



# Partner Strategy and Program



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# Welcome



**OSI**soft®

# Welcome to the EMEA 2012 Partner Meeting

ABENGOA

AMITEC  
REALTIME INFORMATION

capula

Critical

CSE Controls

DAI

EMERSON

e-on

EURIWARE

Indian Point

indra

io integration  
objects  
Your partner for operations excellence

IHS

INTEC

infotechnics  
Unlocking Operational Intelligence

INSIST  
AUTOMATIKA



KONGSBERG

logica  
be brilliant together

Ludan Software  
and Control systems  
לודן מערכות  
תוכנה ובקרה

MAGION

Microsoft

نازكو  
NAZCO

M+W GROUP

OICE

Osys

PlantSoft  
Total Integration is the Solution

stjamessoftware

RETES real time enterprise solutions

PIMSOFT  
INNOVATIVE SOLUTIONS

spira tec  
from inspiration to automation

SIEMENS TELVENT

terra  
vertis  
victory for earth

TOS  
AT & IT  
integration

WATERFALL®  
One Way to Connect

UMETRICS  
AN MKS COMPANY

WIPRO  
Applying Thought

# Agenda

- Recap: OSIssoft Themes
- Partnership perspectives
- OSIssoft Strategy and Goals with Partners
  
- The Partner Program
- 2011 findings and where we have come from
- Program Focus areas
  - Communication
  - Understanding your business
  - Development
  - Marketing resources
- OSIssoft Sales engagement with Partners
- Looking ahead
- Q&A

# Themes



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# Partnership



Article Talk

## Partnership

From Wikipedia, the free encyclopedia

*For the cricket term, see [Partnership \(cricket\)](#).*

**A partnership is an arrangement where parties agree to co**



**OSIsoft**  
**partner**

**mutual interests.**<sup>[1]</sup>

**Provide increasing business value to our customers & build long term, strategic relationships**



**Provide increasing business value to our customers & build long term strategic relationship**

**Continue to evolve the PI System as a world class Real-Time Data Infrastructure**



**Work with partners that can provide you with technology that allows you to win in the marketplace**

**Work with and develop a network of World Class Partners to deliver value using the PI System**

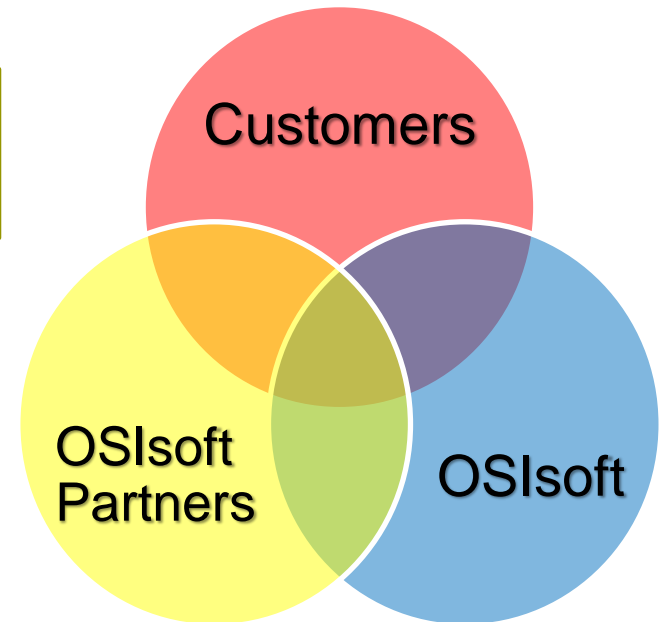


**Be successful selling your services & solutions in conjunction with OSIsoft & The PI System**

# Why do we talk of Partnership?

## OSIsoft Strategy and goals with Partners

- As an Independent Software Vendor OSIsoft is strategically focused on developing and delivering the PI System Real-time Data Infrastructure.
- OSIsoft has chosen not to focus of services, applications and industry solutions that leverage the PI system – for this we rely on Partners
- OSIsoft needs a rich eco-system of partners to help our customers get more value from their PI Systems
- We want to nurture and develop a strong global Partner ecosystem that helps customers gain more business value from the PI System.
- Work with partners to grow existing PI System customer deployments using the latest PI System technologies.
- Win new customers together using the PI System and partner led solutions and services
- Support our partner's business goals by providing great software, sales & marketing, and tech. support.





# Strategic priorities

For the OSIsoft Partner program







# Partner Program



**Luca Spingardi**  
**Partner Manager,**  
**EMEA**

# Dedicated Partner champion within OSIsoft

## Partner relationships:

### OSIsoft Partner Manager:

- Partner Communication, Development and Program

### OSIsoft Sales Management:

- Accounts, Opportunities and Commercial Agreements

## Bio:

- 3 years in OSIsoft
- Almost 30 years in business, with a focus for process improvements, from Nuclear control systems logic design into IT & Automation and Management Consulting
- Mostly in Sales and Account Management
- Graduated and Master in Electrical Engineering, post graduate in Business Administration

# An Eco-system for growth

OSIsoft has a long history of working with partners worldwide; this has supported the companies growth and helped us to build a rich base of valued customers, embracing many of the largest and most important companies worldwide.

Our many thousand's of customers and more than one hundred partners form a powerful community that gains value from the power of the PI System. The health of this interdependent system, an eco-system by definition, relies on mutual support and collaboration, continuous investment and vibrant growth in value over time.

We at OSIsoft care for our network, for real-time operations management people that develop, market, use and service real-time solutions to turn data into actionable information.

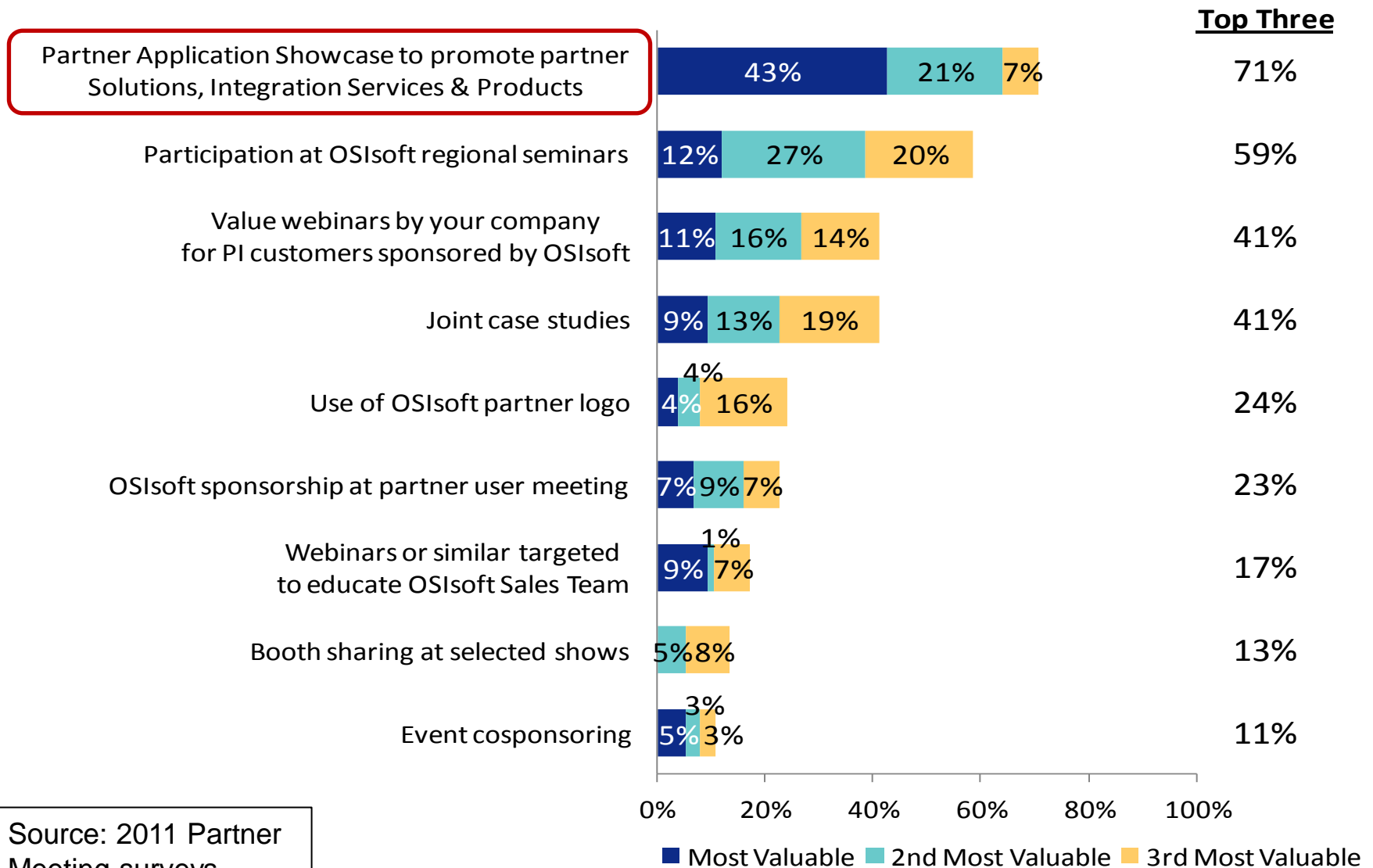
A network that relies much on you, our Partners.

# 2011 Findings

- Higher satisfaction with the **PI System** than with the OSIsoft business relationship
- Partners are Indicating a need for OSIsoft to provide more **support to joint Sales and Business Development**
- Some Process issues need **smoothing**
- Highest percentage of partners are very familiar with the **Value Now, Value over time** message, but the majority are less familiar with the messaging...
- We're asked to provide **more marketing support** for our partners

Source: 2011 Partner Meeting surveys

# What Benefits are Important to Partners?



# Partner Program communication

- Direction of travel
- More investments in Partners
- Be part of the ongoing development



# Improving communication

- Key role of the OSIsoft Partner Manager in EMEA
- Understand issues and concerns, take action
- Regular calls with Partners
- Face-to-face meetings
- Partnership business reviews
- Annual Partner meeting
- Drive Innovation & new ideas





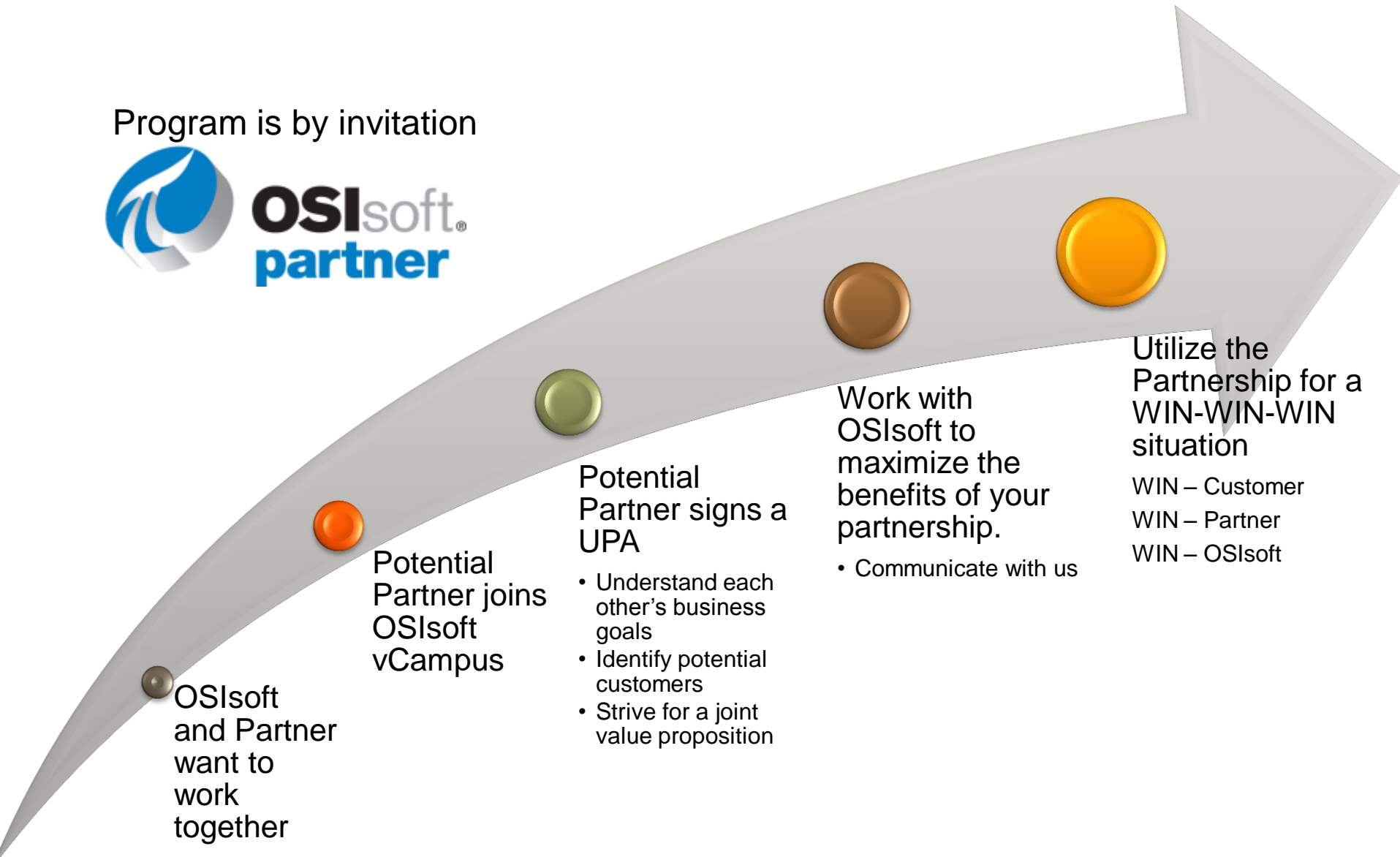
# Understanding your business & Priorities

- OSIssoft Investment in EMEA Partner management so we can better understand your goals
- With improved understanding, better align use of OSIssoft technology with your business needs and priorities
- Help Identify and explain where the PI System can support the growth of your business



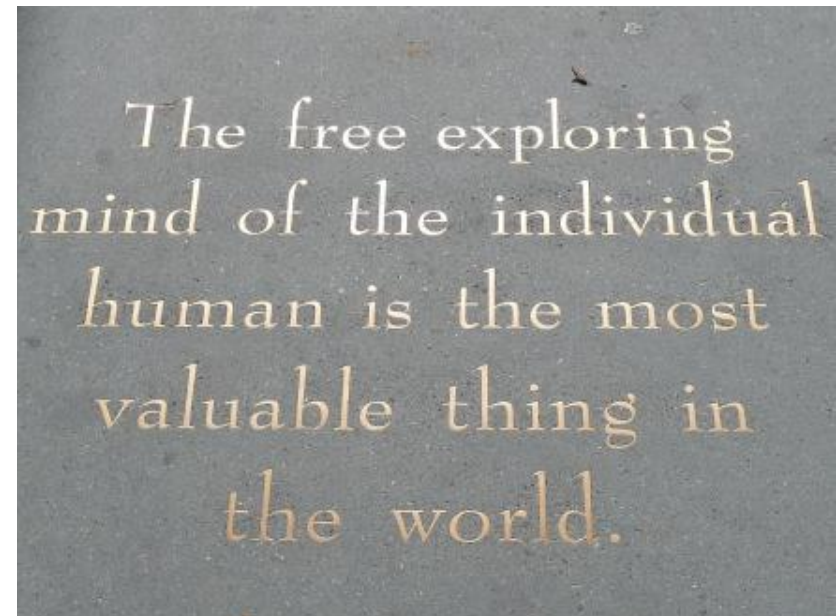
# Partner Program Structure

Program is by invitation



# Partner development

- **Assess** the way we support Partners, e.g. training needs assessment
- Partner **surveys** - on an annual basis
- **PI Skills & Competencies** – propose workshops, increase skill levels, access to Training, access to OSIsoft events
- Making understood the **OSIsoft go to market** approach
- Help Partners in addressing **New Markets**
- Support OSIsoft Account Managers and Partners dialogue to **grow** our mutual business
- Contribute in growing **Partner business with OSIsoft**



# Partner Technical Resources

## Skills Development

- OSIssoft Virtual Campus
  - Access to all development tools and PI System
  - Support via vCampus forums and support engineers
  - Phone support available if needed
  - Other support via vCampus
    - Local events
    - Live events
- Make the PI System easier to integrate with:  
BI, ERP, Maintenance, MES, BES, Etc.
- PI Integration Services



# Partner Marketing Resources

## Market development

### Today's programs:

- [www.osisoft.com](http://www.osisoft.com)
- Use of OSIsoft logo, brand names, and other trademarks in Partner marketing literature
- Partner Listing on OSIsoft.com web site
- Partner Solution Showcase online
- Partner Solution Webinars to OSIsoft Customer base
- Partner showcase at Users Conference
- Partner Discounts
  - User Conference, vCampus, Training
  - Access to OSIsoft Technical Support



# Marketing with Partners

## Future opportunities

### Evolve programs and benefits

- Increase visibility of Partners
- Reach you to understand how we can help.
- Continue to ease to do business with us
- Some ideas
  - Help Partners sell products
    - Partner Solution Showcase (**now active**)
    - Support marketing efforts (**e.g. webinars**)
    - Joint promotion
    - Case studies
  - Certifications
  - Active Partner management and support



# Osisoft sales engagement with Partners

- A Regional approach:
  - meeting Regional and country needs. OSIssoft will continue to support existing Partners and identify new Partners who can support our Customers. Based on the gap analysis, actions will follow in coordination with Partner Management.
- Partnering for the long term:
  - develop a concept of Customer Master Plan to engage the Customers in a long term view that would exploit the OSIssoft infrastructure





# Looking ahead

- Provide more specialised support for Specific OSIssoft Partner categories: S.I's, VAR's, ISV's
  - S.I. (typically no resale)
  - VAR (Upon value addition may resell)
  - ISV (exploit PI within their systems).
- Distributors for special situations
- Call for action: help us to define the future of the Partner Program



# **Your Questions and Feedback are important to us!**





# THANK YOU

Brought to you by  **OSIsoft.**