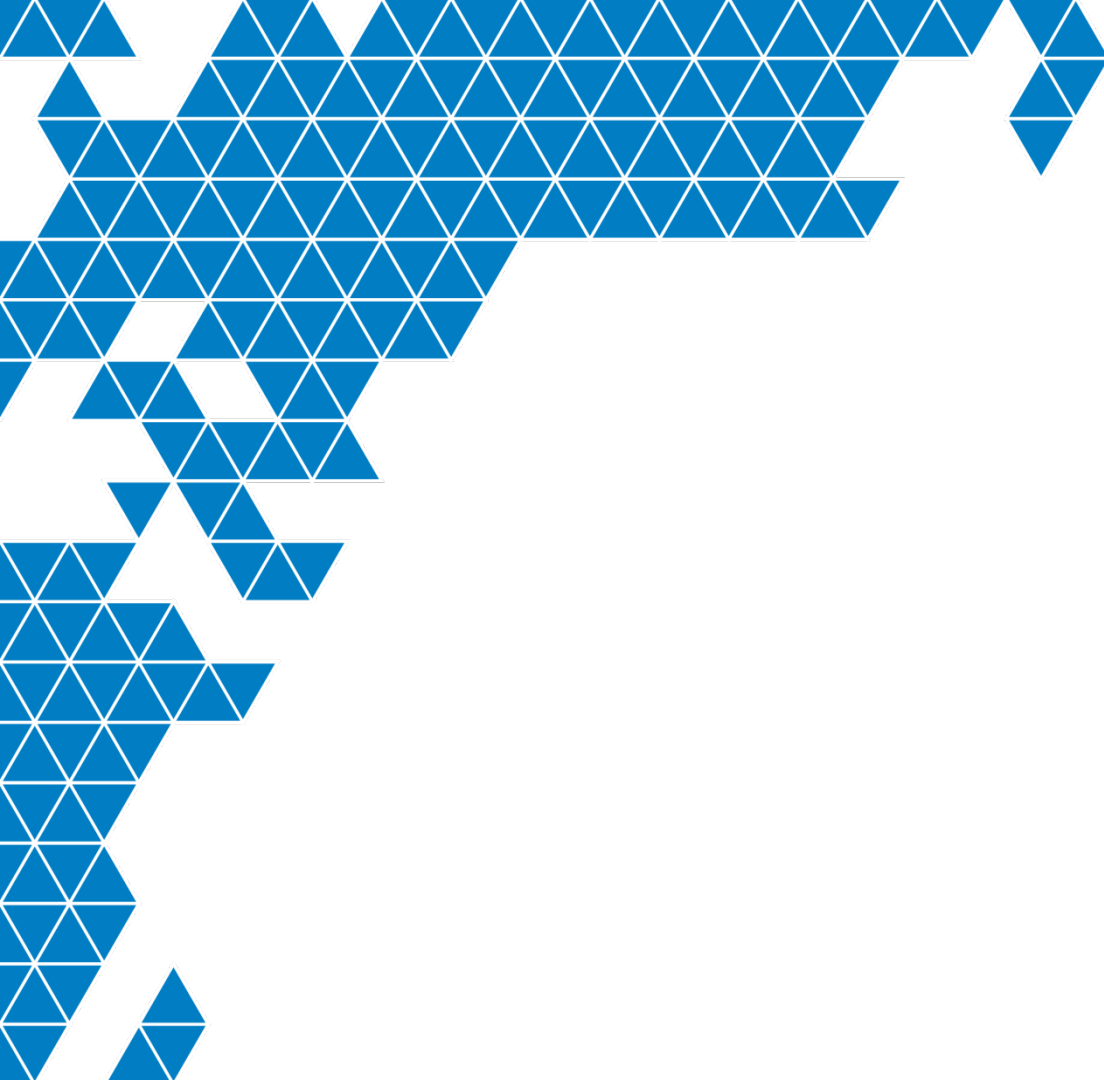
OSIsoft.

REGIONAL SEMINAR

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JULY 26 - 29, 2011
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BANGKOK



Realizing Value From the Data

Presented by

Enrique Herrera

Enterprise Strategy Services

Microsoft Corporation

eherrera@microsoft.com



Agenda

- Technology and Trends
- OSIssoft Microsoft Alliance
- Real World Examples

Technologies and Trends

Ubiquitous Sensors and Media
Explosive Data Growth

System on a Chip Designs
Powerful Devices

Computer Consumerization
Many Devices World

The Internet of Things
Computers Everywhere

Client + Cloud
New software models

Natural User Interfaces
Moving beyond GUIs



Analyze Closer to the Source AND In the Cloud

Sensor
Data 1

Sensor
Data 2

Sensor
Data 3

Sensor
Data 4

Sensor
Data 5

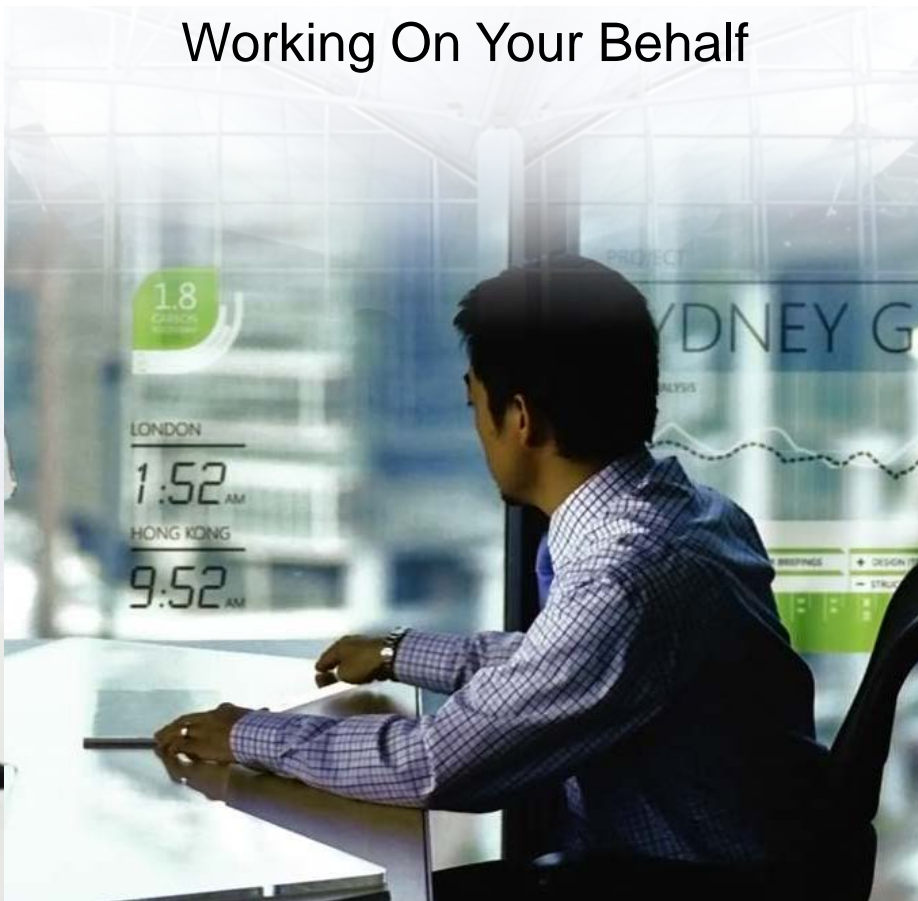


Get Value from “Big Data”

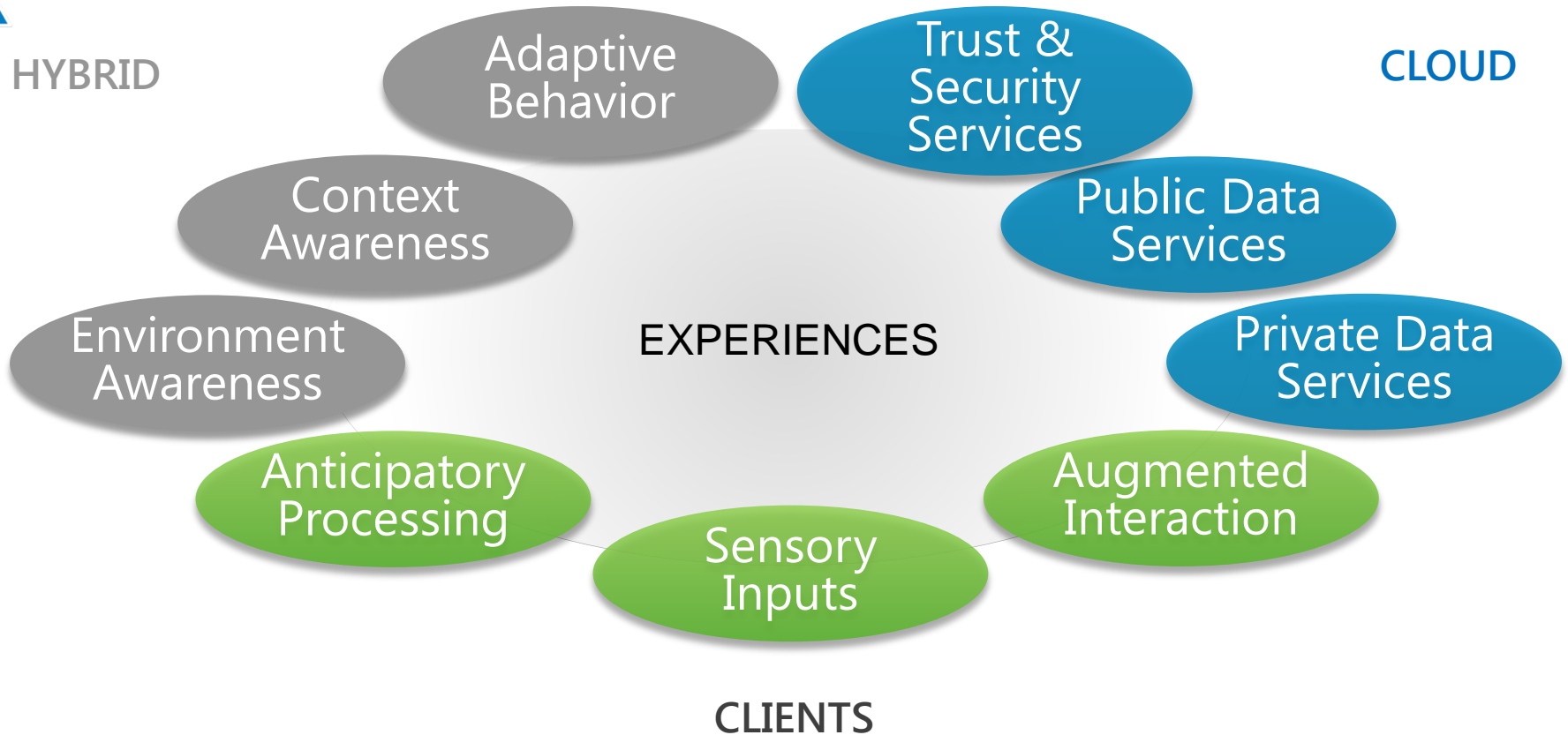
Working At Your Command



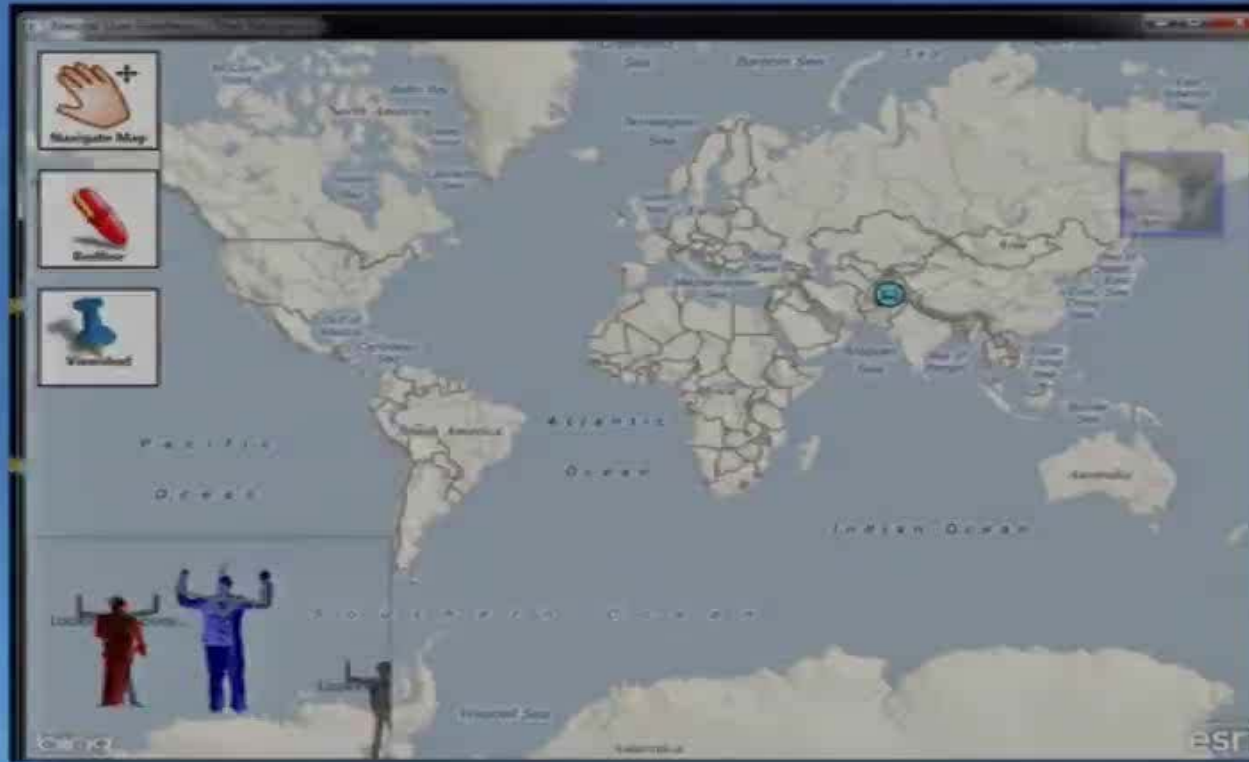
Working On Your Behalf



The Future of Contextually Sensitive Experiences



A more natural user interface...

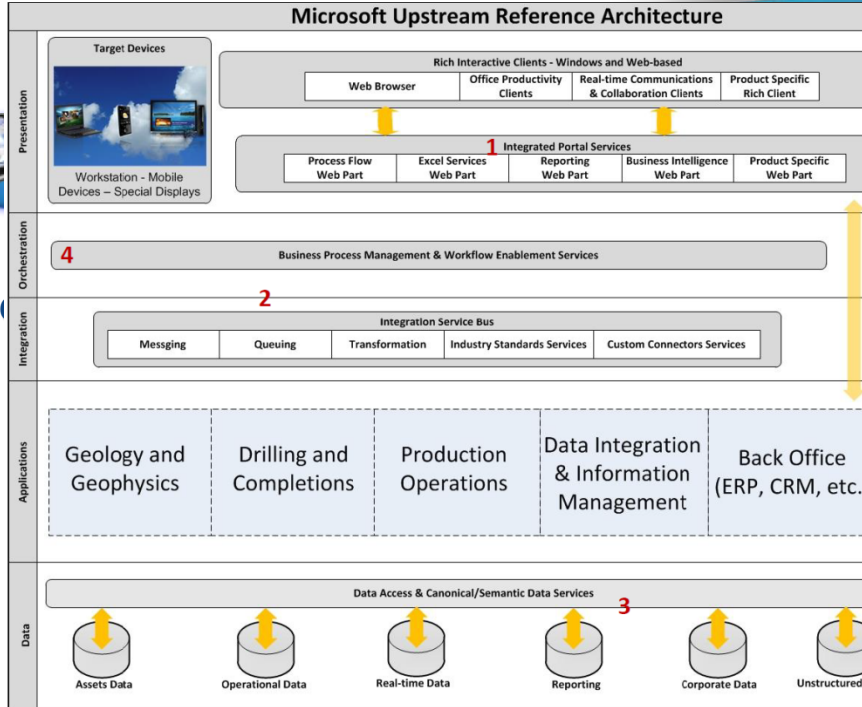




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Investments in Manufacturing and Resources



Microsoft Power and Utilities

Smart Energy
Reference Architecture

October 14, 2009

www.Microsoft.com/Utilities



Working with our
product teams to meet
industry needs

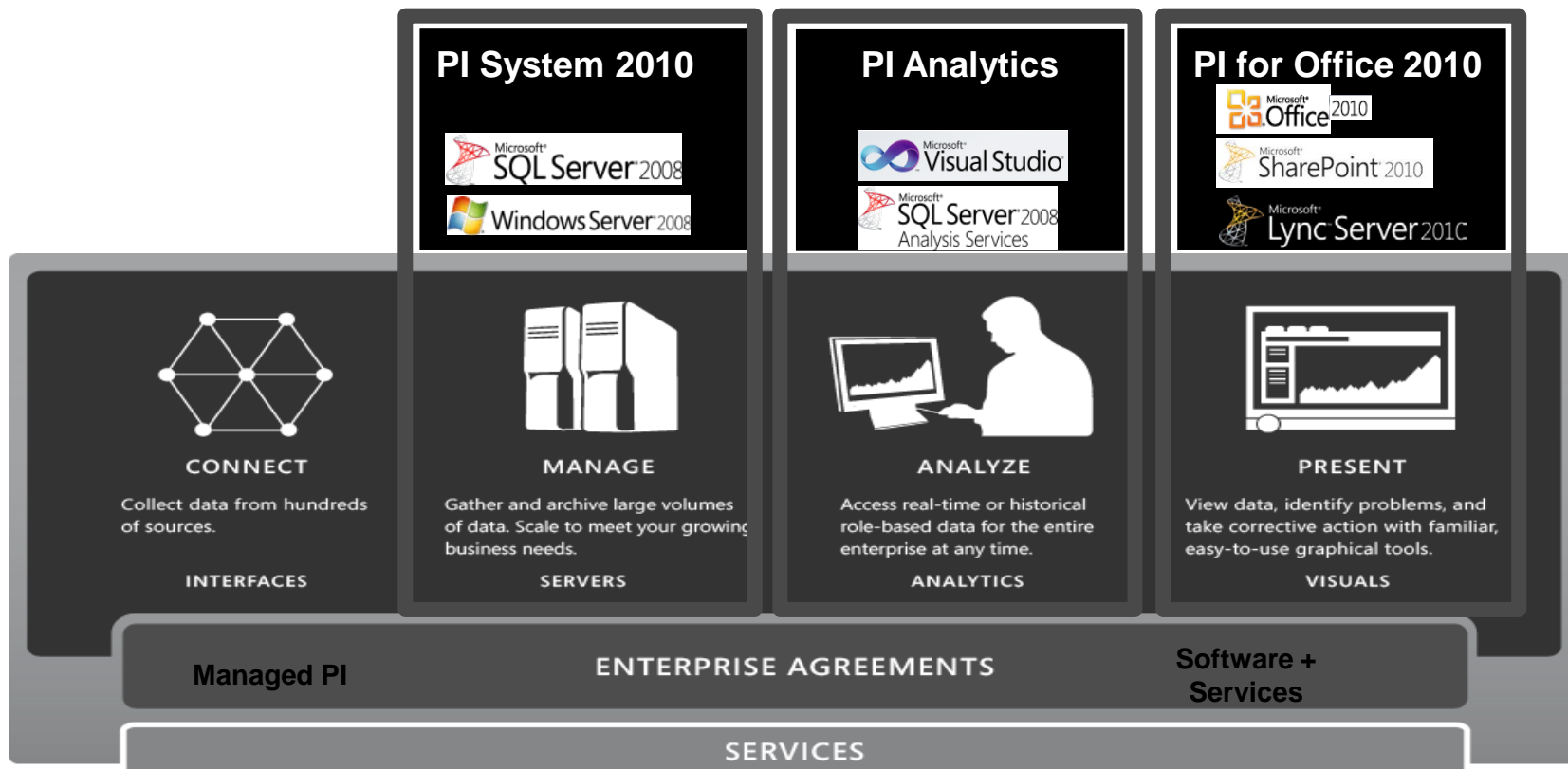
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with our



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OSIsoft PI System and Microsoft



PI System and Microsoft StreamInsight

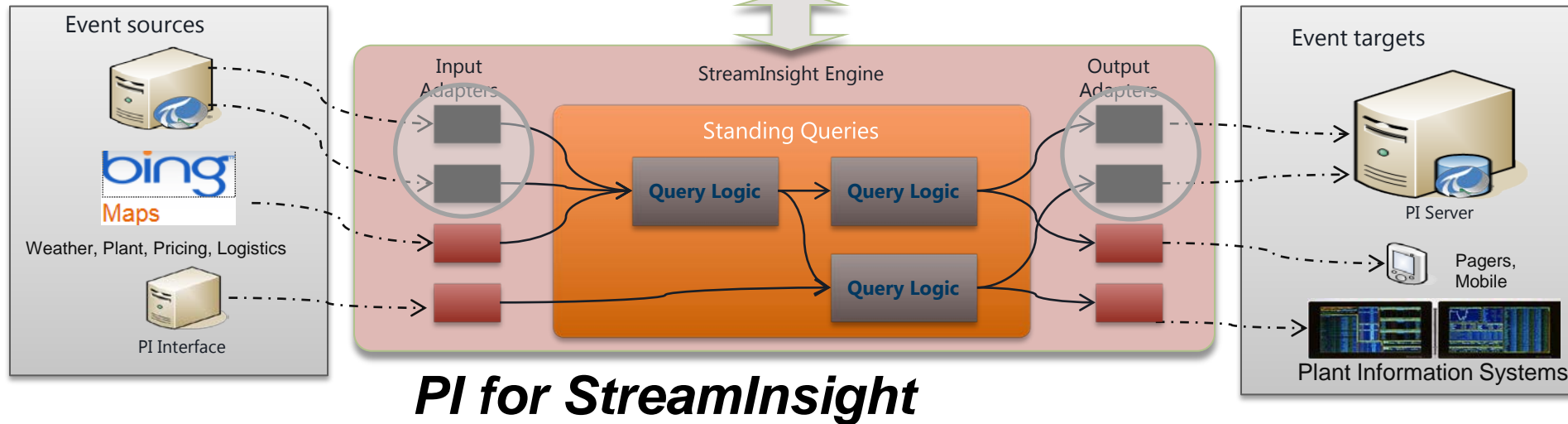
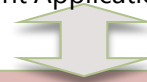


StreamInsight Application Development

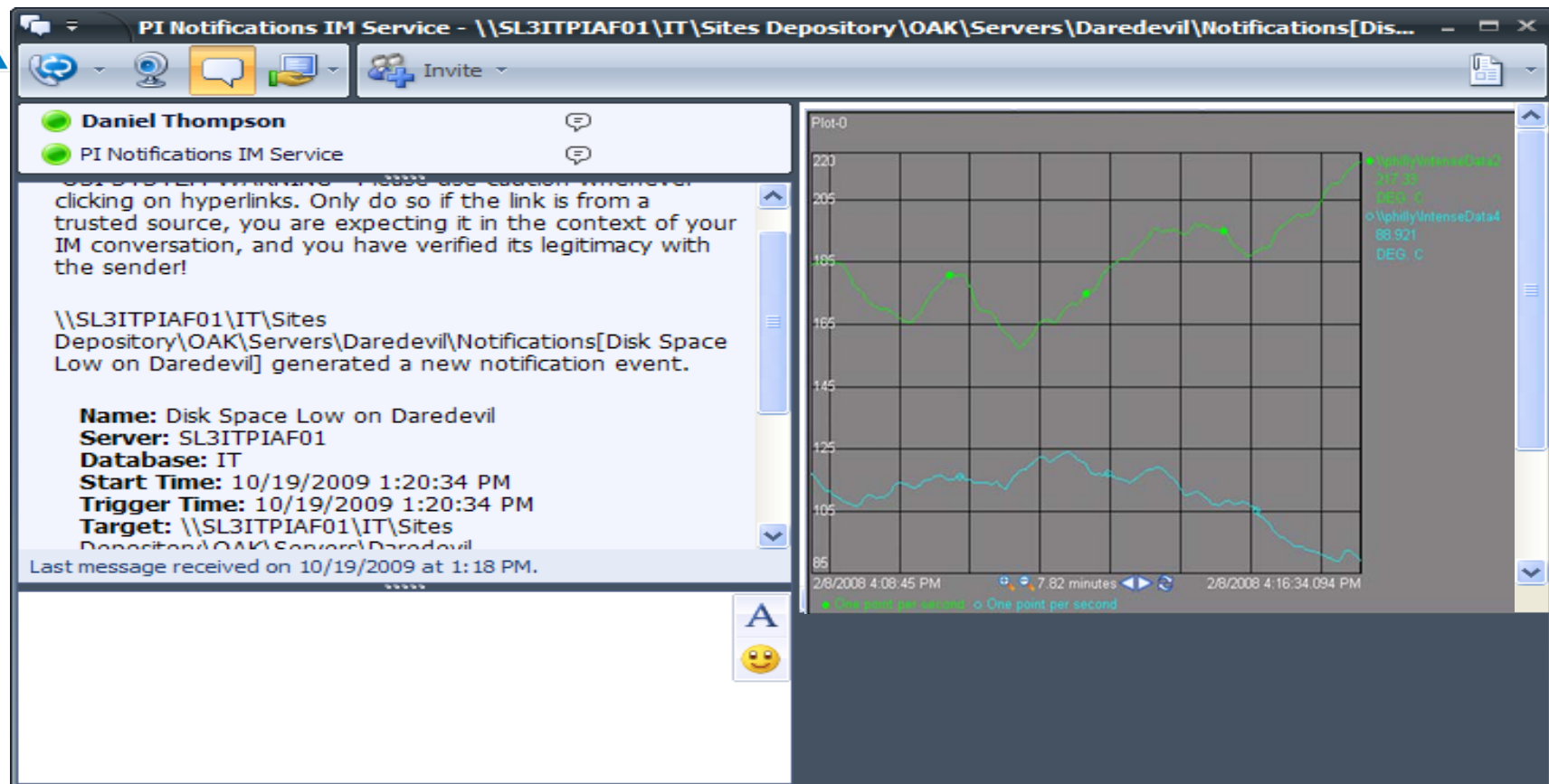


.NET
C#
LINQ

StreamInsight Application at Runtime



PI Notifications and OCS R2 (Lync) Real-time Trends



PI Coresight

- Web based user interface to analyze PI System data
- Mobile support (Silverlight)
- Intuitive UI



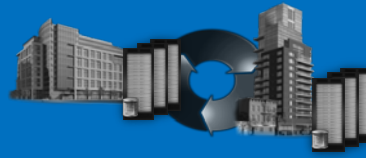
SQL Server codename “Denali”

Delivering business agility and innovation to gain strategic value out of your information

Mission Critical
Platform



Developer & IT
Productivity



Pervasive Insight



“Denali” Reporting and Alerting

Project Crescent

Empower users



Proactive Intelligence

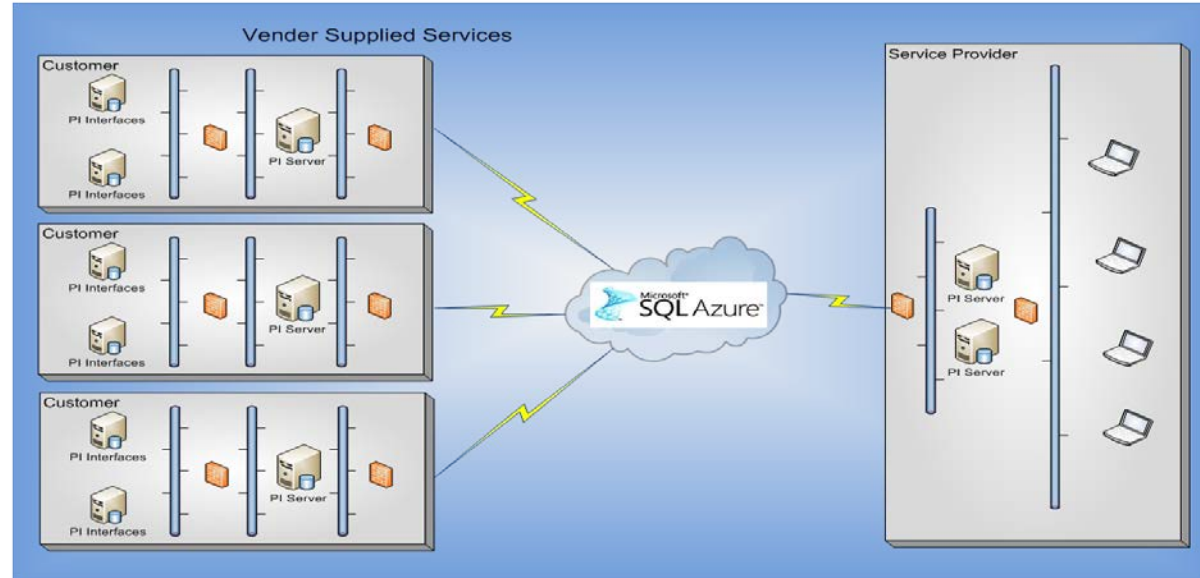


Increase efficiency

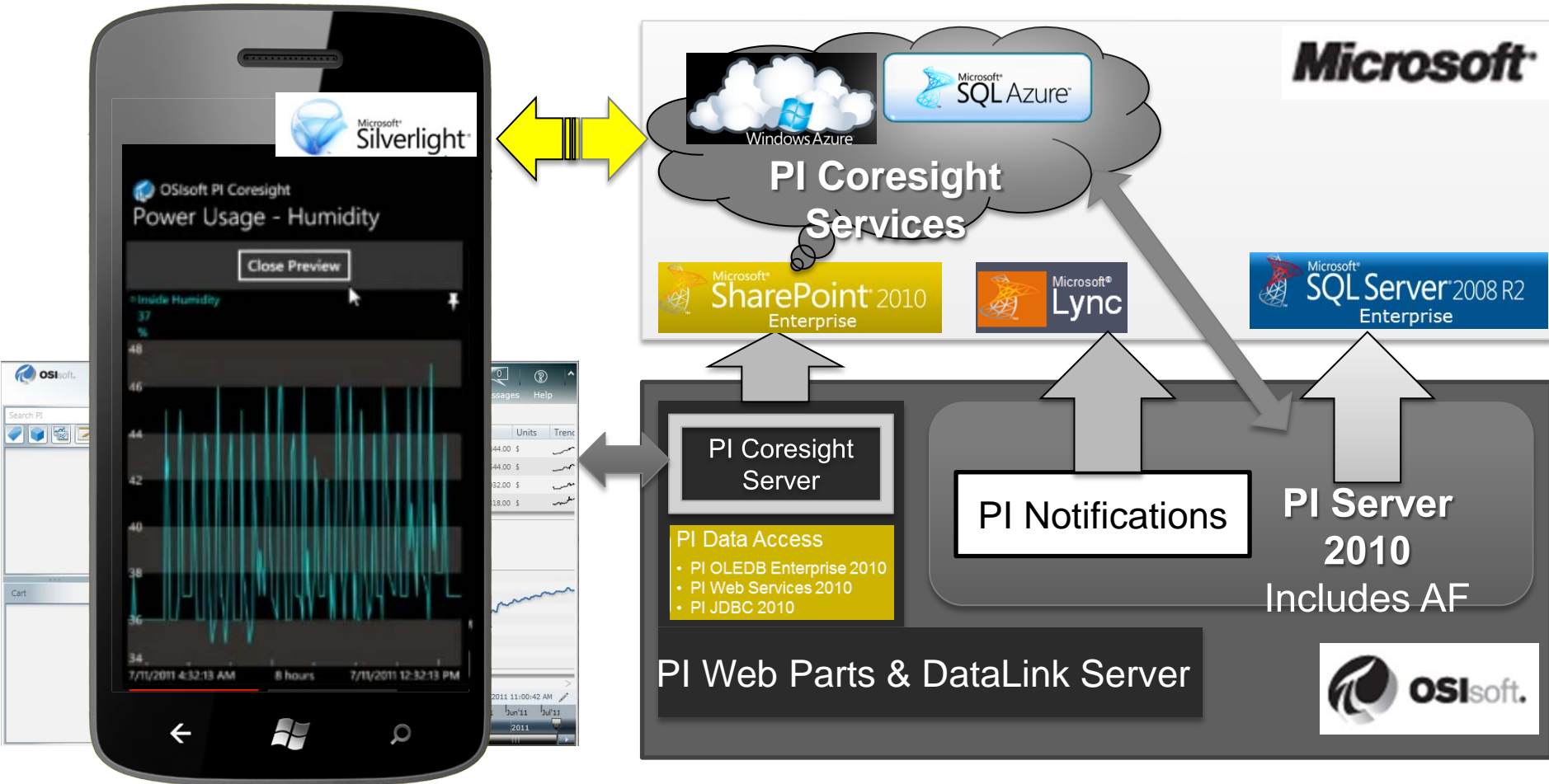


Scenario: Vendor Services

- Data Driven Services
- Secure data transfer
 - Privacy



OSIsoft | Microsoft Integration for PI Coresight





Agenda

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OSIsoft & Microsoft Customers



Mexico's Electrical Utility Sees Saving Millions of Dollars through Collaborative BI

Overview

Country or Region: Mexico
Industry: Government, Utilities

Customer Profile

Comisión Federal de Electricidad (CFE) is Mexico's national electrical power utility, serving nearly 28 million customers throughout the country. It is based in Mexico City and has 85,000 employees.

Business Situation

To maintain its success despite increasingly challenging business conditions, CFE had to find a better, faster, more collaborative way to glean business intelligence from its untapped information sources.

"BI is no longer an individual activity; it has to work together in more powerful ways. OSIsoft and Microsoft are making this possible."

Fernando Barradas, Director of Information Applications

Mexico's electrical utility—Comisión Federal de Electricidad (CFE)—faced higher costs, a difficult and increasingly complex mix of sources for generating power. To factor these and other variables into its power generation, CFE wanted a business intelligence (BI) solution. CFE's power generation infrastructure unit, CENACE (Centro Nacional de Control de Energía), that solution needed to be collaborative and real-time.



Manufacturer Collaborates with Customers on Real-Time Equipment Monitoring Solution

"We tested some solutions and, in the end, chose two companies that are renowned in their industries. That was important to assure customers that they were getting the best technology solution possible."

Tim Hostman, Vice President of IT Innovations, Flowserve

Flowserve, a leading provider of flow control products and services for the global infrastructure market, wanted to help customers improve facility performance and reduce maintenance requirements. The company now is doing that with its real-time monitoring solution tied to a highly visual Web portal. The solution has the potential to save customers money by reducing downtime while helping Flowserve evolve from an original equipment manufacturer to a complete solution provider.

Customer: Flowserve

Web Site: www.flowserve.com

Customer Size: 15,000 employees

Country or Region: United States

Industry: Manufacturing—Process—
Oil and gas, utilities, chemicals

Partner: OSIsoft

Partner Web Site: www.osisoft.com

Customer Profile

Flowserve is a global provider of pumps, valves, seals, automation, and services to the power, oil, gas, chemical, and other industries. It operates in more than 55 countries.

Software and Services

- Microsoft Office
- Microsoft Office SharePoint Server 2007

Microsoft's MTC Data Center Investments

North America Region



ADVERTISING FEATURE OSISOFT

Issue 6, Oct/Nov 2009

Microsoft Chooses PI System® to Monitor Critical Facilities

Microsoft Technology Centers and Enterprise Engineering Center

The Microsoft Technology Centers (MTCs) and Microsoft's Enterprise Engineering Center (EEC) have chosen the OSIsoft® PI System® to monitor and analyze performance of the MTC's and EEC's critical facilities, including power, mechanical, and IT. OSIsoft (www.osisoft.com) is provider of the PI System, the industry standard enterprise infrastructure for management of time-series data and events.

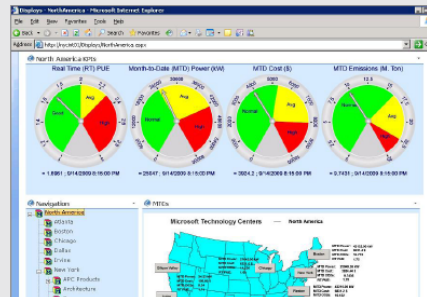
The 18 MTCs provide customers with experts and resources to envision, plan, build, deploy, operate and optimize secure customized computing solutions based on Microsoft and partner technologies.

Today, OSIsoft and Microsoft empower enterprise manufacturers and utilities to gain a competitive advantage by presenting users with dynamic operational, business, and energy data they can use to make better-informed decisions while driving excellence across the value chain. With the MTC and EEC, OSIsoft and Microsoft can further drive end customer value with their critical facilities.

"We are pleased to support Microsoft Technology Centers and its customers," said John O'Shea, OSIsoft Senior Vice President. "Adoption of OSIsoft's PI System infrastructure will help Microsoft increase efficiency and reduce costs across the MTC network to support their sustainability and environmental goals. Together, we can take these 'lessons learned' to our joint customers for their benefit. OSIsoft plans to use the Microsoft MTCs as part of our joint sales and business development engagements with Microsoft and customers."

"Microsoft and OSIsoft have a joint commitment to sustainable IT," commented Michael Valletta, Technical Director, MTC New York. "In meeting this commitment, Microsoft has expanded its use of the PI System by our Global Foundation Services (GFS) unit and the Microsoft Enterprise Engineering Center (EEC) in Redmond, WA, to include the global MTCs. This will enable our customers and visitors to see our joint technology for energy and environmental visualization at work, while we continue to reduce energy use at these facilities."

"The very large scale infrastructure and mission-critical nature of the monitoring required by the Microsoft EEC represents the kind of challenge which the PI System is designed to meet."

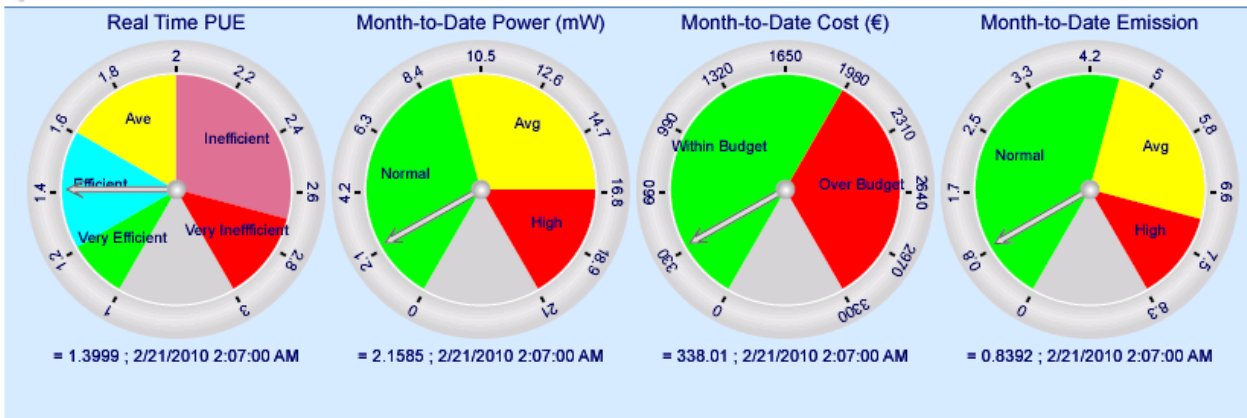


OSIsoft at Microsoft Technology Centers



EMEA

EMEA MTC KPIs



Navigation

- EMEA
 - Munich
 - APC Products
 - Racks
 - Rack 1 Left
 - Rack 1 Right
 - Rack 2 Left
 - Rack 2 Right

EMEA MTCs





Thank you

Enrique Herrera
Enterprise Strategy Services
Microsoft Corporation
eherrera@microsoft.com