



Welcome to the OSIsoft EMEA T&D Meeting **Brussels!!**

October -23th-24th

Jesús Hernández - Sales Manager Europe

Company Profile

- ❑ Founded by Patrick J. Kennedy in 1980
- ❑ Headquartered in San Leandro, CA, USA
- ❑ 800+ employees in 30 offices worldwide
- ❑ 250+ employees in product development
- ❑ Over 20% of revenue invested in R&D
- ❑ 15,000+ Installed Sites, over 110 countries
- ❑ 24/7/365 “Follow the Sun” Technical Support
- ❑ Strategic partnerships with Microsoft, Cisco Systems, SAP
- ❑ Partner friendly infrastructure

<http://partners.osisoft.com/>



OSIsoft in the world – Offices in EMEA



Industries & Customers



Power & Utilities

OSIsoft is ranked 1st in the power industry -

DTE Energy, PSE&G, Entergy, British Energy, Iberdrola



Oil & Gas

100% of the global Top 10 producers use the PI System -

BP, Shell, Chevron, ExxonMobil, Pemex, Total, Petrobras



Chemicals & Petrochemicals

40 of top 50 Chemical Companies rely on the PI System -

Dow Corning, Eastman Kodak, Cytec, Rhodia



Pharmaceuticals, Food & Life Sciences

14 of the top 15 Life Sciences companies use the PI System

Amgen, Bayer, Merck, Allergan, Johnson & Johnson, Roche



Materials, Mines, Metals & Metallurgy

Ten of the top fourteen global MMM corporations use the PI System

Cemex, Cargill, BHP Billiton Yabulu, Codelco



Pulp & Paper

Nine of the top ten Pulp and Paper companies use the PI System-

Abitibi, Cascades, Inc., International Paper, Kimberley-Clark, OJI Paper

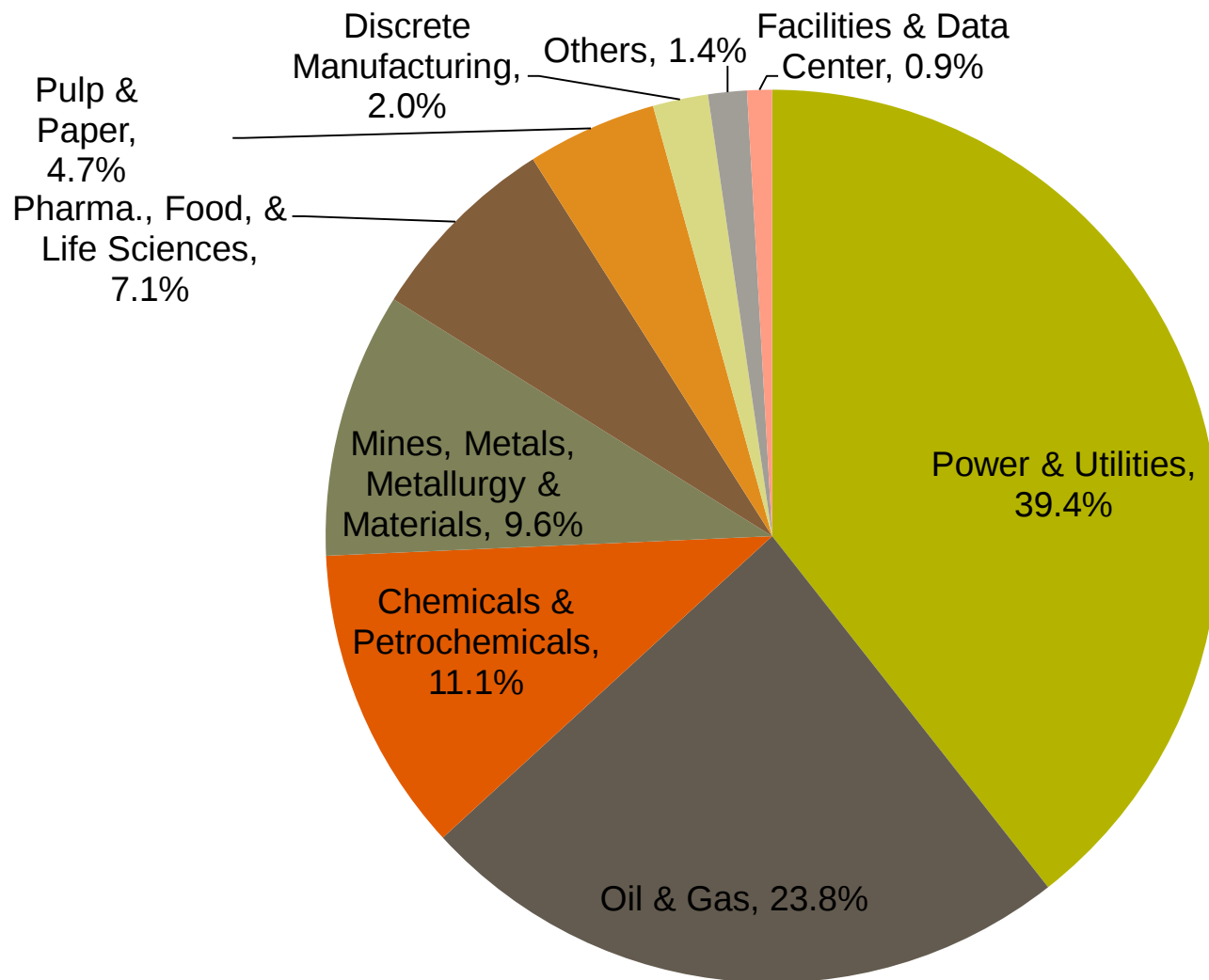


Critical Facilities, Data Centers & IT

Innovative use of PI System to monitor complex IT environments -

Microsoft, US Army, Cisco Systems

Business by core verticals (relative)



Diverse Customer Base Across Industries





OsiSoft's Positioning of the PI System

Presented by **Jesús Hernández** - Sales Manager Europe

What is PI ?

REAL TIME INFRASTRUCTURE FOR THE ENTERPRISE

Infrastructure Definition

**Physical and organizational
structures needed for the operation
of a society or enterprise**

Or

**Services and Facilities necessary for
an economy to function**

Information Infrastructure Software Definition

Information Infrastructure Software:

- Used to make sure that people and systems in your organization can connect – to efficiently execute business processes, share information, and manage relations with customers and suppliers.
- Detects relationships between resources and helps coordinate activities across an entire enterprise.
- Can also be configured to automatically alert users to relevant discoveries and best practices, based on their current activity and without requiring a user-initiated search.



Infrastructure is required to unlock the Power of Data..

Real-time Infrastructure Delivers Opportunities

Electrical Power



Communications



Transportation



- ❑ **Valuable** – delivers a recognized benefit
- ❑ **Reliable and Secure** – always available, safe and trusted
- ❑ **Accessible** – adaptable to innovation, easy to use
- ❑ **Contextual** - organized to be effective, efficient, and extendable
- ❑ **Sustainable** – must be able to last and adapt to change

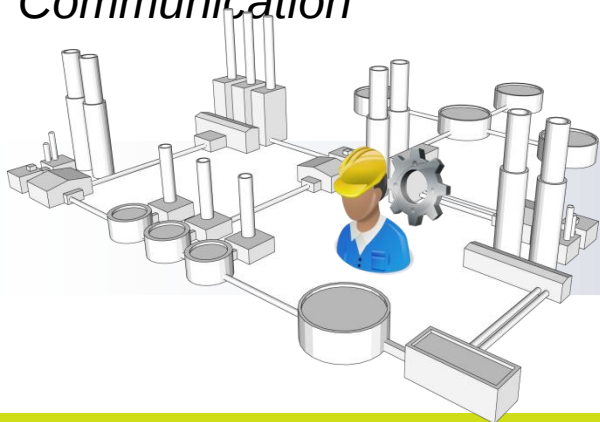


PI System

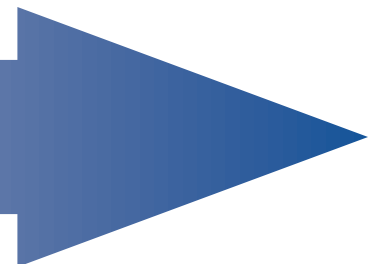
Real-time Infrastructure
for the Enterprise



- *Real-time Decisions*
- *Real-time Information*
- *Real-time Communication*
- *Adapt from Local to Global*
- *Adapt to Business – Organization – Process Changes*
- *Adapt to Technology Changes*



TIME



Dilemma: Investment in too many Solutions / Islands – different Information – Visualization – Applications



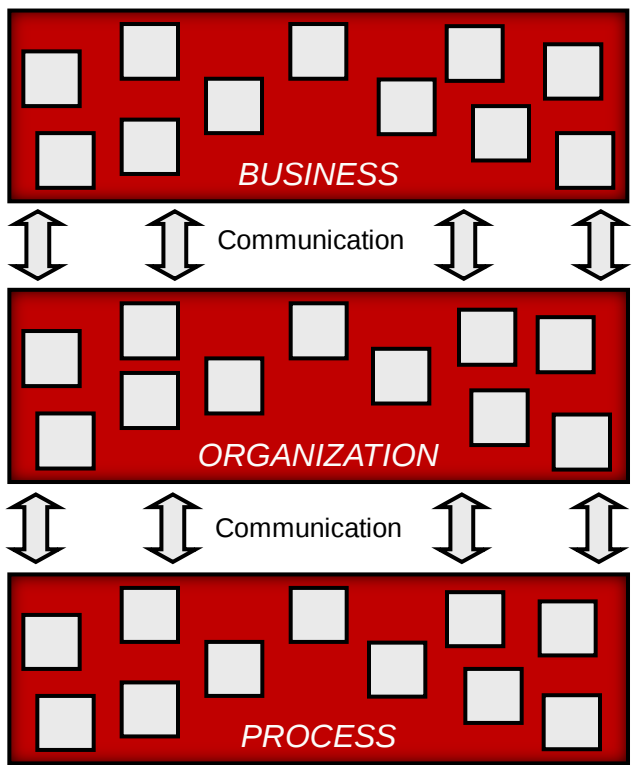
Visualization
Application
Information



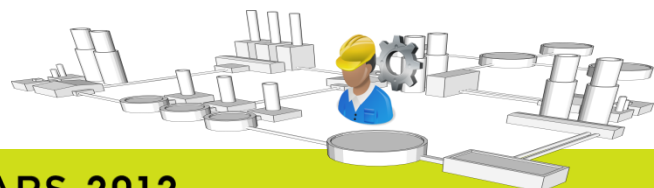
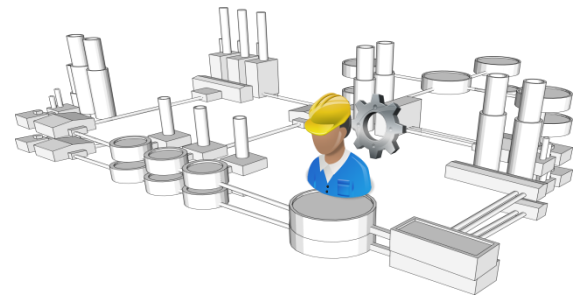
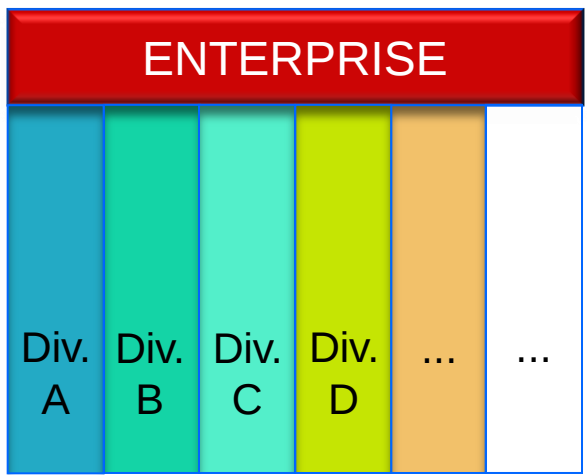
Visualization
Application
Information



Visualization
Application
Information



- | | | | | |
|------------------|--------------|----------------|---------------|----|
| Foxboro | Moore | Valmet | ABB | GE |
| Fisher-Rosemount | Bailey | SIEMENS | Aspen | |
| Yokogawa | Measurex | Wonderware | Toshiba | |
| Hartmann & Braun | Alcont | Intellution | Allan Bradley | |
| Westinghouse | Landis & Gyr | Fischer-Porter | Honeywell | |



Real-time Infrastructure for the Enterprise



Enterprise Real-time Infrastructure for managing data and events

Continuous Monitoring

Performance - Availability – Security

Real-time Decision Making

Valuable business decisions based on actionable, Real-time Information

Real-time Communication

Between ISLANDs of data and information

Collaboration

Everybody works with the same Information – Rules – Tools

Agility

Adapt To Changes in

- Business / Organization / Process
- Technology

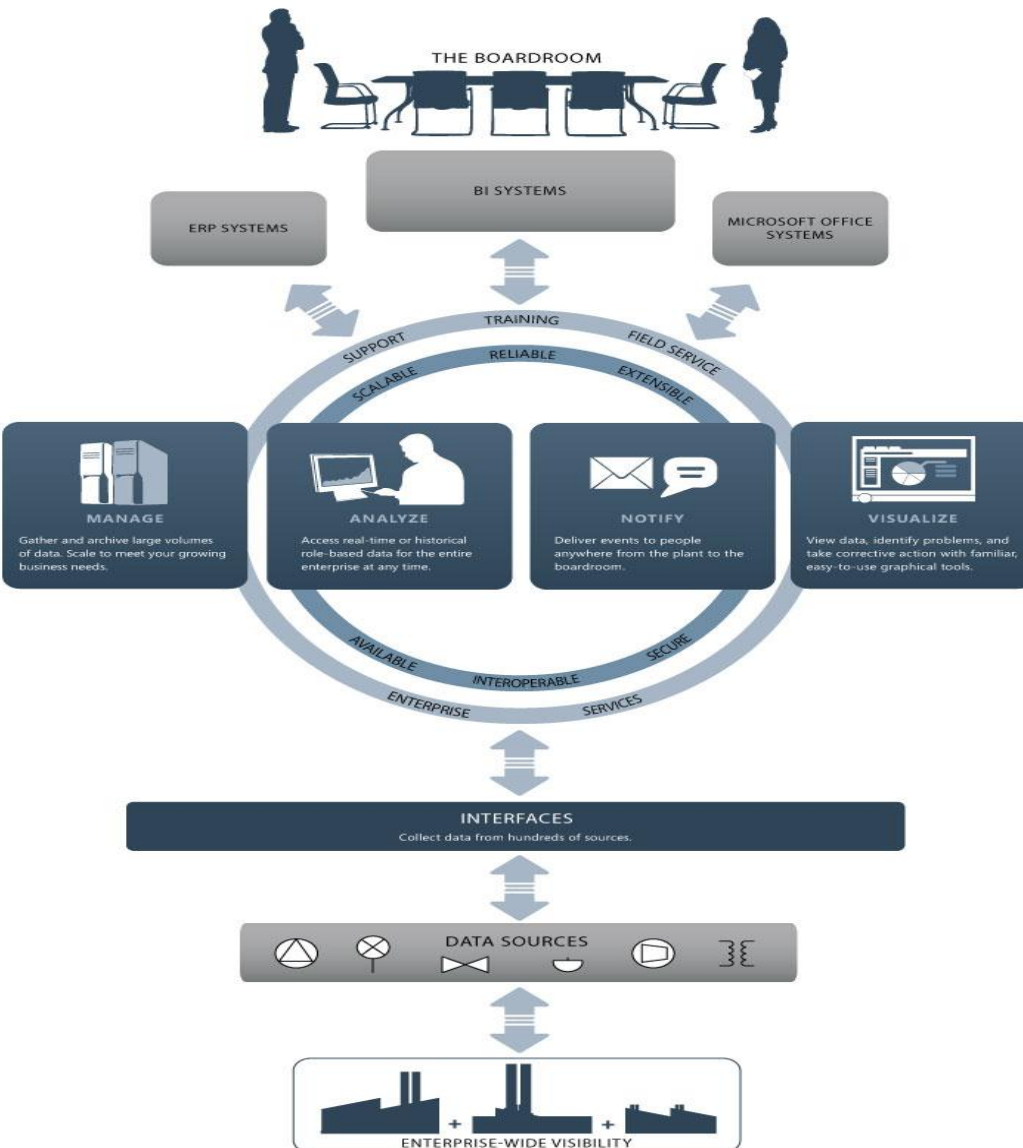
From Local to Global

Backbone for Integration

Plant to Business (P2B) Integration

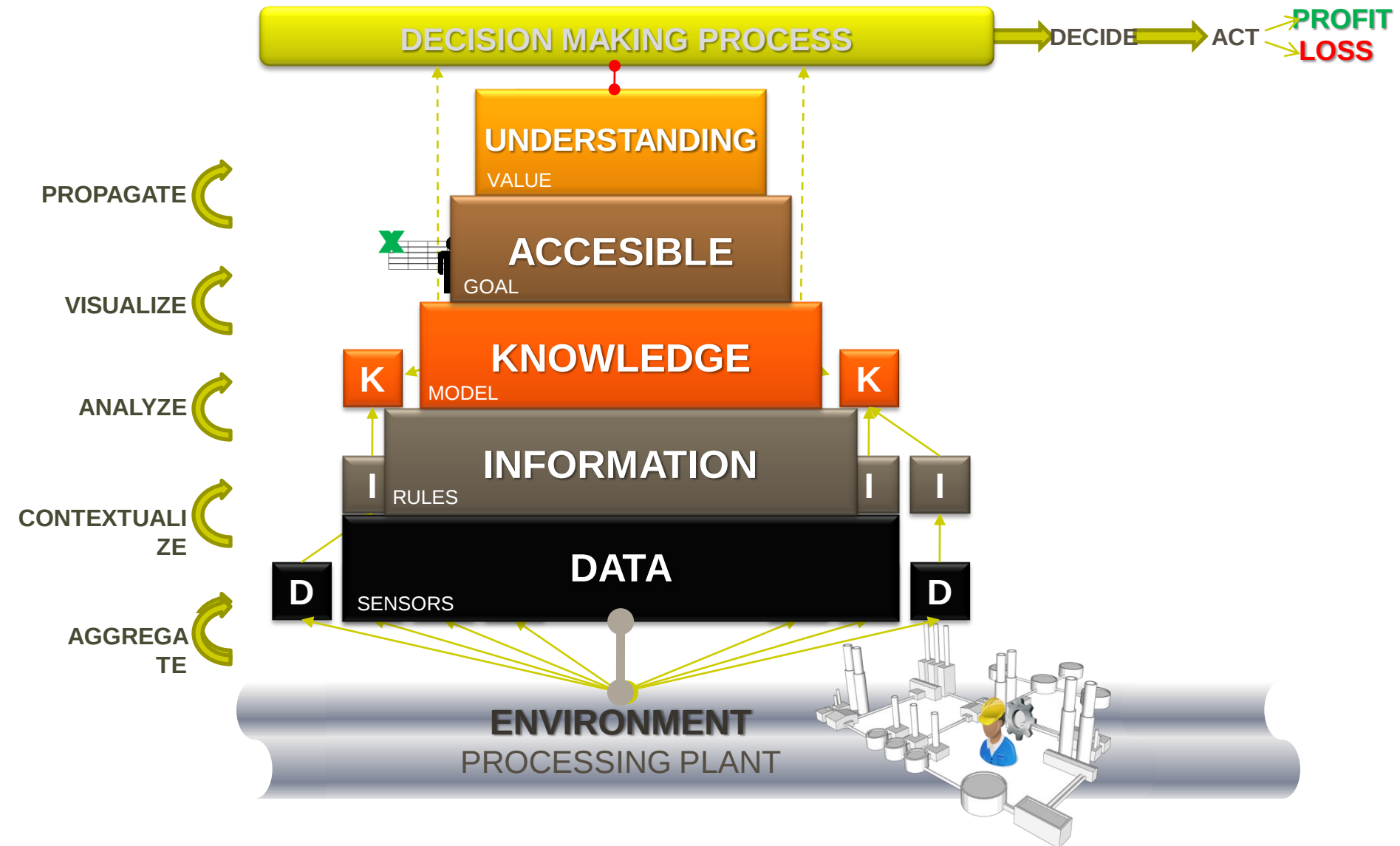
Continuous Improvement

Across the whole Enterprise



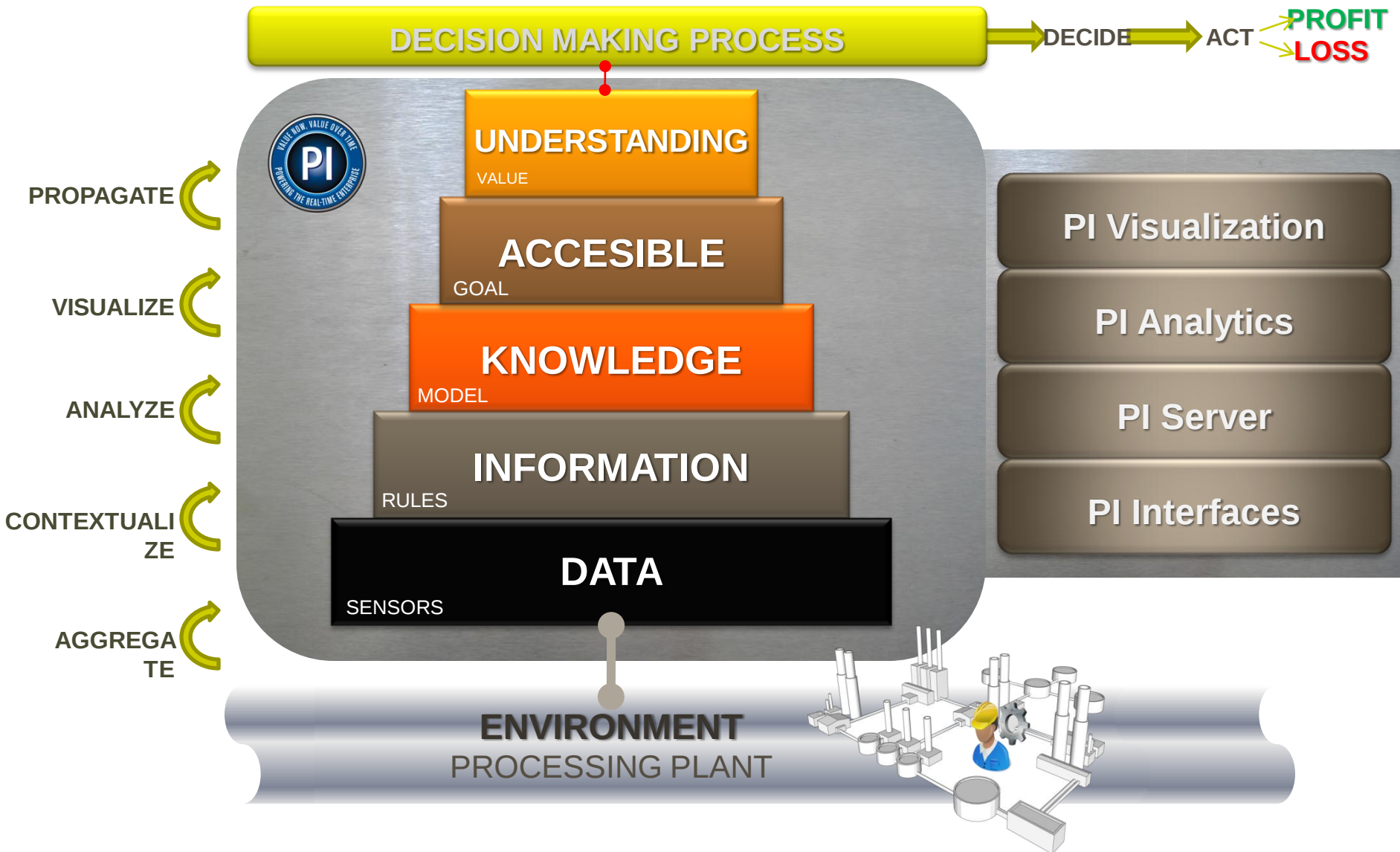
Moving from Islands to Real-time Infrastructure

for Profitable Decision Making



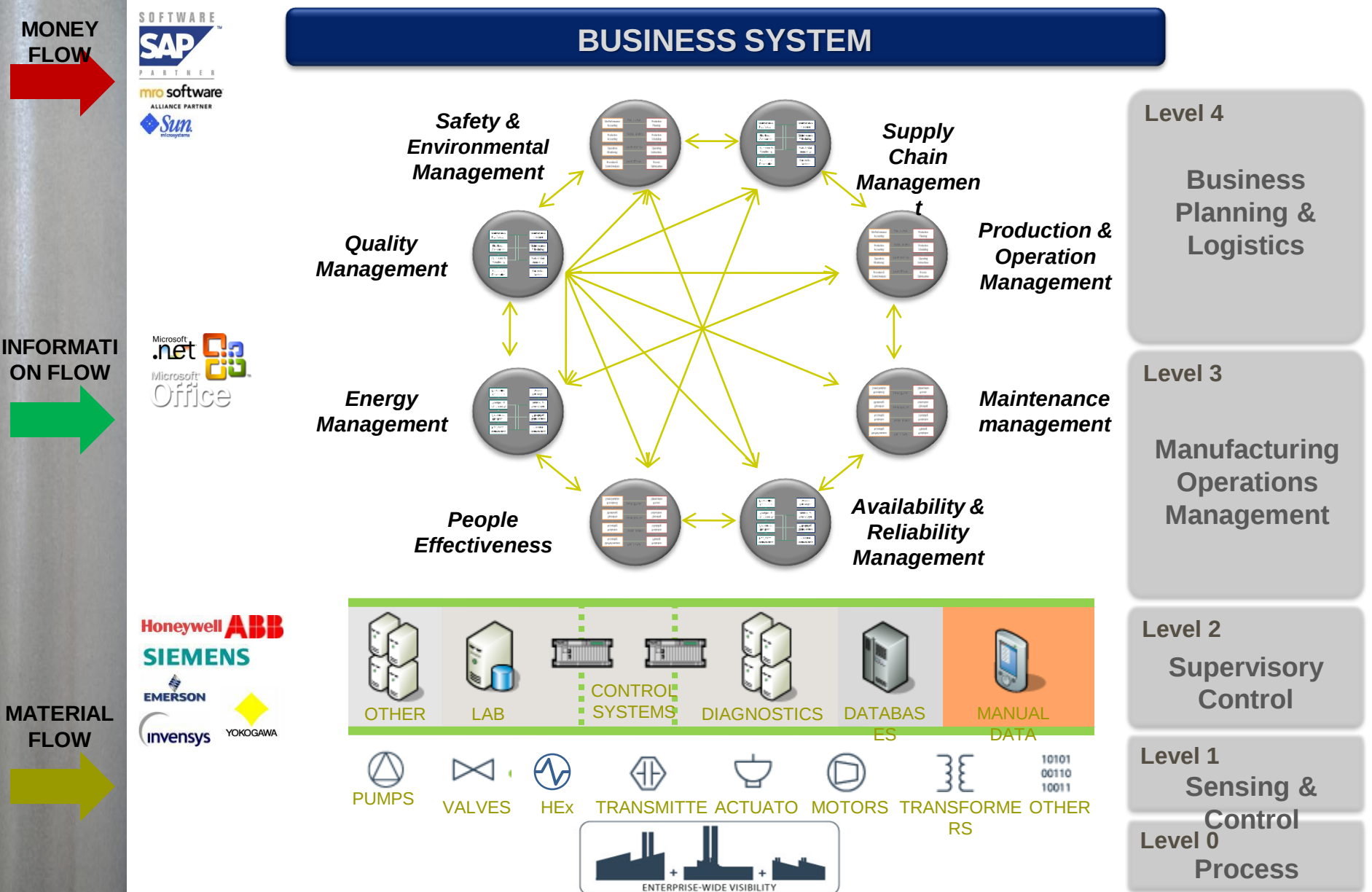
Moving from Islands to Real-time Infrastructure

for Profitable Decision Making



How does it fit into your existing Infrastructure?

Typical Situation – Hundreds of Islands



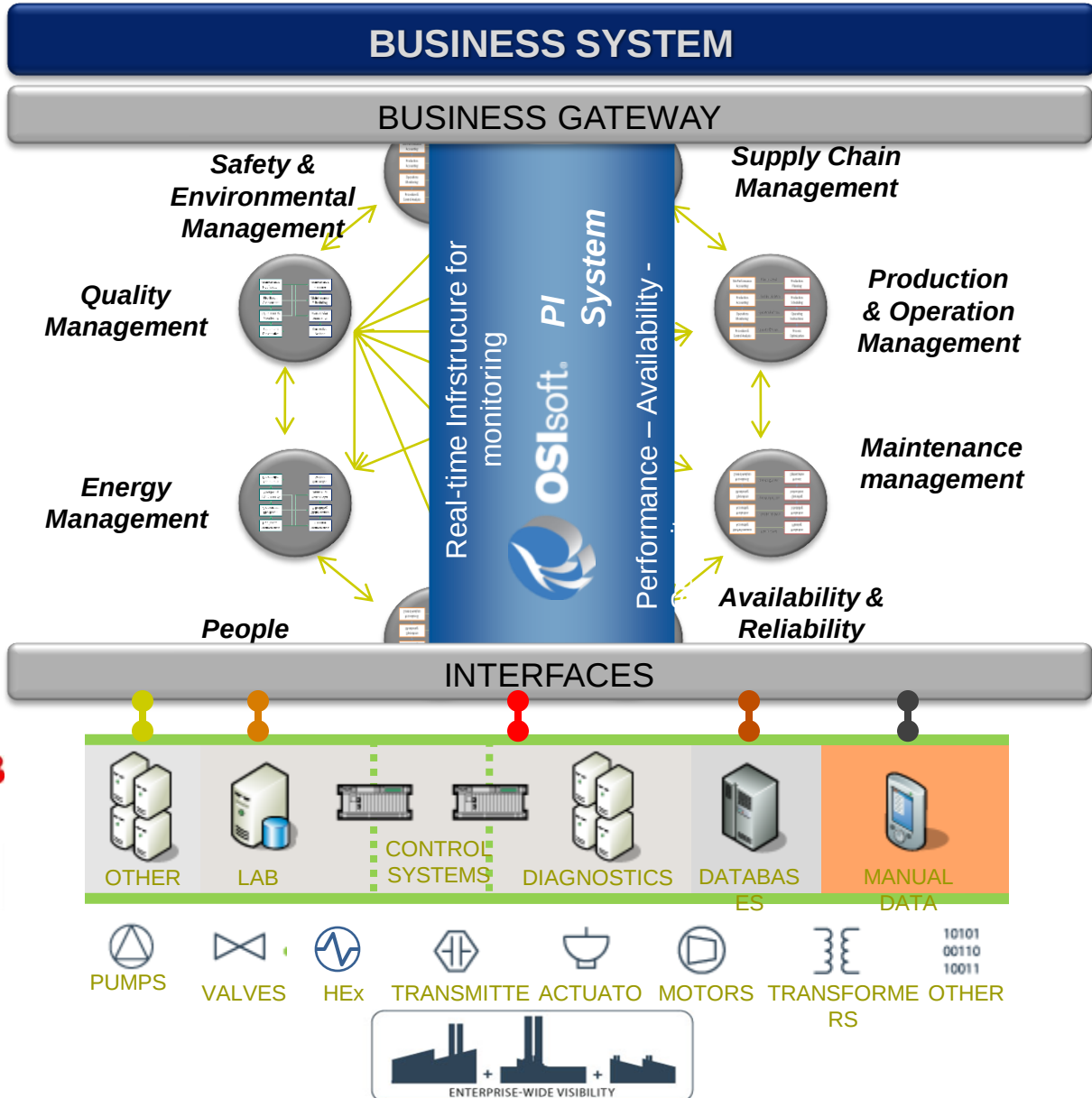
How does it fit into your existing Infrastructure?

Infrastructure to all Islands

MONEY
FLOW

INFORMATI
ON FLOW

MATERIAL
FLOW



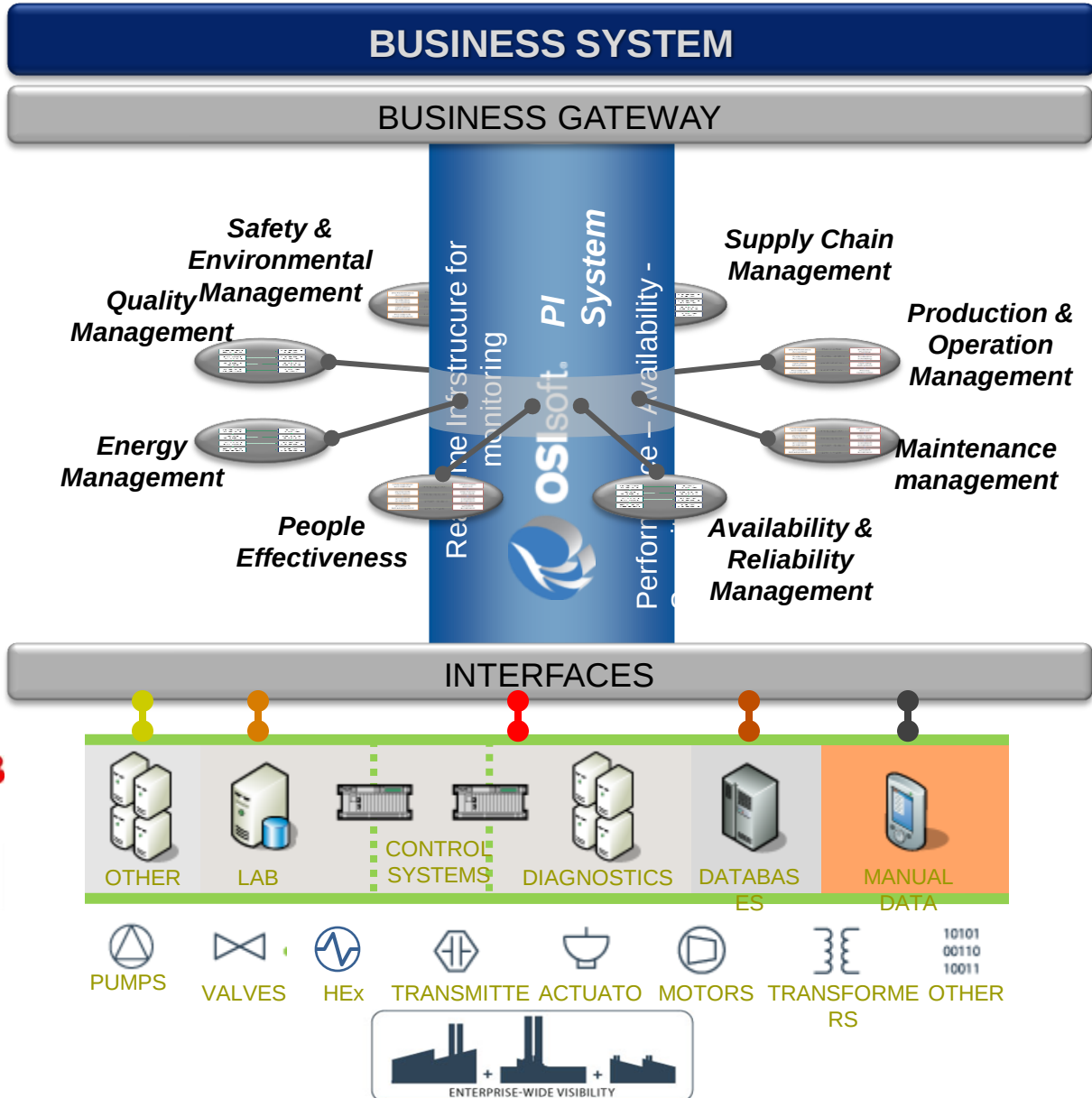
How does it fit into your existing Infrastructure?

Data foundation for all Business Processes

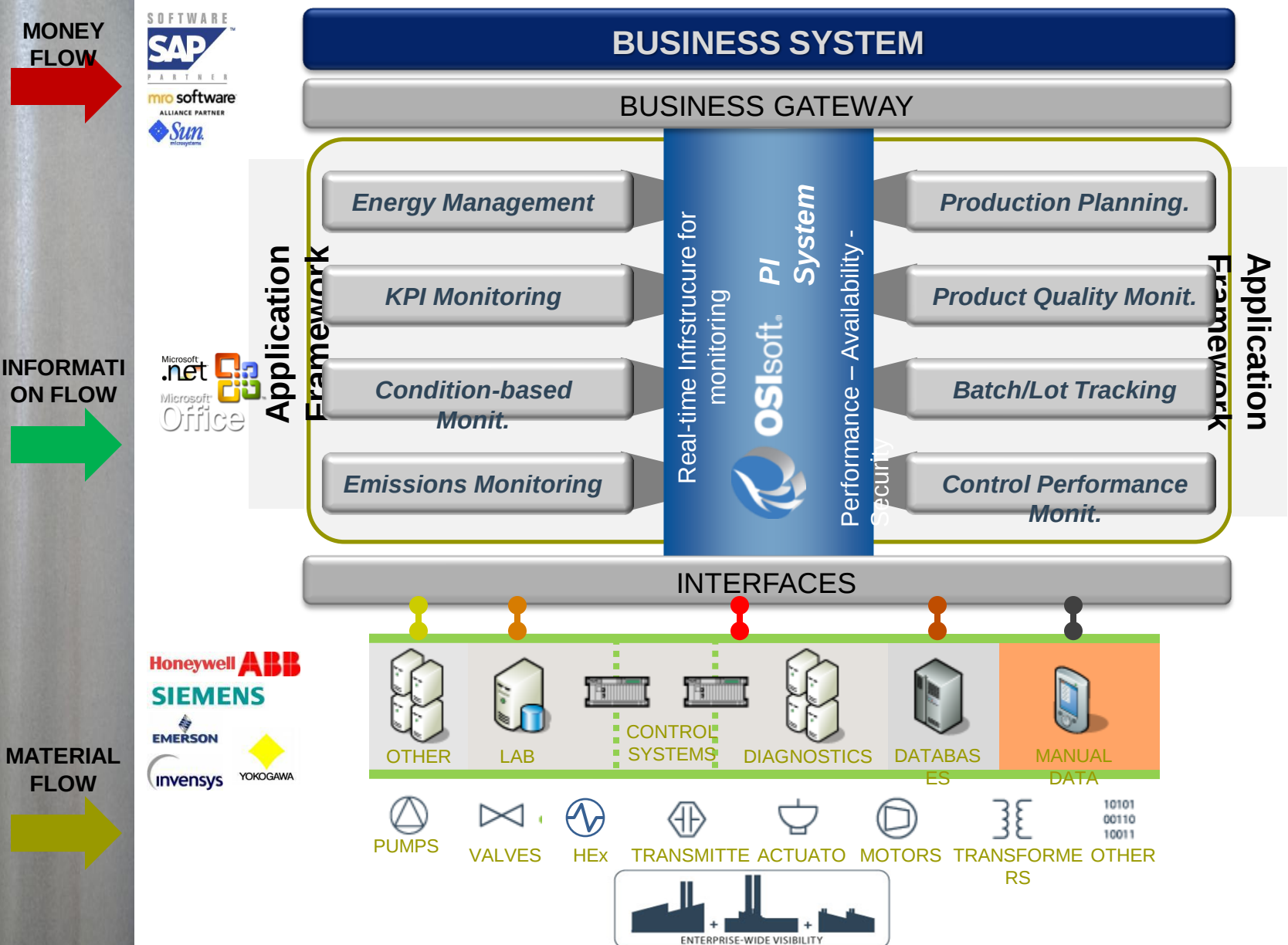
MONEY
FLOW

INFORMATION
FLOW

MATERIAL
FLOW

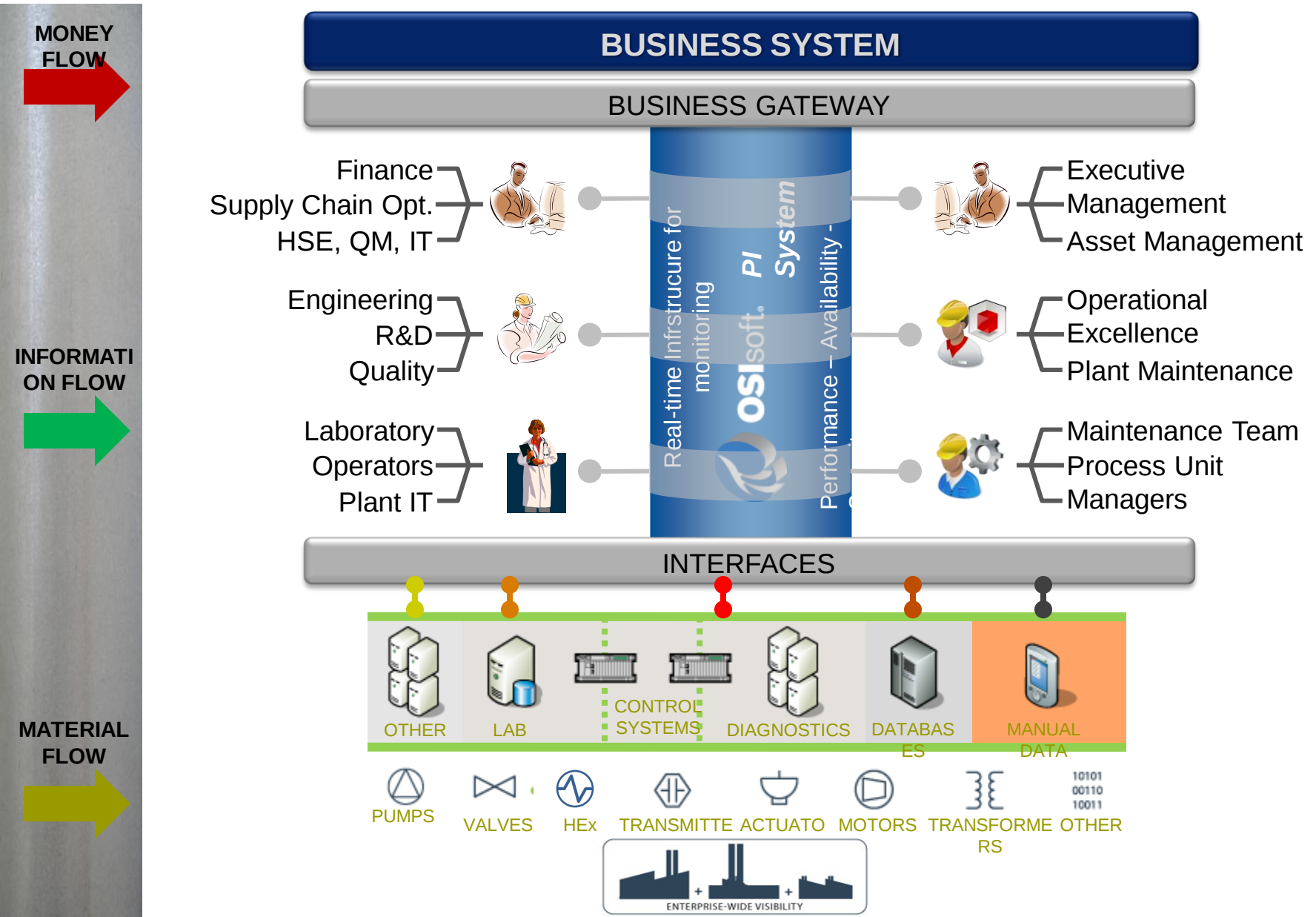


Incremental Value by Adding Applications



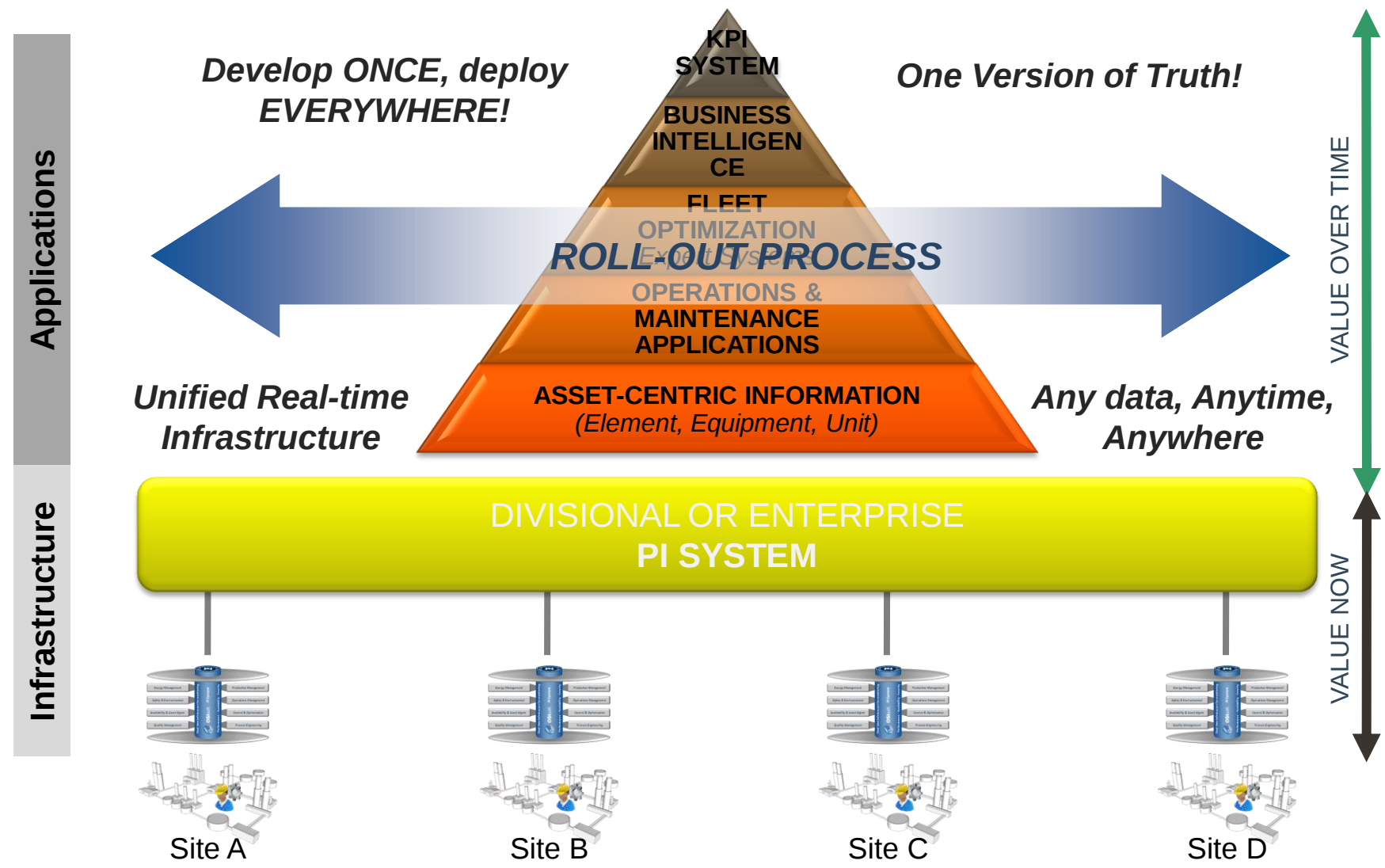
Collaboration

Everyone works with the same Information – Rules - Tools



Infrastructure for the Enterprise

Implementing Strategic Initiatives on Enterprise Scale



Value Creation on Enterprise Scale

Any Data – Any Place – Any Time

ENTERPRISE

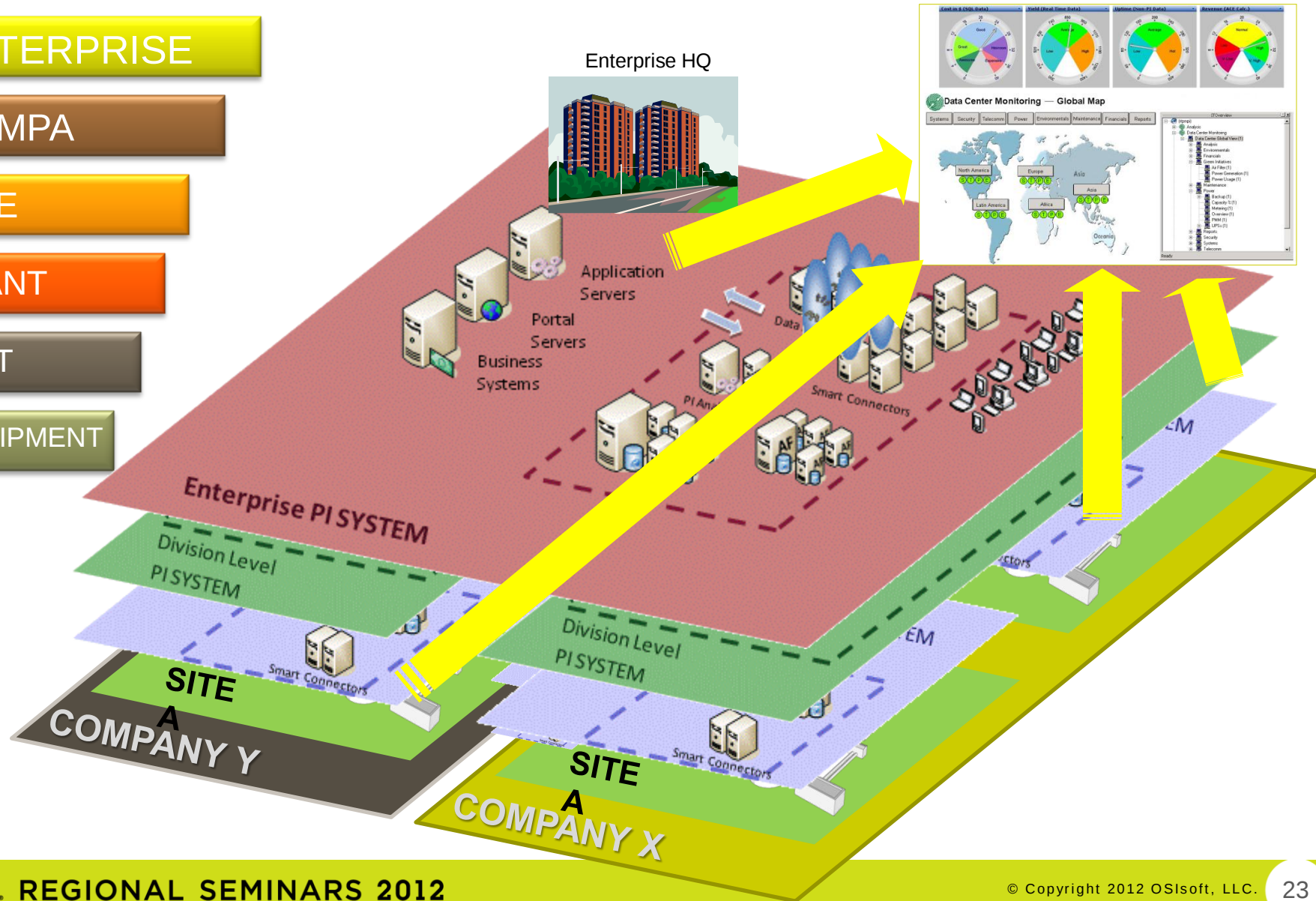
COMPA

SITE

PLANT

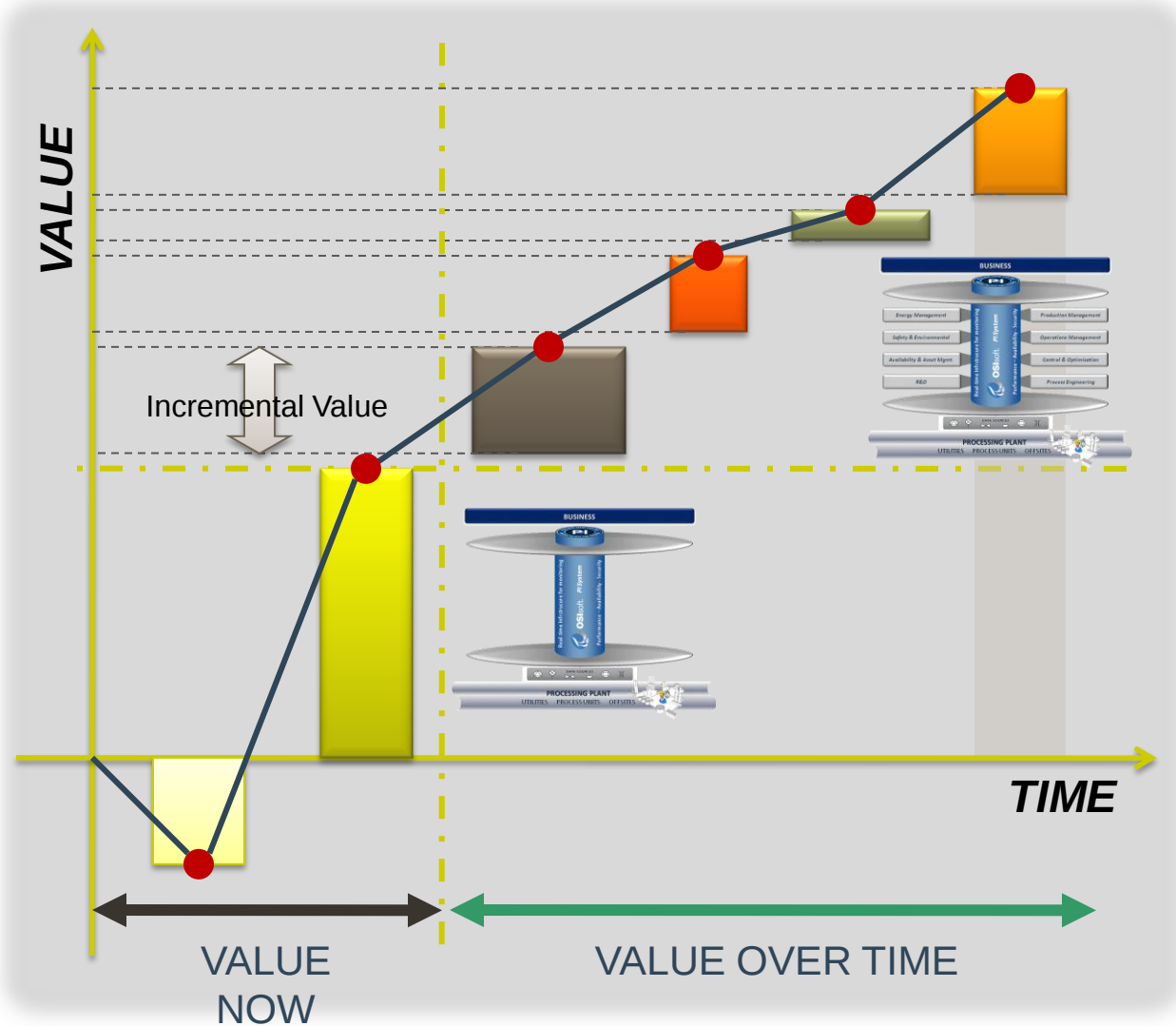
UNIT

EQUIPMENT



Innovative Infrastructure Enterprise Infrastructure

Value Now, Value Overtime- Repurpose Application throughout



Application Benefits

- ← Operations Management
- ← Environmental Reporting
- ← Equipment Health Mgmt.
- ← Performance Management

← Infrastructure Value

← Initial Investment



THANK YOU

Brought to you by  **OSIsoft.**

OSIsoft - Fact Sheet

Corporate

- Founded 1980 by Dr. J. P. Kennedy, CEO
- Private

Sales

- \$212 MM (FYE 2010)
\$273 MM (FYE 2011)
- > 13 % CAGR – 10 years

Geography

- Doing business in 110 countries
- 23 offices in 13 countries with corporate presence in 10.

Installed Base

- 2,800 + Active Customers
- 10,000 + Active System licenses (excluding OEM)
- 32,000 + I/F licenses (connection, node, server, site)
- 250,000 + clients licenses (individual, concurrent, enterprise)
- 250,000,000 + Data Streams

Managed PI (mPI)

- 612 Systems
- 803 PI Servers
- 77 Enterprise Agreement Customers
- Network Operation Center (NOC) PI Server has 1,206,080