



# State of the Company

## Ron Kolz

*Value now, Value over time*

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## 1. Business

- State of OSIsoft
- Trends
- Strategy

## 2. Brazil

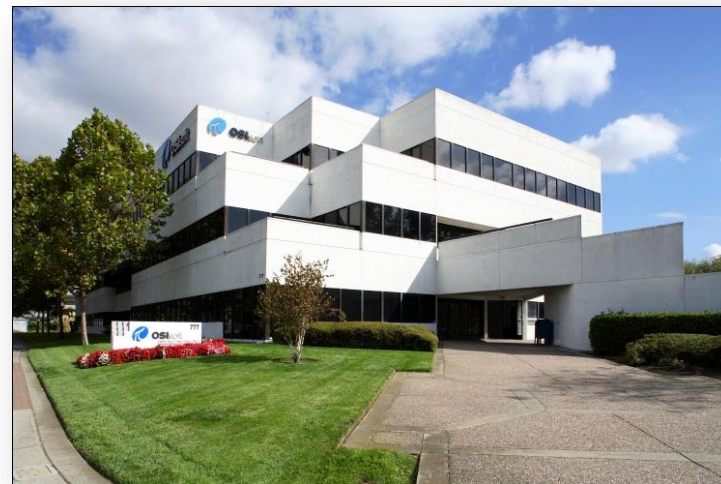
- OSIsoft in Brazil
- Growth story



# OSIsoft - Fact Sheet

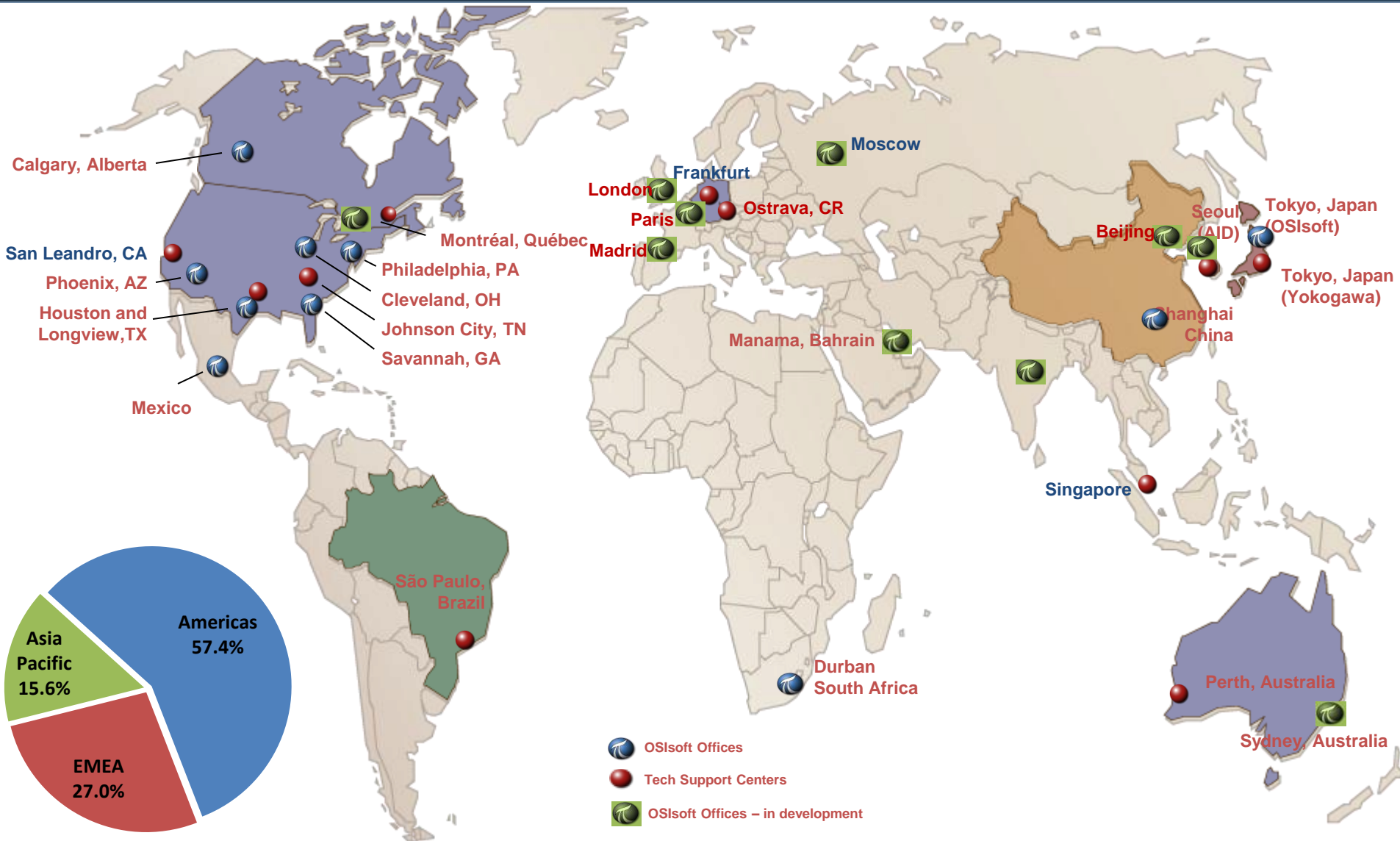


- **Corporate - Founded 1980, Private**
  - Dr. Pat Kennedy, Founder and CEO
  - Head office in San Leandro, CA, USA
  - Celebrating 30 years this month!
- **Focus - one software product**
- **Employees - 725**
- **Sales**
  - \$185M (2009) with 13.5% CAGR last 10 years
- **Geography**
  - Customers in 110 countries
  - 23 offices in 13 countries
- **Installed Base**
  - 3,100+ Customers with 11,000+ PI Systems (excluding OEM)
  - 35,000+ Interfaces
  - 250,000+ Clients/users
  - 250,000,000+ Tags
  - Monitor 720 PI Servers and 11,000 interfaces via NOC (Network Operation Center)
  - NOC - PI System is 830,000 tags



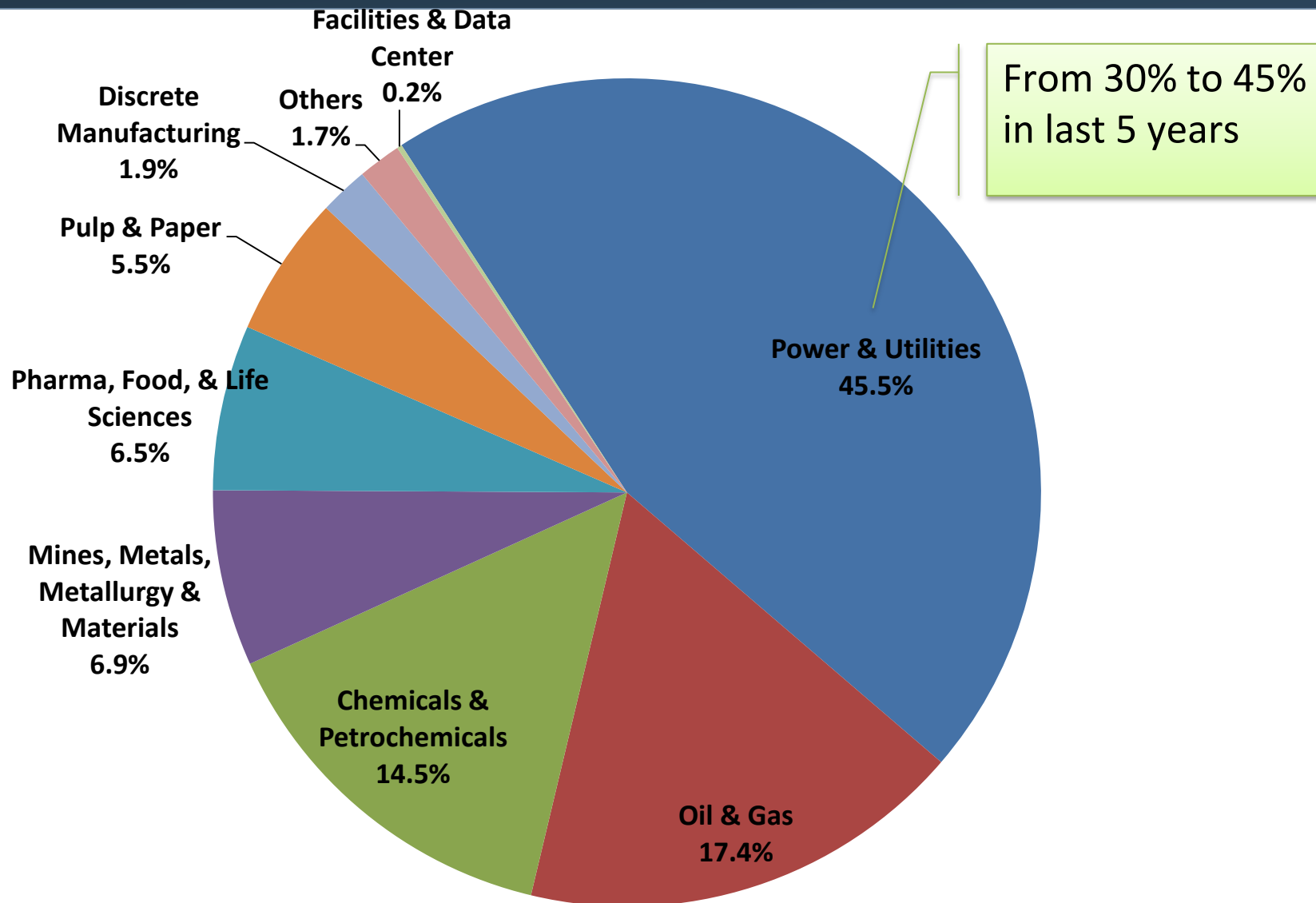


# 2009/2010 - Global Expansion





# Business by industry





- Power & Utility business
  - Continued strength since energy & water are being core to every industry
  - AMI and Smart Grid huge drivers
- “More Eyes on the PI System”
  - Business Intelligence via Microsoft





- “Smart everything” - instrument the world’s physical infrastructure (railroads, bridges, buildings, etc)
- Sustainability
  - Culture of continuous improvement
  - PI System users have been doing this for 30yrs!



- CAT engines
  - 40,000 stationary engines
- Monitoring & Diagnostic centers like GE
  - Have 6,000 turbines
- Nalco, CAT, GE, Flowserve, ICE Energy
  - PI System enables service offering for their customers.

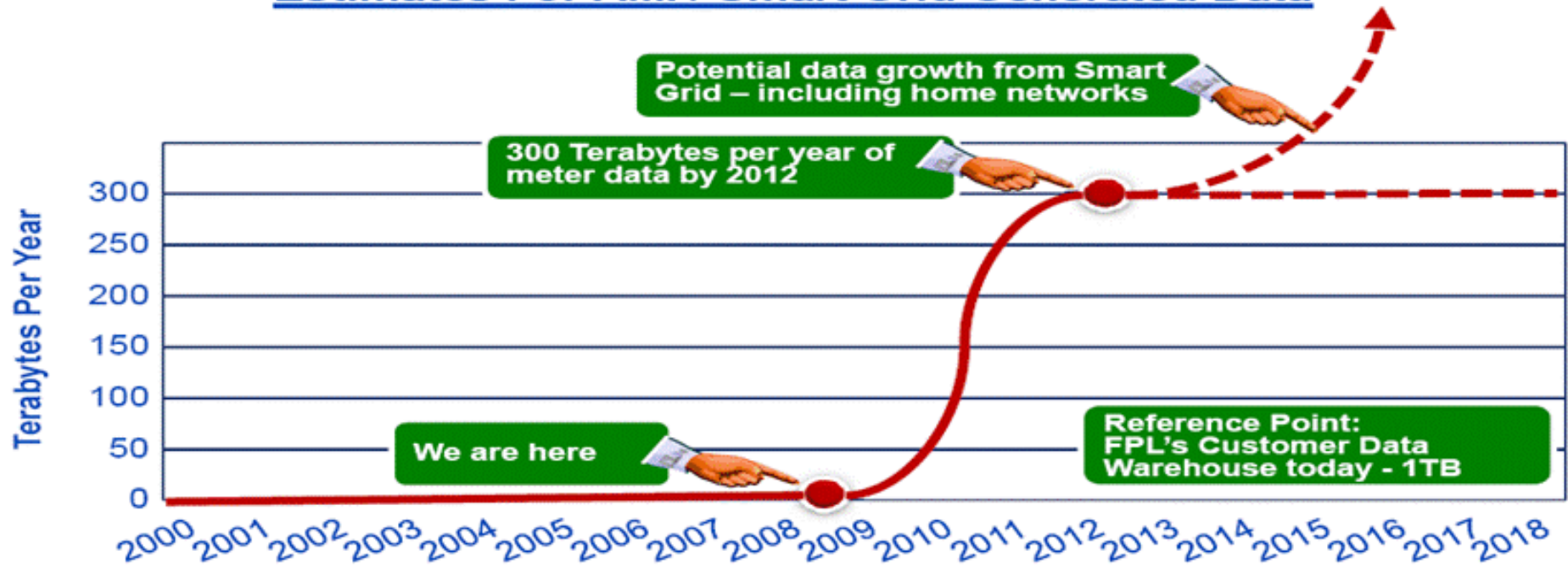




# Anticipated Trend - Smart Grid



## Estimates For AMI / Smart Grid Generated Data

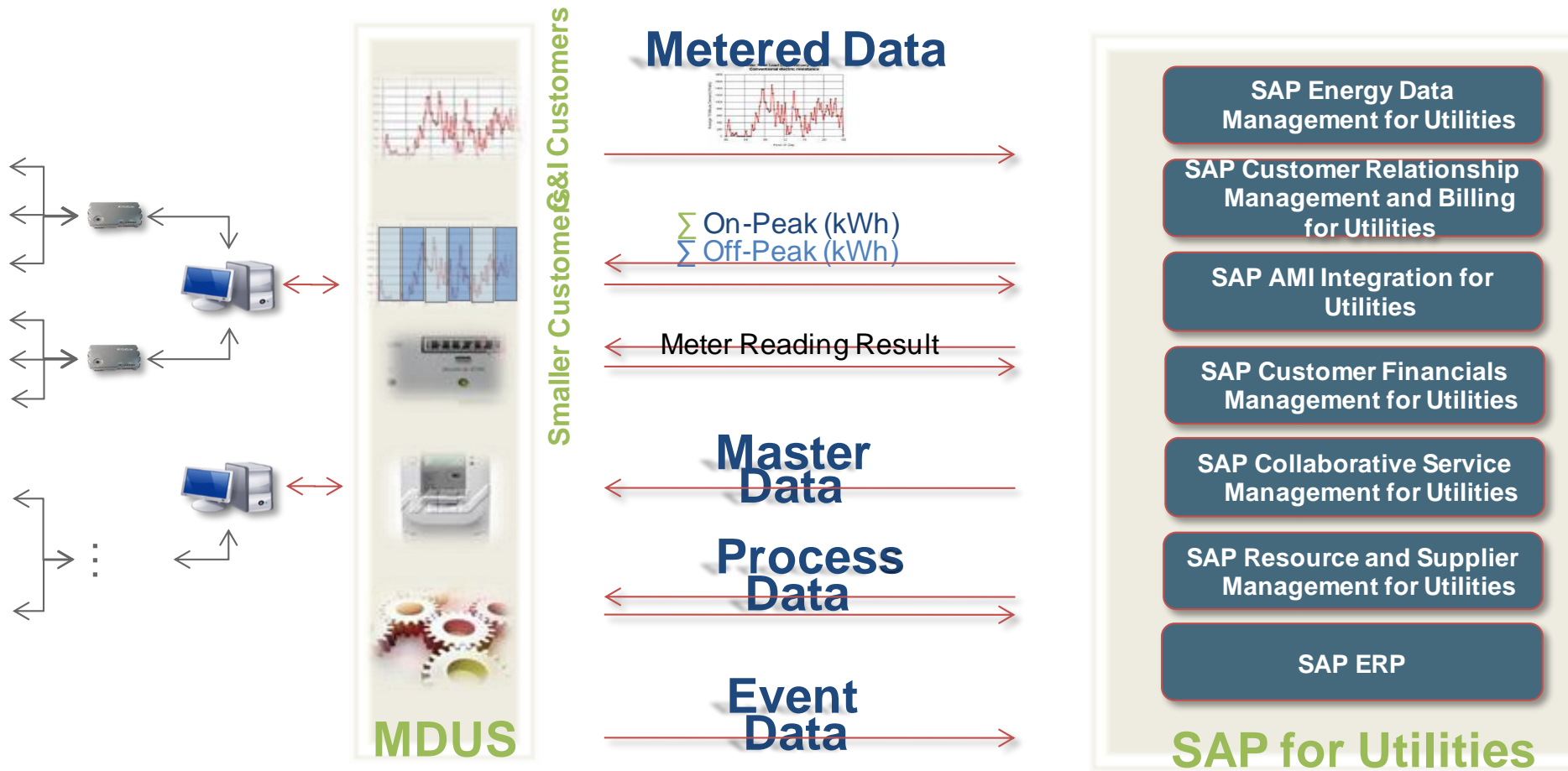


**AMI and Smart Grid will increase the amount of measurement and control points far beyond anything we have today – How we can leverage this data to compete?**





# Anticipated Trend - SAP & AMI





## “Enterprise Infrastructure for streaming data & events”

1. Maps physical assets (PI-PI Interface) to a logical abstraction (PI Tags and PI AF Elements)
2. Moves data from sensors, through network to services provided by PI like analysis, notifications, pre/post processing, trending, alerting, etc.
3. Deliver the data to
  - Users
  - Applications
  - Business Intelligence (correlate sensor data with transactional data)
  - Trans Enterprise Data Exchange (e.g., demand response)
4. Scalable and evolves as business needs change





## OSIsoft in Brazil



- From 2006 to 2009, OSIsoft Brazil revenue increased 400%
- Expanding our direct staff and partner community to better serve you
- 200 PI Systems in Brazil today
- Trusted by industry leaders
- Great use of the PI System by creative customers!



- My first trip to Brazil was 1998 to help CSN integrate the PI System with SAP
  - I met Mr. Resilene Mansur from CSN
- Pleased to see Resilene is speaking at the seminar this week!
- CSN is another example of our growth in Brazil
  - Loyal customer for 10+yrs
  - Continues to innovate with the PI System



# Expanding our message & influence



- 10th Energy Summit
  - Rio de Janeiro, RJ -Aug/09;
- Workshop -ISA Vale do Paraiba
  - “Novas Tecnologias de Automação Aplicadas nas Indústrias do Vale do Paraíba”
- Comenda do Flare (Sponsorship) -South Brazilian Petrochemical Industries Celebration
- SmartGrids Latin America 2009
  - Sao Paulo, SP -Oct/09;
- Regional OSIsoft seminars - share ideas/stories





# Some examples

- Itaipu is the largest hydroelectric power plant in the world
  - 20 generator units, 14,000 MW of installed power, supplies 19% of Brazil's energy.
- Itaipu dam is 8000 meters long and consumed 12.3 million cubic meters of concrete
  - enough to build 210 soccer stadiums like Maracana in Rio de Janeiro
- Itaipu has used the PI System since 2007 to monitor all 20 generators, plus important dam data, reservoir information, meteorological information and transmission lines





- Thank you for your business and continued support
- Enjoy the seminar and use this excellent networking opportunity to learn more about how the PI System can transform your business
- “It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.” *Charles Darwin*





# Thank you

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