



OSIsoft®
USER CONFERENCE
2008
AMSTERDAM



Empowering Business in **Real Time.**

PI Infrastructure for the Enterprise.

Meltdown Economics

Dr. J. Patrick Kennedy
CEO and Founder of OSIsoft, Inc.

Characteristics of the Meltdown

- No Trust
- Uncertainty
- Panic

Certainties in Manufacturing

- Power Bill
- Payroll
- Capital Costs
- Goods in Transit
- Support
- Sales

Result

- Projects Requiring Budget – Cancelled
- Projects Approved – Delayed
- Projects in Process – Minimized
- Cash is King

Solution

- Tighter Time Frame
- Small Projects
 - Clear payout
 - Leverage Info
 - Minimize
- Part of a Process
- Internal Focus

OSIsoft – What About Us?

- 1982 Last Recession
 - Sales/Margins Increased
- Can't Build
 - Remodel, Renew
 - Leverage New Info
 - Inexpensive Refresh
- Plans
 - Keep Growth Generic
 - Focus on PI
 - Aggressive Sales, Marketing, Partnering

OSIsoft Can Help

- You Tell Us – Requirements
 - You make money
 - We make money
 - Short term pay off
 - Long term vision
- What Tools Needed?
 - Flexible Pricing
 - Shared Risk
 - Hosted/Rental/Lease

Kodak Park



Awareness of Energy

KODAK Workforce Portal

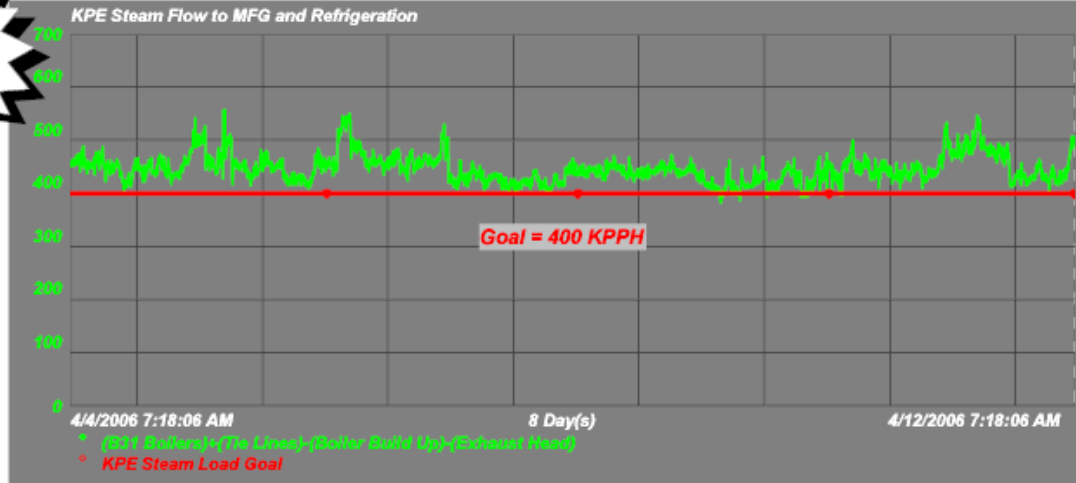
Welcome JAMES BREEZE

Welcome myHR KP Energy

Utilities Home | Utilities Generation | Building Usage | Ad-Hoc Trend

Steam Scorecard	Total KP Plant Steam Flow	1426 KPPH	Goal < 1350	Red
Electric Scorecard	KPE Steam Flow to MFG & Refrigeration	497 KPPH	Goal < 400	Red
Chilled Water Scorecard	KPW,X&M Steam Flow to MFG & Refrigeration	377 KPPH		Yellow
Kodak Water Scorecard	KPS Steam Flow	79 KPPH		Yellow
Compressed Air Scorecard	Exhaust Steam to Atmosphere	127 KPPH		Red
	Total Boiler Build-Up	353 KPPH		Yellow
	260# Steam - Tie Line Flow from B-321 to B-31	57 KPPH		Yellow
	Total Megawatts	98 Megawatts	Goal < 95	Red
	Purchased Power	14.0 MWATTS		

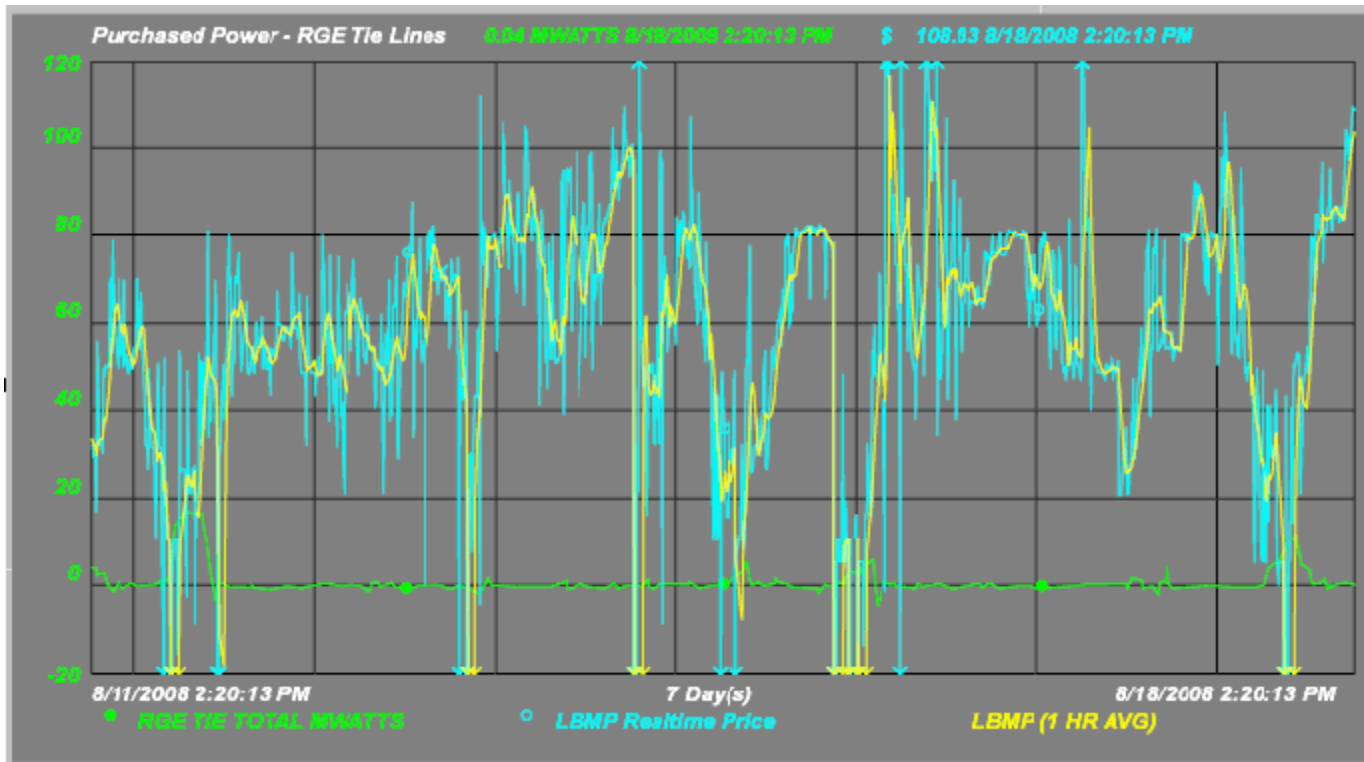
Link to "The Energy Times"



Results

- Highly Motivated
- 100's Mini Projects
- Kaisen Groups
- Large Return
 - \$20,000,000 annual 2006
 - \$28,000,000 annual 2007

Leverage Information



Conclusions

- Only Constant is Change
- Power Major Impact
- Other Regulators
- Manufacturing Environment Real Time



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THANK YOU

Author – Dr. J. Patrick Kennedy

- Dr. J. Patrick Kennedy is the CEO and majority owner of OSIsoft. Under Dr. Kennedy's visionary leadership, the company has grown from a small software startup in 1980 to a highly profitable \$185 + million per year global corporation. Prior to founding the company, Dr. Kennedy worked as a research engineer for Shell Development Company and as an applications consultant for Taylor Instrument Company.

Dr. Kennedy attended the University of Kansas where he earned a Bachelor of Science in Chemical Engineering and a Ph.D. in Chemical Engineering. A registered professional engineer in control systems engineering and is the author of numerous papers.

