

Real Time Information — Currency of the New Decade

Hilton San Francisco Union Square | San Francisco, CA April 26-28, 2010



"Actionable Knowledge from Refined Data" with Microsoft Business Intelligence

John Schlitt - Business Manager Automation COE, Nalco

Nalco Company

- World's leading process improvement company
- 70,000 customers in more than
 130 countries
- 75 years of experience in the hydrocarbon industries



Nalco and the Oil & Gas Challenge

- Margins for refining are slimmer than ever
- Refineries work above design capacity
- Refiners must go years without a shutdown

Nalco provides specialty chemical treatments and services that aid in processing and protect assets so refineries can keep running longer

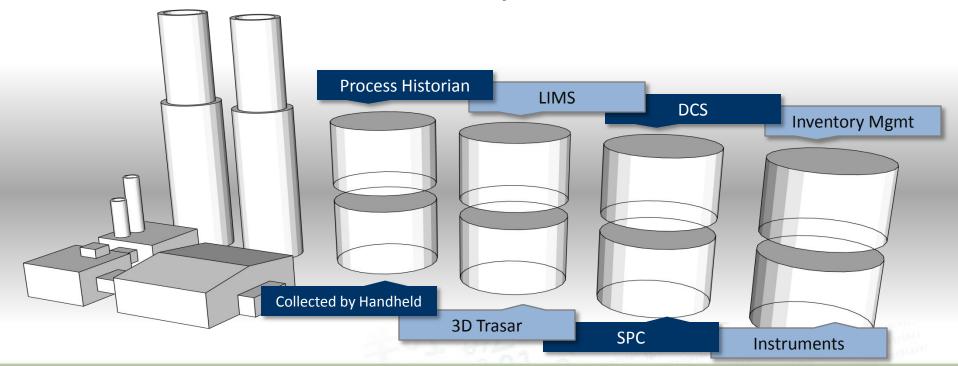
The Problem: Where's the Data?

- Process data held in various "islands of information"
- Performance data was collectedly manually
- Personal Service Reports (PSRs) were time-consuming

The goal: centralize data collection to bring greater value to the service Nalco provides

Challenge: Islands of Information

Various data sources within one process unit...



Challenge: Islands of Information

Multiplied across the entire refinery...



Challenge: Islands of Information

Multiplied across the global refinery network...



The Result: Refined Knowledge™

- Centralized data collection
- Condition based maintenance and performance optimization
- Role-based visibility into plant operations and performance
- On-demand Summary and KPI info to customers and Nalco



Actionable Knowledge from Refined Data delivers greater value to the service Nalco provides

Refined Knowledge™ Architecture



Microsoft®



Data Infrastructure

- Central Data Collection
- Tech View & Analysis
- Calculation Engine
- Value Generation Tool

Customer Data Portal

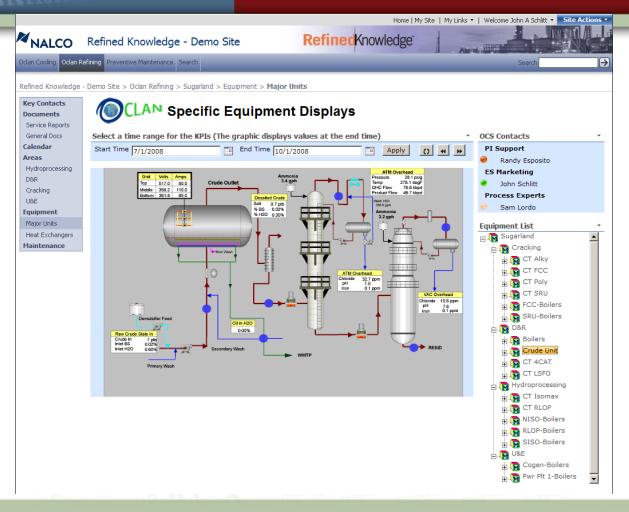
- Secure Customer View
- Metrics Analysis
- Business Decision Tool
- Specialized Tech Support

Solutions Provider

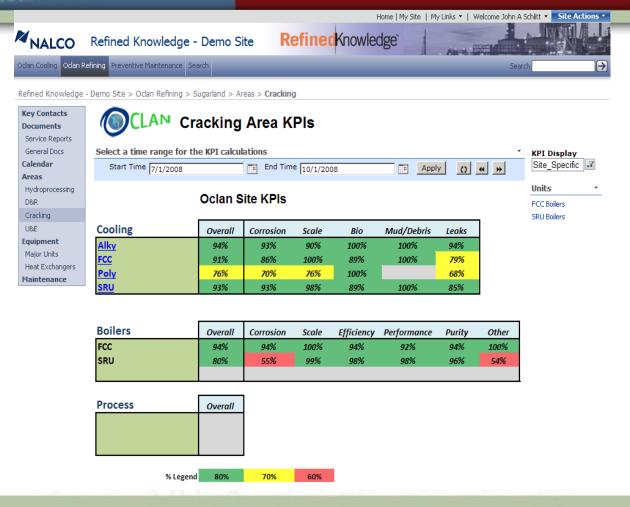
- Problem Solver
- Performance Enhancement
- Production Optimization
- Partner in progress

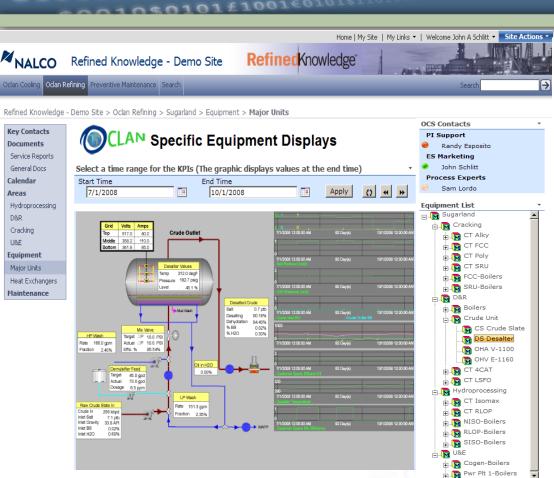
Actionable data is now at their fingertips

In the field, manual work is now value-add



Our own management gets to see measured performance





Oclan Site KPIs				Desalter	
	Units	LSL	USL	Ø 80%	
Crude Outlet Salt	ptb		3	90%	
Crude Outlet Water	%		0.4%	100%	
Crude Inlet Gravity	API	30	34.5	80%	
Effluent Oil	%		0.1%	100%	
Effluent Solids	%		0.1%	100%	
Temperature	degF	250	300	0%	
Salt Removal	%	90%		40%	
Water Removal	%	95%		70%	
Mix Efficiency	%	90%		40%	
Top Grid Volts	volts	220	525	100%	
Mid Grid Volts	volts	220	525	100%	
Btm Grid Volts	volts	220	525	100%	
High Pressure Wash Fraction	%	2%	3%	100%	
Low Pressure Wash Fraction	%	2%	3%	100%	
				•	
	% Legend	80%	70%	60%	
Nalco Global Benchmarl			Desalter		
	Units	LSL	USL	9 78%	
Crude Inlet Water	%		1.0%	100%	
Crude Outlet Salt	ptb		0.01	30%	
Crude Outlet Water	%		0.3%	100%	
Effluent Oil	%		0.5%	100%	
Solids Removal	%	60%		N/A	
Salt Removal	%	90%		40%	
Water Removal	%	90%		100%	

Where are we going...

- Continuous Improvement Philosophy
 - Repeatable approach improving cycle times
 - Drive manual involvement toward zero
- Push analytic logic to SMEs
 - Get away from IT "Projects"; improve speed to market
 - Democratizing Operational Business Intelligence
 - Take advantage of new OSIsoft-Microsoft capabilities



Real Time Information — Currency of the New Decade

Microsoft Innovations Drive Business Performance

Craig Hodges, General Manager, Manufacturing & Resources Sector, Microsoft Corporation

Microsoft's Investment Priorities

New product development

Manufacturing

Distribution

Marketing & Sales

Customer support







Innovations Launching In H1 2010



Business Collaboration Platform



Data Infrastructure and BI Platform



Familiar User Experience

- 1. Self-service Business Insight
- 2. Data Exploration and Analysis
- 3. Data and Contextual Visualization

Integrated Content and Collaboration

- 1. Dashboards and Composites
- 2. Enterprise Search
- 3. Content Management

Data Infrastructure and BI Platform

- 1. Analyze, Integrate, Manage
- Master Data
- 3. Data Mining and Data Warehousing

What's Important For You Key innovations to drive business performance

- Line of Business Application Integration
- Enterprise Collaboration
- Unified Communications
- Business Insight
 - Complex Event Processing
 - Business Intelligence



Line of Business Application Integration

"The Nalco solution is a 'winwin' that gives customers answers to their process issues more quickly, while helping us to gain greater customer loyalty and competitive advantage,"

- Terry Burleson, Vice President of Downstream Energy Services at Nalco







APPS Enables Improved Business Performance

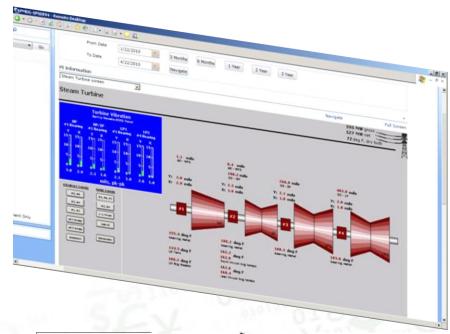
"The Proactive Maintenance Gateway based upon the Accenture Plant Performance Solution correlates plant data and information relative to critical equipment and systems. This interplay of information provides the advanced analytics and system access required to detect, diagnose, and prioritize developing equipment and process problems."

David Thomason, Information Technology – Plant **Applications at RRI Energy**









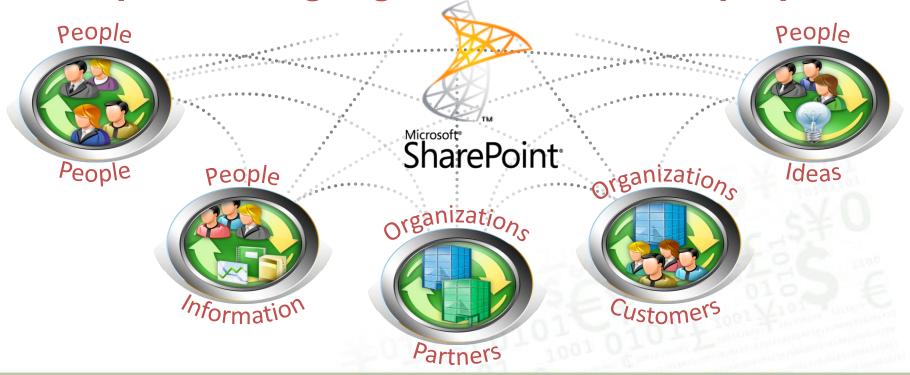






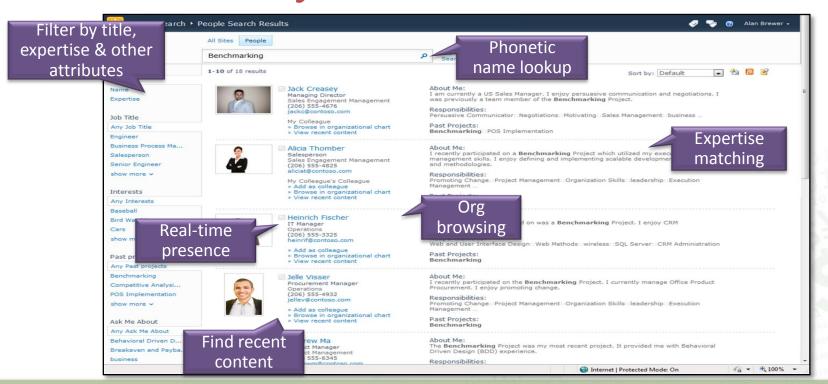
Enterprise Collaboration

People working together for a shared purpose



Connect With People And Expertise

Streamline how you find and collaborate with others



Unified Communications

Increased productivity through communications convergence



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Real Time Information — Currency of the New Decade

OSIsoft UC 2010

Today's Business Insight Challenges...



Improve my ability to act on data early in the cycle versus after the fact? Produce ability for self-service analysis without going to IT? Provides use of tools that are familiar and intuitive? Provide capability to share my insights with others?

Ensure consolidated, validated, and trusted data?

Deploy for real time performance and scale?

Efficiently manage large data volumes?

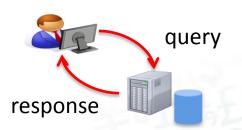
Get started fast but build to last?

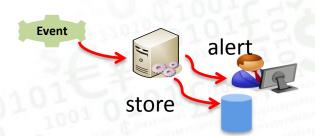


What is Complex Event Processing (CEP)?

The <u>continuous and incremental processing</u> of event streams, from multiple sources, based on <u>declarative</u> <u>query</u> and pattern specifications, with <u>near-zero latency</u>

	Database	Complex Event Processing
Query Paradigm	Ad-hoc queries	Continuous "standing" queries
Latency	Seconds, hours, days	Milliseconds or less
Data Rate	1000s of events/second	10x K to 100x K events/second





StreamInsight – User Scenarios

Manufacturing & Utilities

Process Monitoring & Control

- Sensor-based plant floor monitoring
- Monitoring energy consumption
- Alerting on event detection
- Data cleansing and validation

Continuous Intelligence

Real-time data warehousing

- Low-latency data processing and fact table generation
- Continuous query aggregations and correlations
- Real-time analysis of aggregated data
- Real time predictive analytics

Finance/Trading

Algorithmic Trading

- High volume data processing
- Time-critical processing and alerting
- Short opportunity window for profit
- Smart filtering of input data



Microsoft BI Vision And Strategy

Democratizing business intelligence

Improving organizations by providing business insights to *all* employees leading to better, faster, and more relevant decisions

- Delivered through a familiar environment
- Integrated into business productivity infrastructure
- Built on a trusted and extensible platform



Excel 2010

User Experience And Collaboration

Work together...





...across the PC, phone, and browser...

...to bring ideas to life.

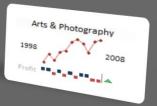


Data Analysis and Visualization

Analyze with Slicer...



Spot trends with Sparklines





PowerPivot
Self-Service
Business
Intelligence

Hosted Spreadsheet and Programmability



Extensible Platform



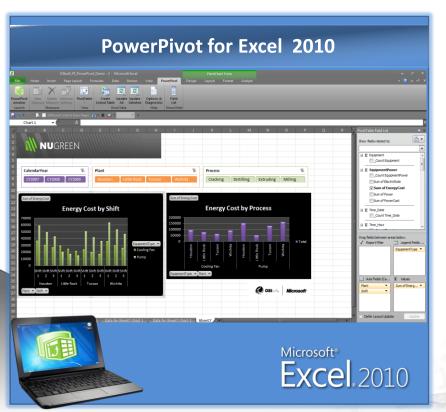
REST API Web Services API JavaScript OM



64-Bit Excel

High
Performance
Computing

Consistent User Experience With PowerPivot





Making BI Meaningful Scorecards / KPI's **Ship Country** \$167.94 Canada **Energy** Asset Australia Management **Performance** \$14.97 **Ship Province** Guelph 2.111296 Morth York Most Ordered Items \$1,400.00 Connecticut 498.9735 \$1,200.00 a Saskatchewa 43,909668 \$1,000.00 Florida Colorado Sales by Region Alberta Manitoba Victoria Ad-Hoc Best Pennsylvannia **Analytics Practices** Washington

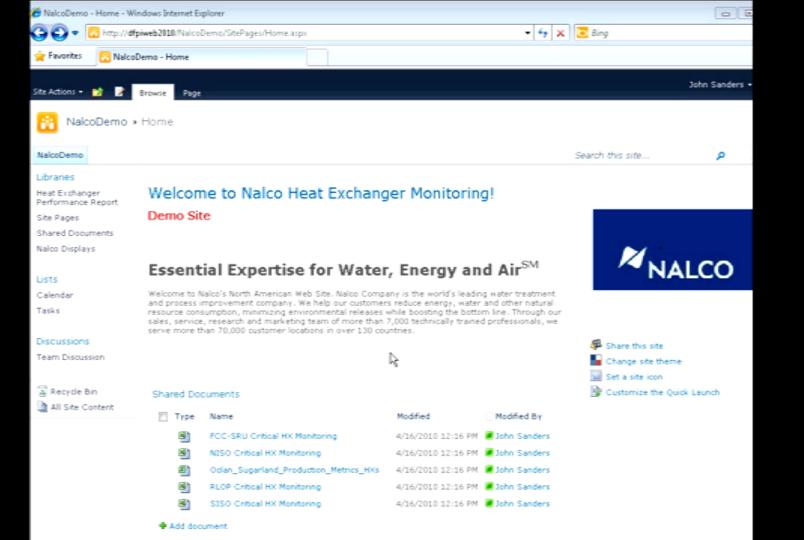
at 4 b bi Overview Sales Information Bern Information Sheet

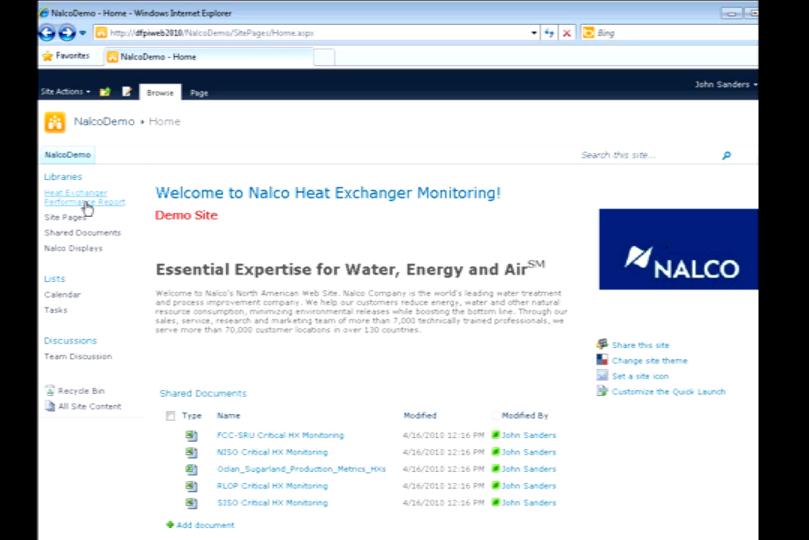


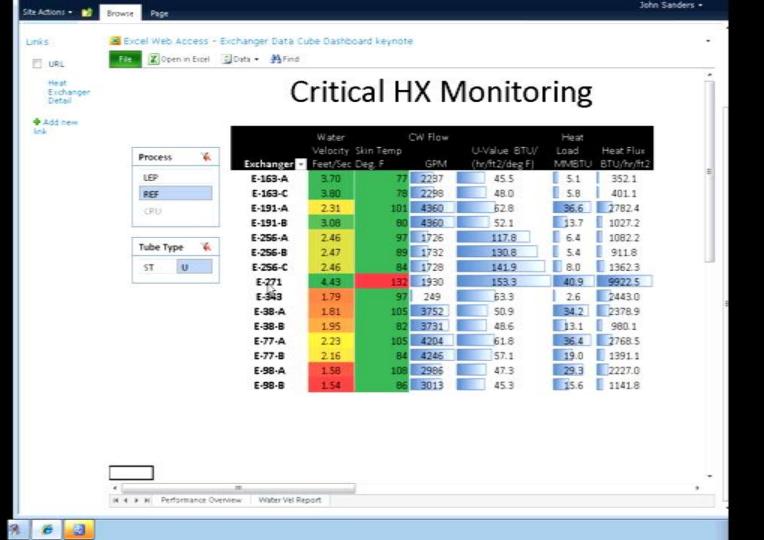
Looking forward to 2010

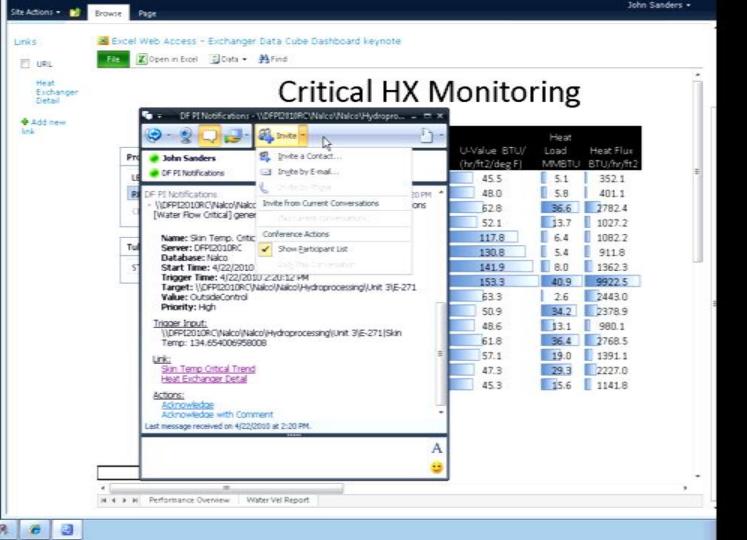
A demo of Technology Available Now

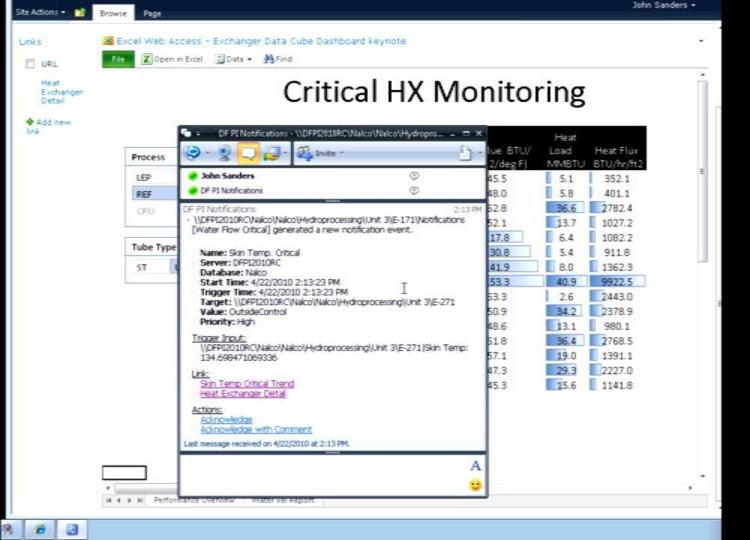
John Schlitt - Business Manager Automation COE, Nalco

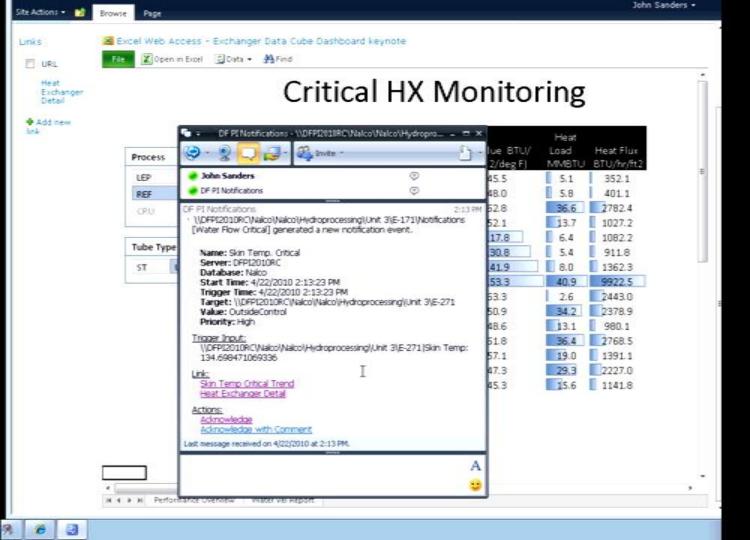


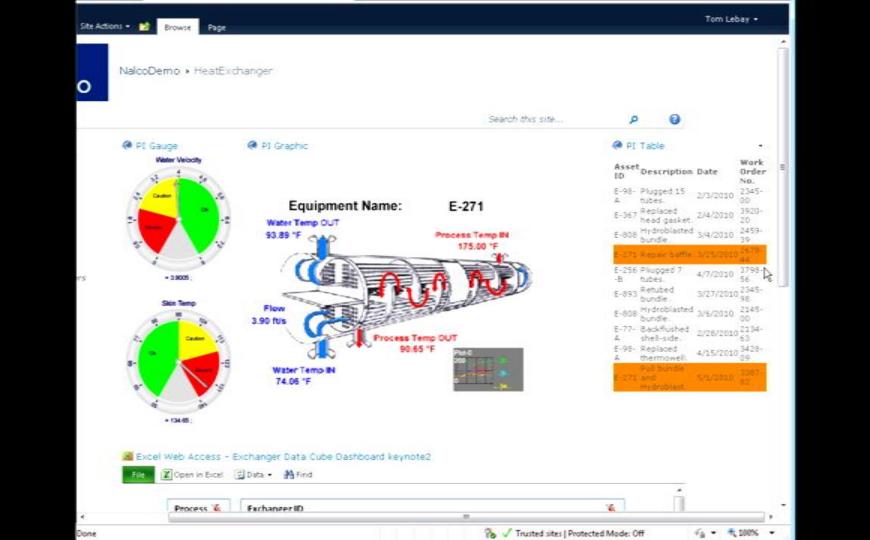


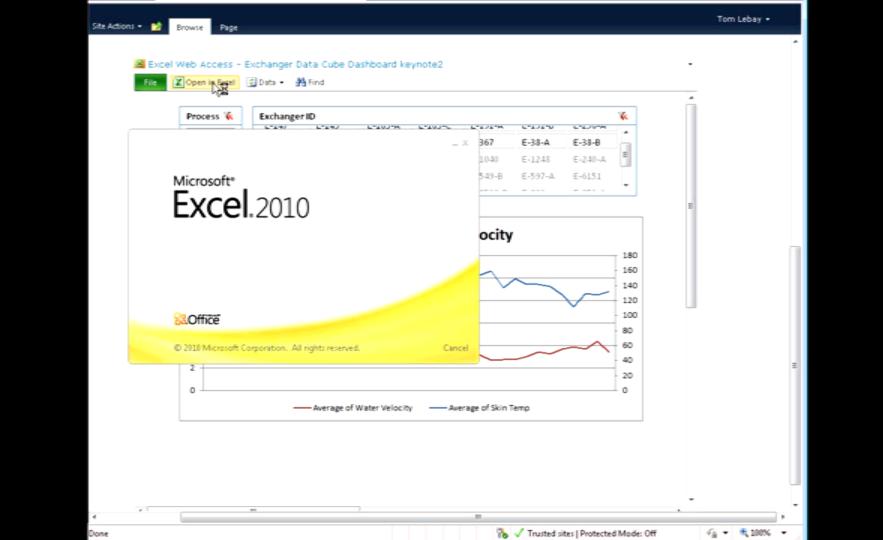


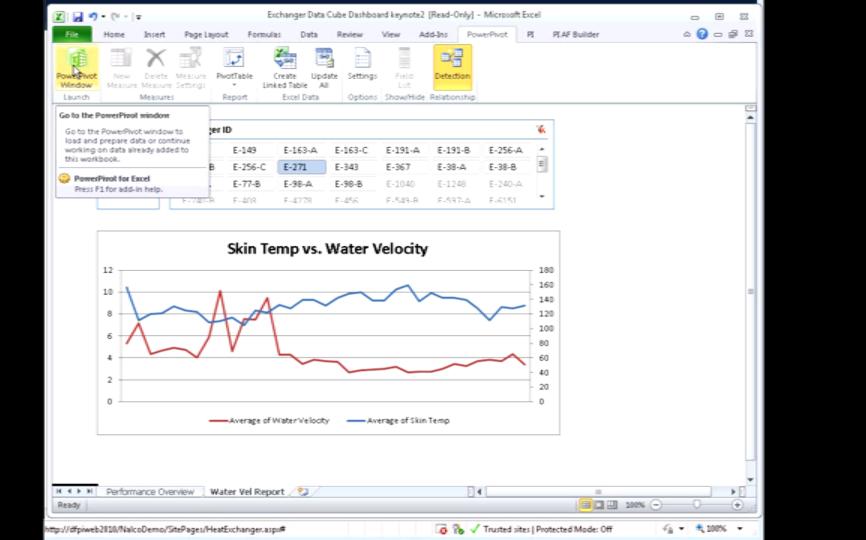


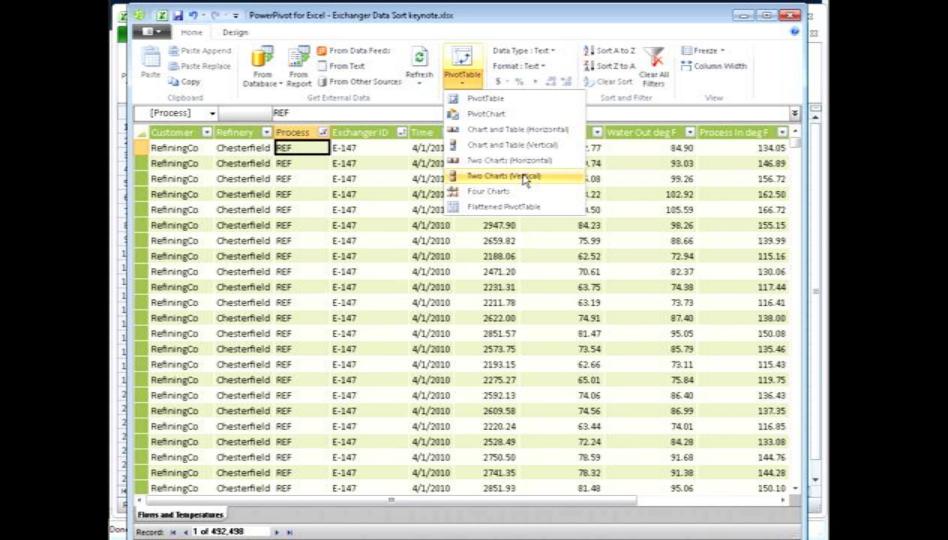


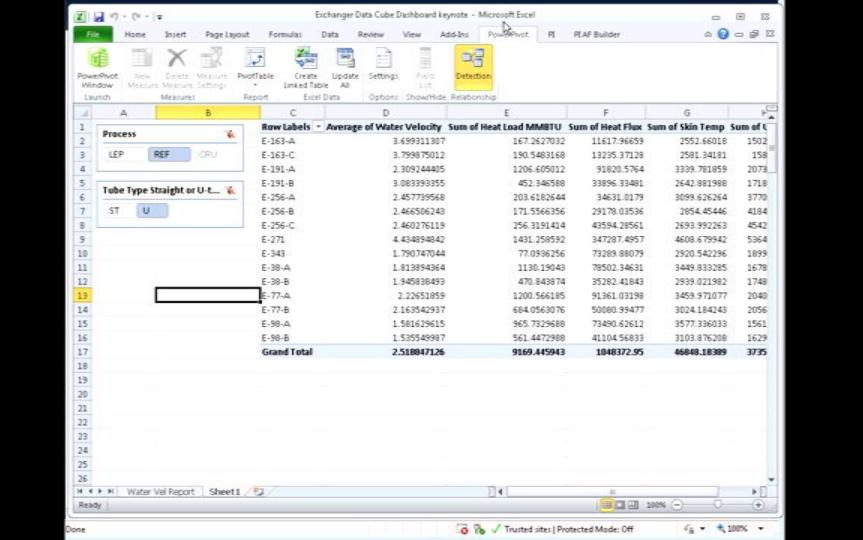














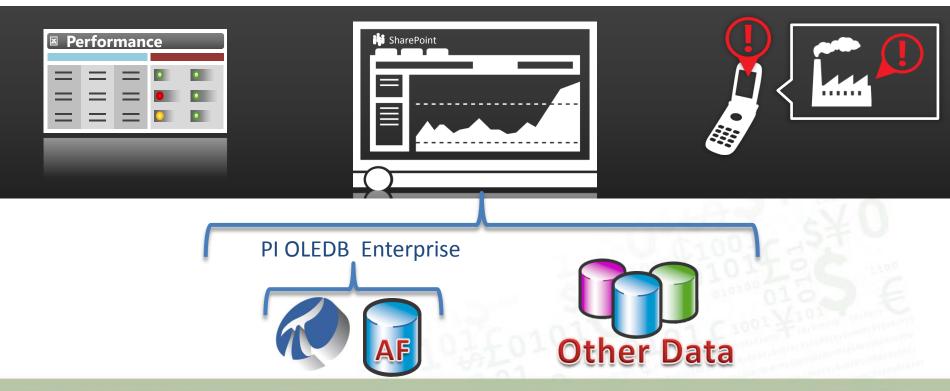
Summary

- Integrate multiple sources of data
- Consolidating massive amounts of data
- Quickly share reports via SharePoint
- Allows SME's to own and maintain
- Update in minutes rather than weeks
- PI Notifications/OCS = real-time alerting

Put your Operational Data in front of everyone who needs it

Go see Multidimensional Data Breakout TODAY 3:30

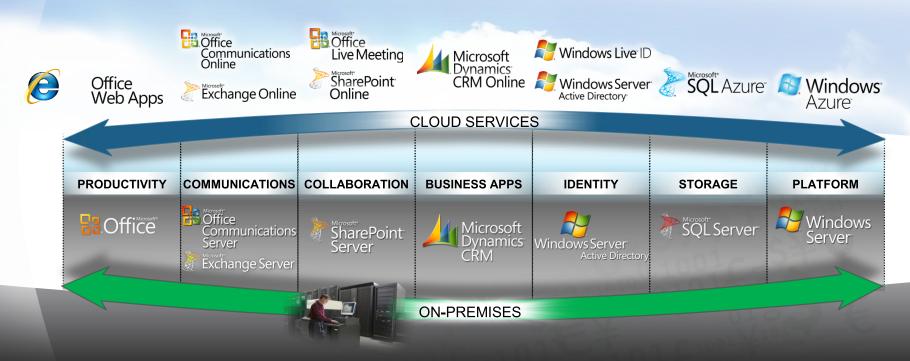
Pulling Together Actionable Data



Microsoft Delivers The Best User Experience



Our Commercial Cloud Services



We're All In – Microsoft is **the Leader** In Cloud Services!

Microsoft Partnership With OSIsoft

18 Year Development History















Sustainability







Engineering Roadmap

Microsoft® SharePoint[®]

Microsoft* PowerPivot

vst em

SOL Server 2008 R2

Microsoft* StreamInsight

Microsoft® **Excel** 2010

Office Communications Server 2007

Helping Customers Together



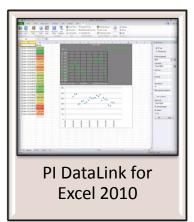


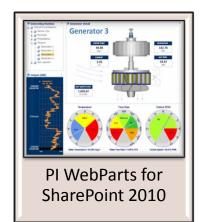
2009 OFFICE BUSINESS APPLICATION PARTNER OF THE YEAR WINNER

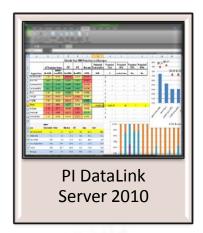
2009 GLOBAL ISV PARTNER OF THE YEAR



OSIsoft's PI for Office 2010

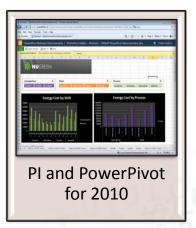




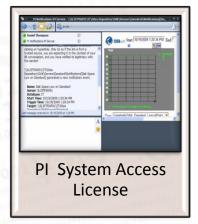


Release H1 2010

www.osisoft.com/office2010









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Thank you!

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