



Partners Chart Course for Success by Early Platform Adoption

Patricia Garner
Director – Channel Sales
OSIsoft



Agenda

- Welcome to Channel Sales
- Working with Partners to deliver value
- Partner Contribution at UC 2007
- Featured 'Early Adopter' Presentations
 - ▶ Telvent, Visiant Pimsoft, Inexcon Technologies, Transpara
- Summary

Introduction

- OSIssoft Channel Sales
 - ▶ Supports your needs for
 - **System services** via the System Integrator Program
 - **Vertical applications** via ISV and VAR Programs
 - **Integrated devices & products** via OEMs
 - Enhanced **world wide access** to sales and services via VAR and Distributor Programs

Some of our partners



- Siemens New Energy
- Bow Networks
- C3-ilex
- Telvent
- Inexcon Technologies
- Visiant Pimsoft
- Transpara
- General Physics
- Rockwell
- ABB NM



Working with partners to deliver value

- DevCon 2007

- ▶ Event focused on sharing Product Roadmap with developers to support feature utilization
- ▶ DevCon 2007 'Early Adopter' Challenge
 - Required integration of new features
 - Facilitated access to Product Management and Engineering
 - Delivered at UC 2007 via General Session Presentation, Track Presentations and Partner Expo focus

Partner Contribution at UC 2007

- Tuesday 'Early Adopter' Presentations
 - ▶ CIM Models – SISCO, DataSouth, FibrLink
 - ▶ How PI Notifications Ensure that SmartSignal Early Warning Intelligence is Turned Into Action – SmartSignal
 - ▶ Production Account & Data Reconciliation – Emerson Process Mgmt
 - ▶ 3D Navigation – Visiant Pimsoft
 - ▶ EKHO a Suite of MES Applications that Leverage AF 2.0 – Inexcon Technologies

Partner Contributions continued

- Wednesday 'Early Adopter' Presentations
 - ▶ Leverage Your PI System with AF 2.0 to Implement and Manage Operational KPIs – Transpara
 - ▶ GRITS in Space – Data South Systems, Mainthia Technologies
 - ▶ Using OSIsoft Products to Create High Value Added Applications – Telvent
 - ▶ PI on the Fly, Creating a Dynamic Response Strategy in Utilities Market – KeySpan, Transpara

Partner Contributions continued

- Thursday 'Early Adopter' Presentations
 - ▶ 3D Navigation – Visiant Pimsoft
 - ▶ Using OSIsoft Products to Create High Value Added Applications and Solutions for Diverse Industry Segments - Telvent
- Partner Expo – 28 Companies exhibiting
 - ▶ Area featuring Early Adopters
- Sponsorship
 - ▶ SmartSignal, Cybertécnica, Microsoft, Emerson Process Management, Rovisys, Transpara

Featured AF 2.0 Early Adopters

- Telvent
- Visiant Pimsoft
- Inexcon Technologies
- Transpara



Creating High Value Added Applications and Solutions for Today's Real-time Data Requirement

Al Rivero, PE
Director, Professional Services
Telvent



Telvent



Nasdaq: TLVT

Telvent is an IT company specialized in high value-added products, services and integrated solutions for the Energy, Transportation, Environment and Public Administration industry segments.

Our innovative technology and client-proven expertise enable the efficient and secure real-time management of operational and business processes for industry-leading companies worldwide.

- 3,400 professionals.
- 2006 revenues of €470 million, a 27% increase.
- Presence in more than 40 countries.

Europe



Madrid



Seville

North America



Calgary



Houston

Asia-Pacific



Beijing

What We Do

Our solutions help to:



Manage more than 60% of the total hydrocarbon movements in North American and Latin American pipelines



Transport and distribute more than 140,000 GWh, providing electricity to over 80 million people



Control vehicle traffic at more than 6,000 intersections, handling more than 170 million drivers per day



Ensure the safe and efficient departure and arrival of more than 100 million passengers per year in over 100 airports

Manage the transportation of more than 2.5 billion passengers per year on rail and metro networks



Provide traffic information through the web and phone calls to 55.5 million people per month.



Manage the distribution of water to over 25 million people in Europe, North America, Latin America and the Middle East



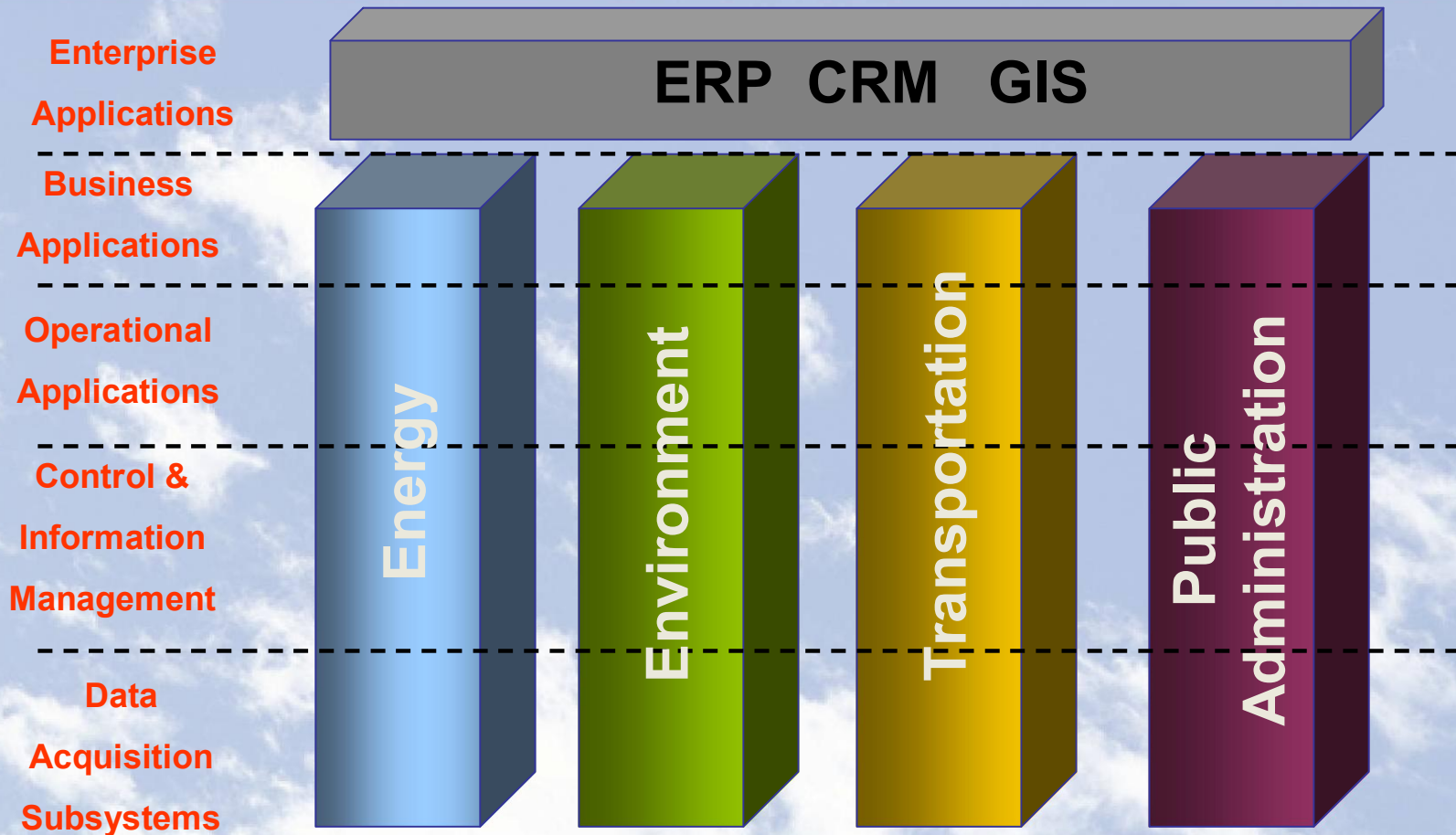
Manage the IT infrastructure of more than 350 companies from our Data Centers Network.



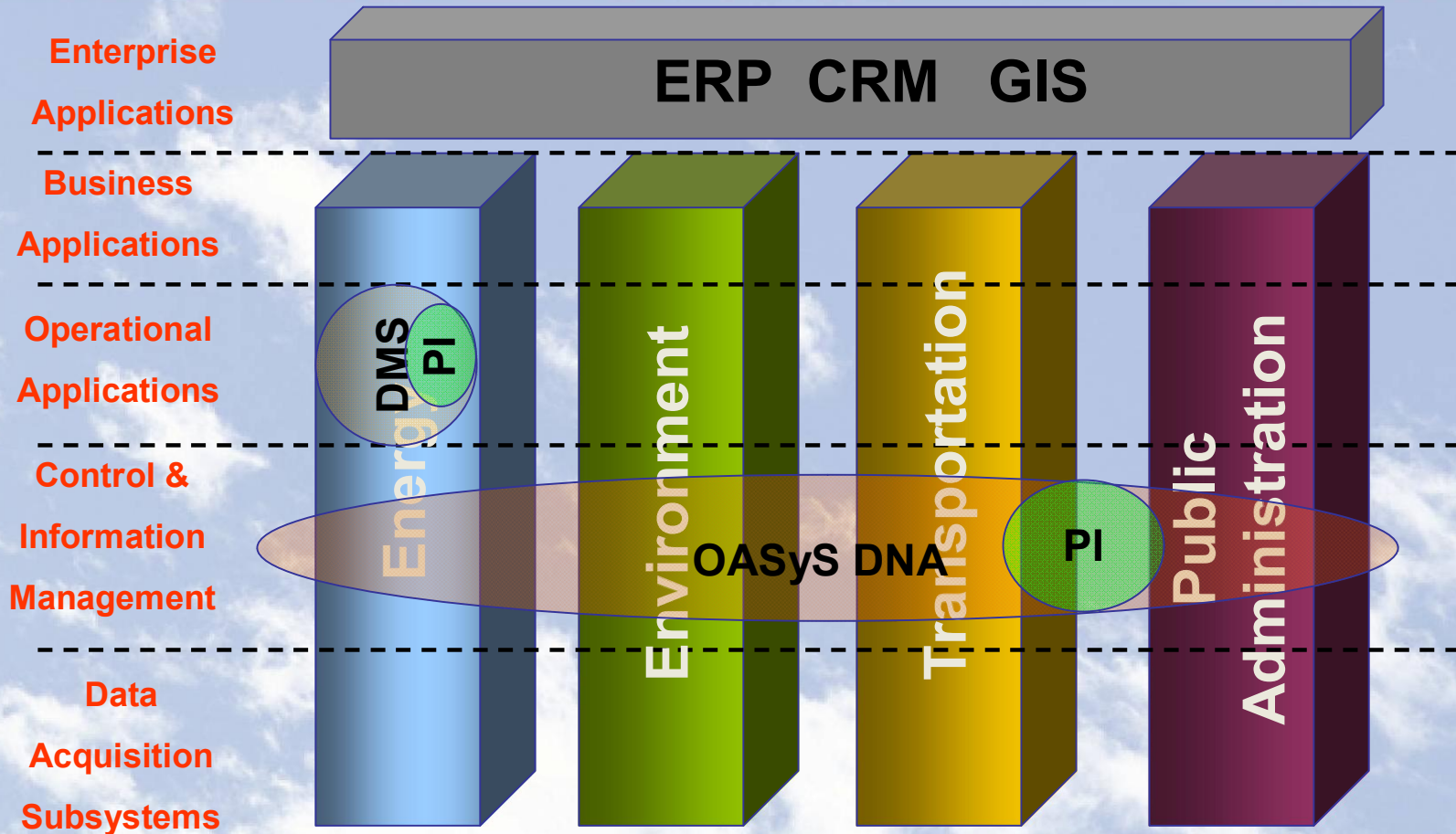
Telvent Customers

- The PI System delivers a set of tools that can bring value to even existing installations
 - ▶ Customers do not have to upgrade their complete system to realize instant value
- Product extensibility allows customers to create unique analysis that brings business value from their field data
- Complements existing installations of Telvent products
 - ▶ Extends the capabilities of applications built on Telvent Technology

Telvent Industry Segments



Embedded PI



Purpose

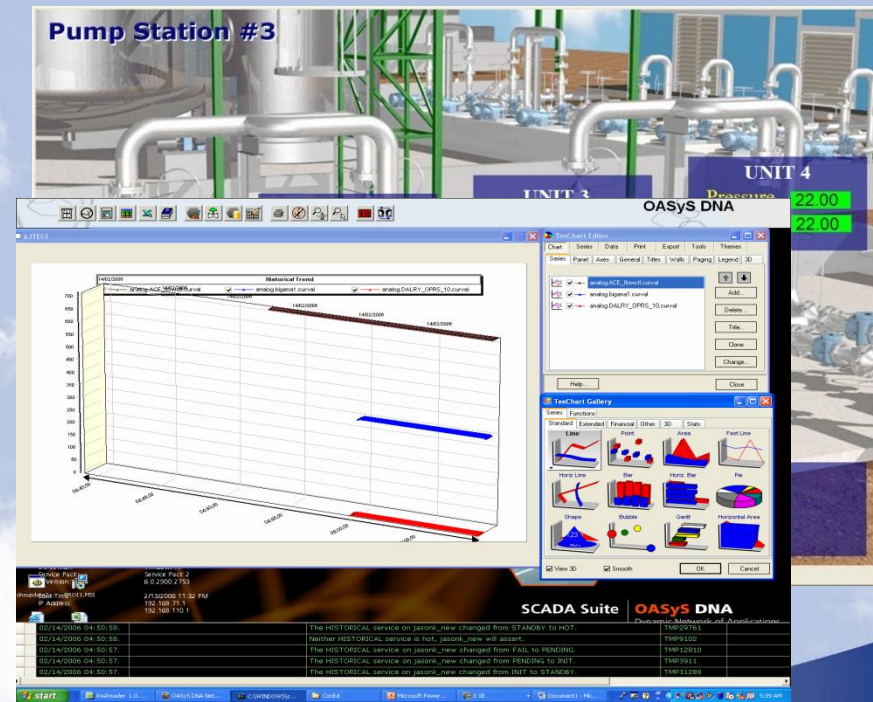
- Share Telvent's experiences with OSIsoft products and to discuss the current and future use of OSIsoft products in Telvent products, solutions and services

Embedded PI - Value

- Enhanced Analytics
 - ▶ ACE calculations and AF
- Enhanced industry Applications
 - ▶ Storage additional
- Enhanced Visualization
 - ▶ Web parts and portal KPIs
- Enhanced Performance Monitoring
 - ▶ ITMonitor

Embedded PI – OASyS DNA

- OASyS DNA
 - ▶ Telvent's Realtime Infrastructure for data collection and control
 - ▶ Highly available
 - ▶ Highly secure

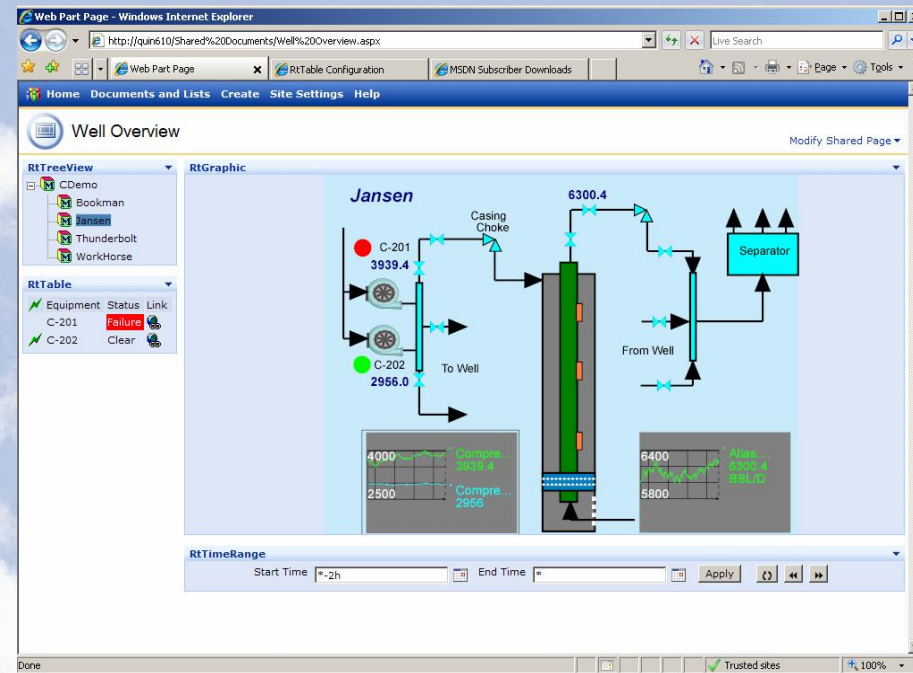


Embedded PI – Customer Value

- Single point configuration
- Enhanced application performance and capabilities
- “Easy to use” tools for engineering analysis
- Greater amounts of online information for reporting and review
- Greater Operational Intelligence based on historical data

Energy – RTPortal

- View the status and performance of well information
- VALUE:
 - ▶ Provides immediate information current + historical
 - ▶ Provides in-depth details for reservoir engineering analysis



Energy - RtPortal



- Viewing individual unit information
- VALUE:
 - ▶ Maintenance personnel can receive alerts when a unit is beginning to degrade

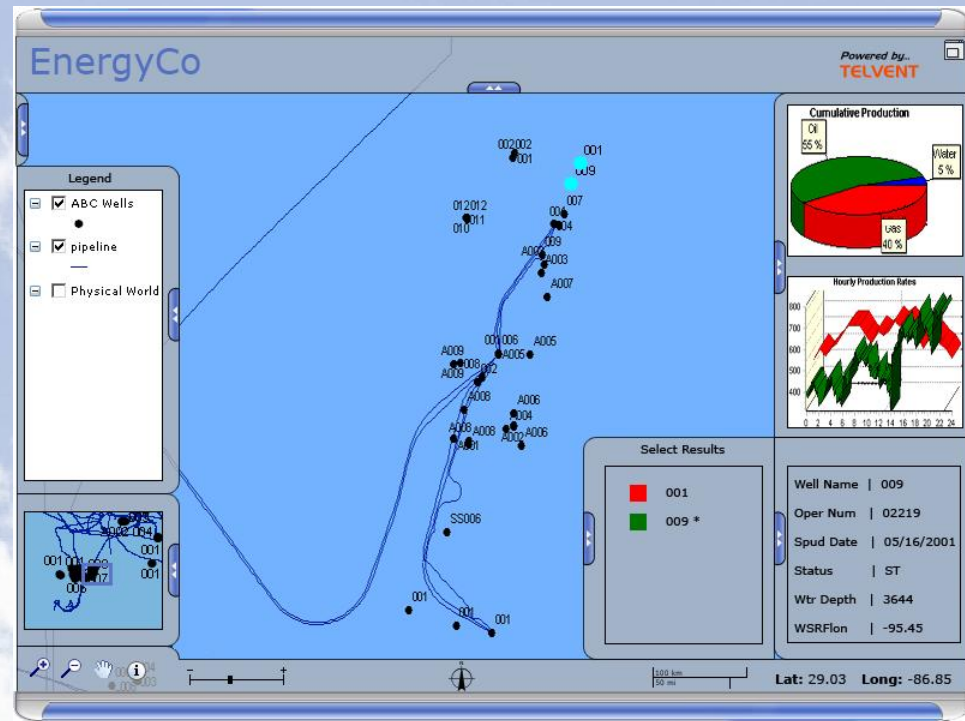
- ▶ Able to view information about past performance of the asset quickly and easily

Energy – GIS/Portal Integration

- Viewing information Spatially in a portal environment

- **VALUE:**

- ▶ Leveraging existing asset investment in GIS
- ▶ Navigation and information is presented intuitively and logically



The Future

- Deeper integration with corporate technologies
ERP, GIS etc will require bi-directional information sharing
 - ▶ Smart connectors will reduce the complexity of interfacing with these tools
- Greater degree of distributed information collection and gathering
 - ▶ OSIsoft's HA program for distributed PI will enable greater flexibility and data redundancy
- Integration with workflow and MS Office applications

See You at

- **Partner Pavilion**

- **Thursday 08:15 – Steinbeck Forum Room**
Jason Konoff

Using OSIsoft Products to Create High Value
Added Applications and Solutions for Diverse
Industry Segments

Partners Keynote Presentation

Massimo Galli
Operations Director



Agenda

- Introduction to Visiant Pimsoft
- Vision and commitment
- Solutions
- Future Directions

Introduction to Visiant Pimsoft

- Longstanding OSIsoft partner
 - ▶ OSIsoft Distributor
 - ▶ Worldwide Sigmafine VAR
- Located in Turin, Milan, Rome
- Committed to OSIsoft technologies and values, early adopter of OSI context technologies (i.e. AF)

Pimsoft and AF



- Sigmafine 4 brought AF to the table
 - ▶ A flexible, configurable infrastructure to model and analyze the business
 - ▶ A new world of possibilities for partners and customers
 - ▶ Sigmafine users get a headstart by migrating their models
 - *Migration is not an issue but an **opportunity***

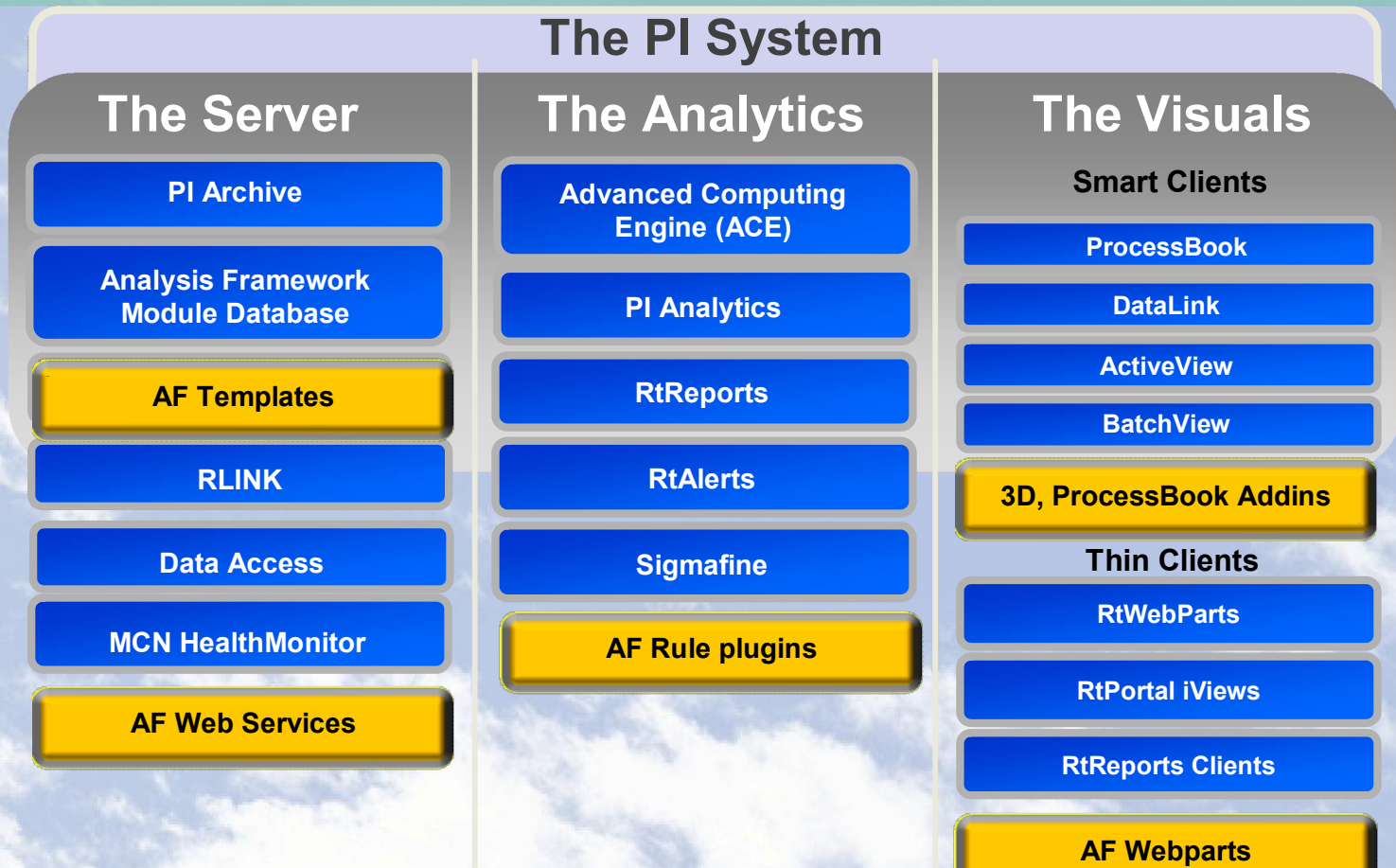
Our Commitment. AI-based Solutions

*Ready to adapt,
evolve, improve*



- Deliver intelligent and innovative solutions to add value to OSIsoft infrastructure
 - ▶ Release “solutions” as compositions of services, ready to grow incrementally according to needs
 - ▶ Leverage investments through reusability/re-composition

Leverage existing OSIsoft platform



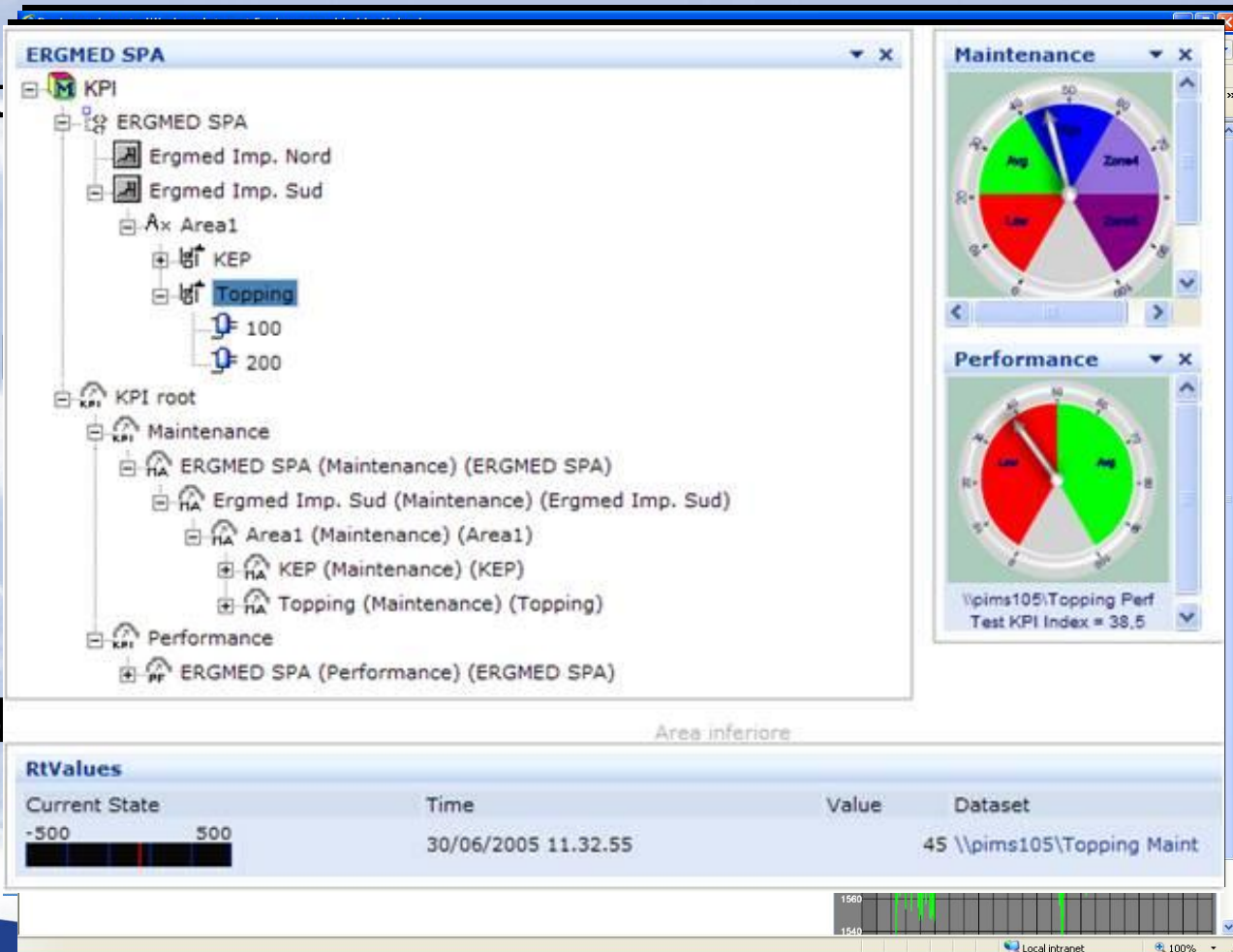
No need to install "yet another" application island!

Our Solutions include...

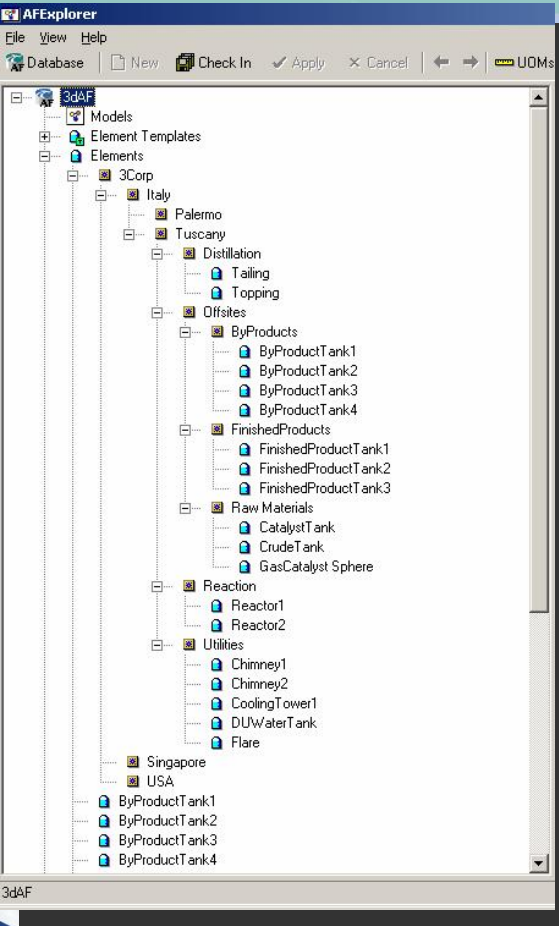
Intelligent

AF to We

AF-based



3D navigation in AF models



AF 2.0: Another step forward

- Truly hierarchical
- Element history
- Role-based security model
- Integrated execution and notification environment (PI Notifications)
- Even more possibilities: leverage MDB investment by migrating to AF 2.0

Meet Visiant Pimsoft...

- UC2007
 - ▶ 3D Navigation : presentation on Thursday 9.55 am
 - ▶ Partner Expo Demo
 - ▶ Early Adopter Booth
- www.visiantpimsoft.it
- Contact us
 - ▶ douglas.coene@visiant.it
 - ▶ massimo.galli@visiant.it

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Ekho – AF2.0 The Right Solution

Patrick Ramsey
Inexcon Technologies

INEXCON
TECHNOLOGIES

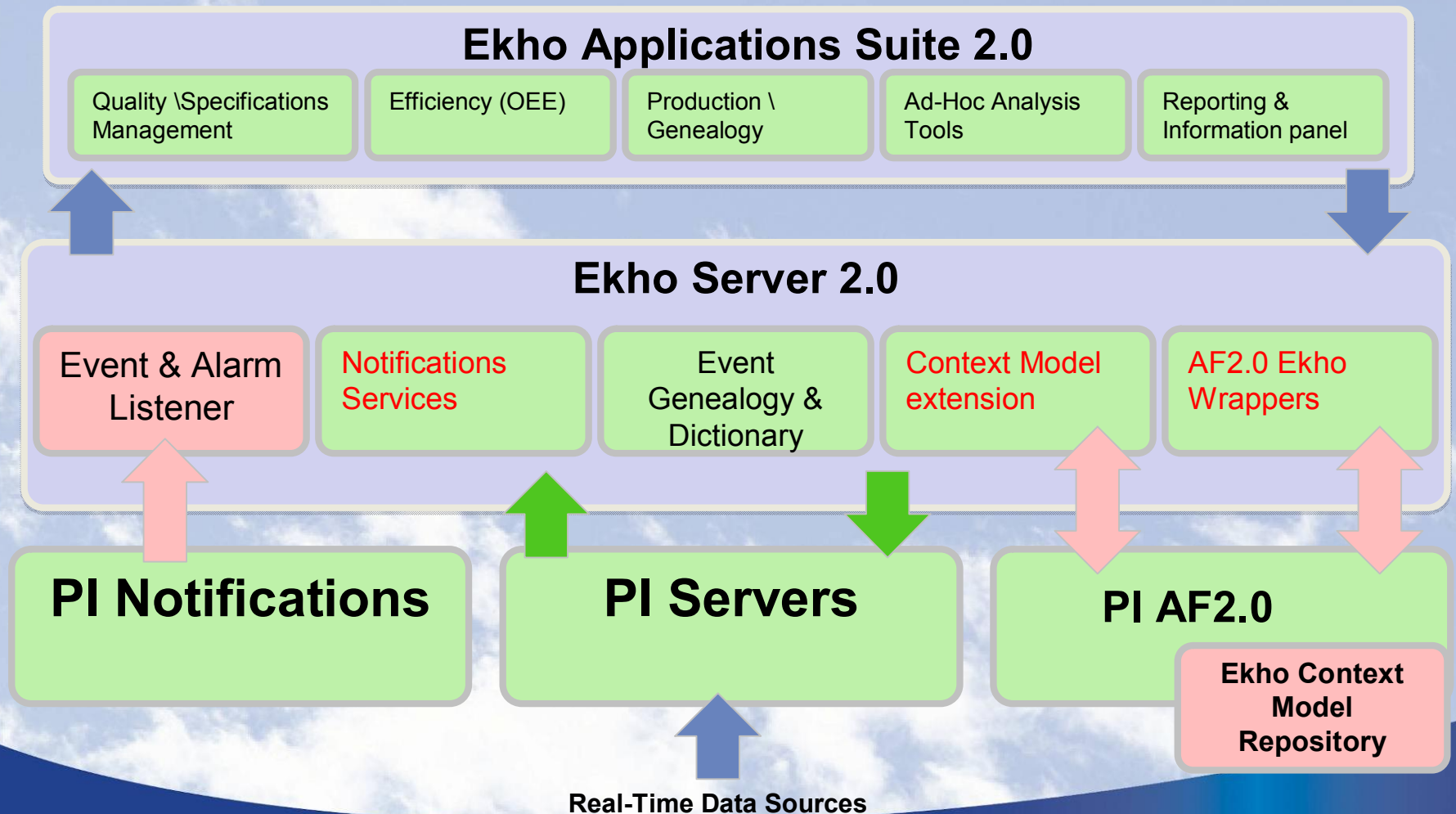
ITI History

- **Founded in 2000**
- **Head Quarters and R&D center located in Quebec**
- **Extensive experience in software development for the Manufacturing Industry**
- **Extensive experience in Manufacturing processes**
- **Dedicated to providing applications that deliver *bottom line business* results**

Ekho MES Applications

- **Genealogy and Traceability**
- **Quality Management \ Manual Data Input**
- **Lifecycle, Issue and Alarm Management**
- **Operational Equipment Efficiency \ Downtime Analysis**
- **Data and Information Visibility**

Ekho2.0 Architecture



Integrated with AF2.0

The screenshot displays the EKHO II software interface, which is integrated with AF2.0. The interface is divided into several sections:

- Top Bar:** Includes a menu bar (Home, View, Reports) and a toolbar with icons for New, Save, Delete, Refresh, Export to..., Print, and Preview. Below the toolbar are dropdown menus for Document (Paper Machine Run) and Sector (PM1).
- Left Panel:** Contains a calendar for July 2007, a list of events (PM3, PM2, PM1), and a detailed view of the selected event (PM2). The event details include:
 - Name: New Turnup
 - ID: -1
 - Start Time: 7/26/2007 4:05:36 AM
 - End Time: 7/26/2007 5:31:57 AM
 - Sector: PM2
 - Event Type: Reel
 - Product: A hierarchical tree showing the path from Europe to North America to Pittsburgh to Furnace A to Furnace B.
 - ReasonCode: BASIS WEIGHT
 - DECKLE: DENSITY
 - Disposition: GREYCON-RUN
 - GREYCON-RUN-ID: PLANSETS
 - Lineal: RADIUS
 - SPOOL: SPOOL
 - Weight: 54900
- Center Panel:** A timeline view for 26 July, showing a horizontal bar for the "New Turnup" event spanning from 04 AM to 06 AM.
- Right Panel:** A hierarchical tree of elements, including:
 - Elements
 - EEventType
 - EMarker
 - ESectors
 - My Corp
 - Chemical
 - Europe
 - North America
 - Europe
 - North America
 - Pittsburgh
 - Furnace A
 - Phase
 - Phase Code
 - Downtime
 - Delay
 - Normal Operation
 - Planned Maintenance
 - Furnace B
 - Pulp & Paper
 - Europe
 - Oslo
 - North America
 - Kimberly
 - PM1
 - PM2
 - PM3
 - Greycon Run
 - Reel
 - ETag

- Bottom Bar:** Includes a status bar (Ready) and a navigation bar (itsvr07\EKHO2_UC2007\User, NUM, CAPS, 7/26/).

A large blue arrow points from the event details in the left panel towards the right panel, indicating the integration between the two views.

Integrated with AF2.0 (cont.)

Ekho Desktop - [Genealogy - Reactor Batch genealogy]

Ekho Functions Preferences Window Help

Reactor Batch genealogy

Batch Detail Information

Select Production Day: 6/9/2007

Event Search

[Information Summary]

- Unit 24
- Unit 25
- Unit 26
 - 421647 (06/09/2007 09:02:24)
 - 707424 (06/10/2007 02:03:24)

Information

| Information | Value |
|----------------------------|---------|
| Availability (Waste) | 86.27 |
| Disponibility (DT) | 73.35 |
| Overall Efficiency (OEE) | 76.31 |
| Performance (Qty Produced) | 81.31 |
| GlycolTemperature | 16.05 |
| Unit ID | 7659 |
| Column DP | 2.49 |
| Mid Temp | 145.42 |
| Pot Temp | 84.61 |
| Pot Weight | 7217.57 |
| TopTemp | 136.2 |
| Vaccum | 3.29 |
| Charge Mass | 22554.9 |

Cuts Summary

| Name | Start Time | End Time | Mass |
|-------------|---------------------|---------------------|------|
| ct-421647-1 | 06/08/2007 16:10:34 | 06/08/2007 17:55:24 | 1027 |
| ct-421647-2 | 06/08/2007 18:01:45 | 06/08/2007 21:38:41 | 355 |
| ct-421647-3 | 06/08/2007 22:01:34 | 06/08/2007 23:51:21 | 985 |

Information

| Information | Value |
|-------------------|--------|
| GlycolTemperature | 15.08 |
| Column DP | 3.45 |
| Mid Temp | 34.5 |
| Pot Temp | 85.4 |
| Pot Weight | 7029 |
| TopTemp | 131.97 |
| Vaccum | 2.68 |
| Receiver 1 Level | 908 |
| Receiver 2 Level | 345 |
| Charge Mass | 1027 |
| Receiver ID | 1 |
| Disposition | A |
| Test.01 | 1.2 |

View Options

- General Info
- Views Trends
- Analysis
- Waste History
- Genealogy

179993
6/10/2007 7:05:24 PM
6/11/2007 12:05:24 PM

525308
6/10/2007 2:04:24 AM
6/10/2007 7:04:24 PM

707424
6/9/2007 9:03:24 AM
6/10/2007 2:03:24 AM

ct-421647-1
6/8/2007 4:10:24 PM
6/8/2007 5:55:24 PM

23152
6/6/2007 4:59:24 PM
6/7/2007 10:59:24 AM

433688
6/5/2007 11:58:24 PM
6/6/2007 4:58:24 PM

467460
6/5/2007 8:57:24 PM
6/5/2007 11:57:24 PM

Summary

- **Out-of-the-box Full MES Portfolio of cross industries Applications**
- **Integrated with OSIsoft AF2.0 infrastructure**

Come and see us in the partner exhibit

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Leverage Your PI System with AF 2.0 to Implement and Manage Your Operational KPIs

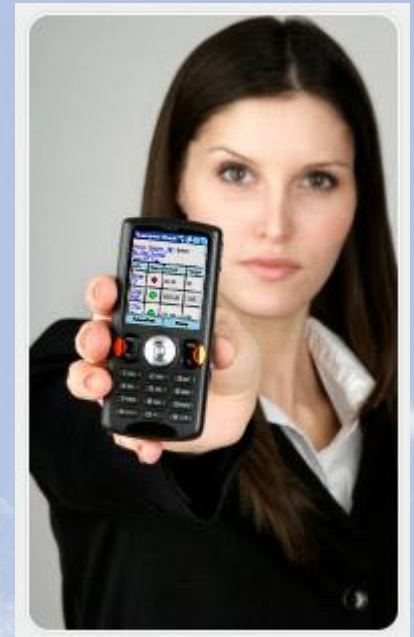
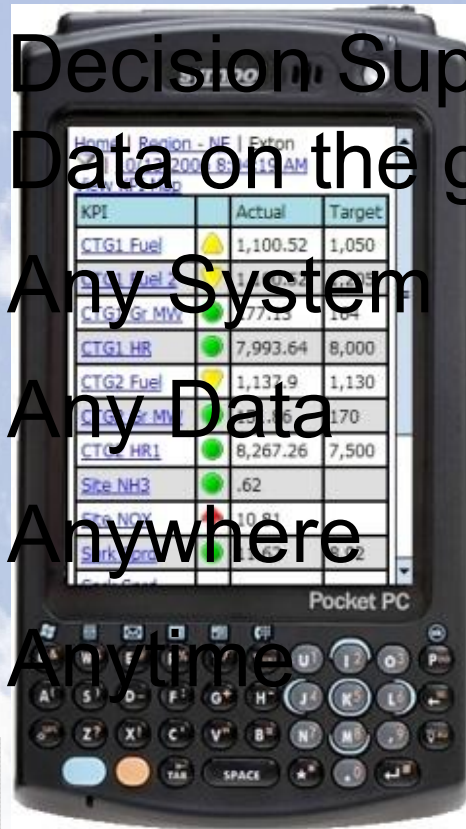
Michael Saucier
CEO
Transpara Corporation


TransparaTM
NOW YOU KNOW.

Mobile, Composite KPIs

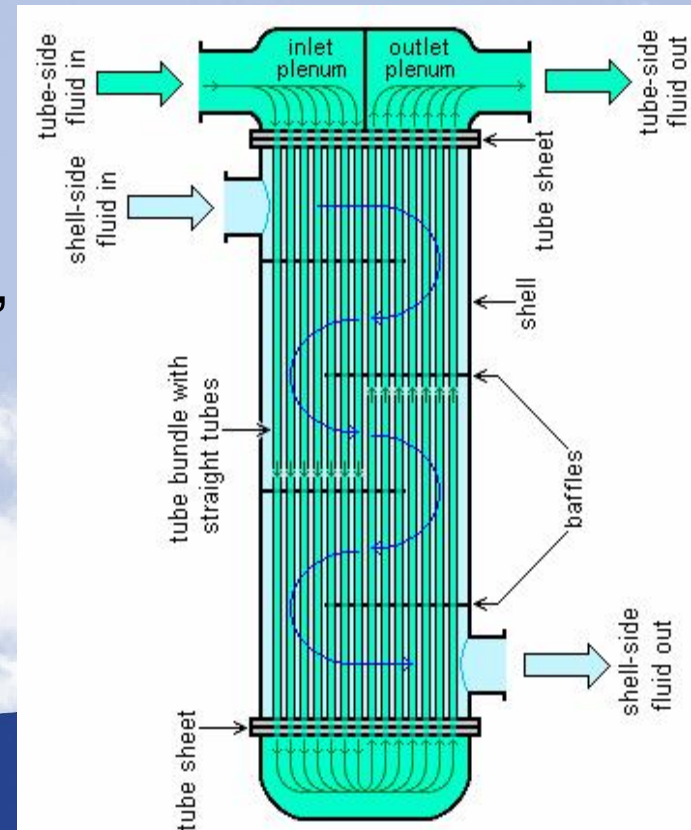


- Decision Support Data on the go
- Any System
- Any Data
- Anywhere
- Anytime

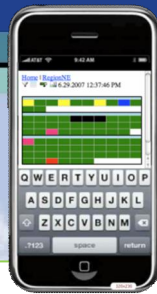
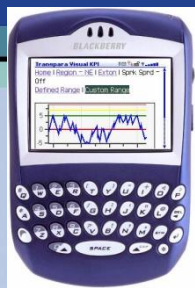


AF 2.0 Demo Architecture

- Pre-Mixer > Reactor > Heat Exch > Prod Storage
- Only Heat Exchanger is modeled
 - ▶ Standard Shell & Tube, 14 KPIs
 - ▶ KPI Actual values indirect PI points in AF template
 - ▶ KPI Limits use static AF attributes, but could easily be dynamic
 - ▶ Non-process data is simply added in Visual KPI as meta-data



AF 2.0 – Demo Architecture

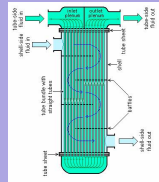


Visual KPI Server

Programmatic Access

AF 2.0

Plant Models

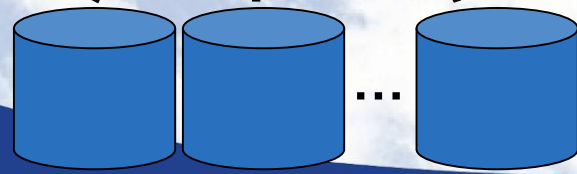


PI System

Time-Series

Honeywell Interface

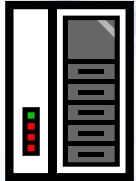
ABB Interface



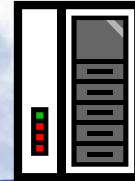
SCM

RDBMS

MES



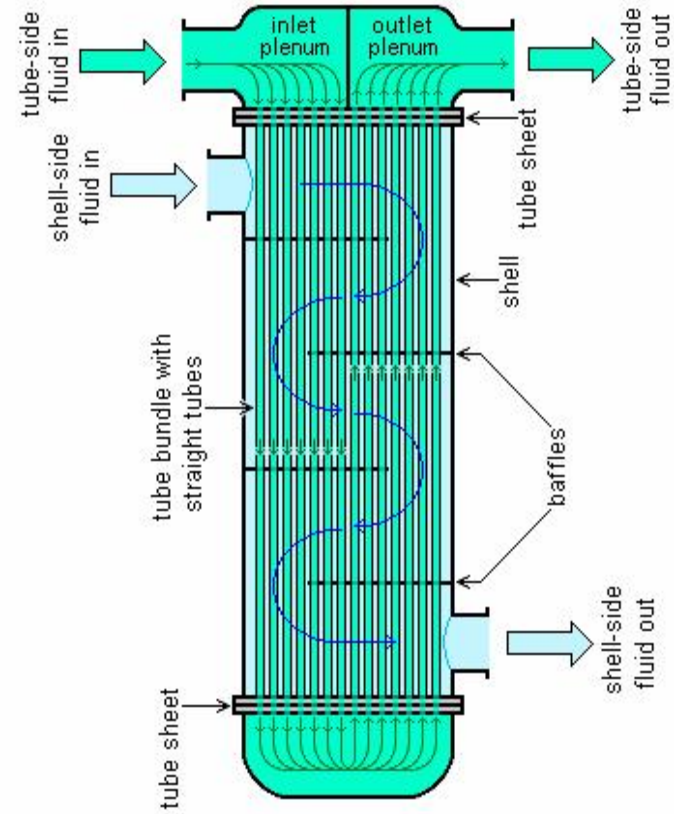
Honeywell



ABB

Non Time-Series Sources

Time Series Data



Coffee Cart is running AF 2.0 !

Espresso Cart courtesy of

Redeem Your Free Espresso Drink Coupon Here!

TransparaTM
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Sales@Transpara.com
www.transpara.com

TransparaTM *How Wired is the UC?*
NOW YOU KNOW.

Drink Type _____

☐ Cappuccino ☐ Espresso ☐ Latte ☐ Mocha ☐ Hot Chocolate


Industry _____

| | | |
|--|---|---|
| <input type="radio"/> Academic | <input type="radio"/> Mining Metallurgy and Materials | <input type="radio"/> Transportation |
| <input type="radio"/> Banking and Finance | <input type="radio"/> Oil and Gas | <input type="radio"/> Water and Wastewater Management |
| <input type="radio"/> Chemical | <input type="radio"/> Pharmaceutical and Life Sciences | <input type="radio"/> Other |
| <input type="radio"/> Discrete Manufacturing | <input type="radio"/> Power Generation | <input type="radio"/> OSIsoft Employee |
| <input type="radio"/> Engineering Services | <input type="radio"/> Pulp and Paper | <input type="radio"/> OSIsoft Partner |
| <input type="radio"/> Food and Beverage | <input type="radio"/> Semiconductor | |
| <input type="radio"/> Government | <input type="radio"/> T&D: Electrical and Nonelectrical | |

Last Order _____

Drink: _____

Industry: _____

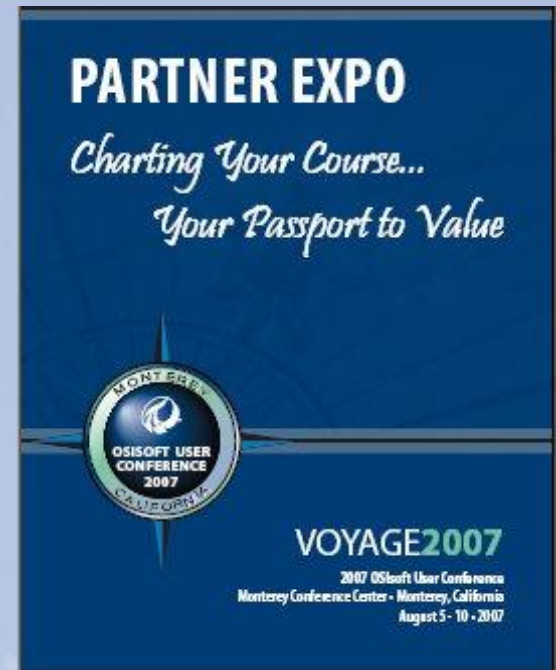


In conclusion

- Smooth sailing ahead on the course charted by our Early Adopters
- Platform adoption delivers
 - ▶ High availability, security and scalability for Telvent
 - ▶ PI Notifications, element history, role based security and context for Visiant Pimsoft
 - ▶ PI Notifications and Context Model for Inexcon Technologies
 - ▶ Asset hierarchy and element history for Transpara

Visit the Partner Expo

- Wednesday
 - ▶ 1:00 – 6:00 PM
- Get your passport stamped
- Turn in completed contest form for a free OSIssoft Connection Kit



VOYAGE2007



***Thank
You***

OSIsoft®

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VALUE NOW, VALUE OVER TIME

There really is an explosion of information, the scale is tremendous, the opportunity to take advantage of that information is equally large. I think the partnership between OSIsoft and Rockwell allows us to do some things that have never been done before. It really extends the capabilities of both of our companies.

- Kevin Roach, Rockwell

