



OSIsoft.

USERS 2013 CONFERENCE

The Power of Data

E M E A

THRIVING IN A WORLD OF CHANGE





The Power of Data

THRIVING IN A WORLD OF CHANGE

Presented by **Martin Otterson**

World of change



Millions of
mobile users



Unbelievable growth of
available data



Social media changing
expectations



OT vs IT – A great relationship?

IT trends impact business excellence



Mobility



Social

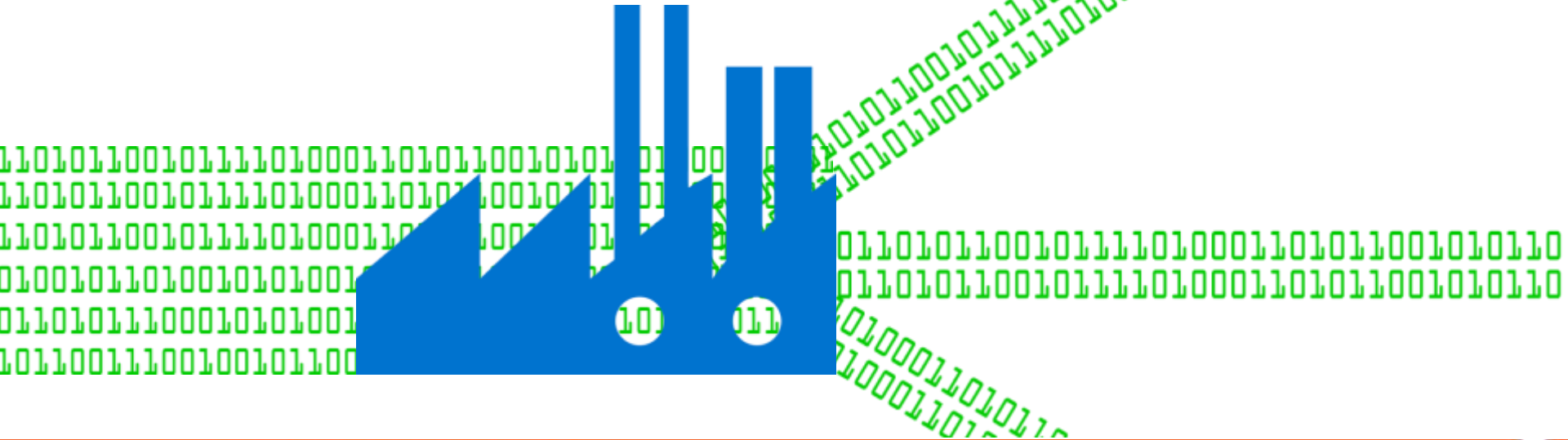


Cloud

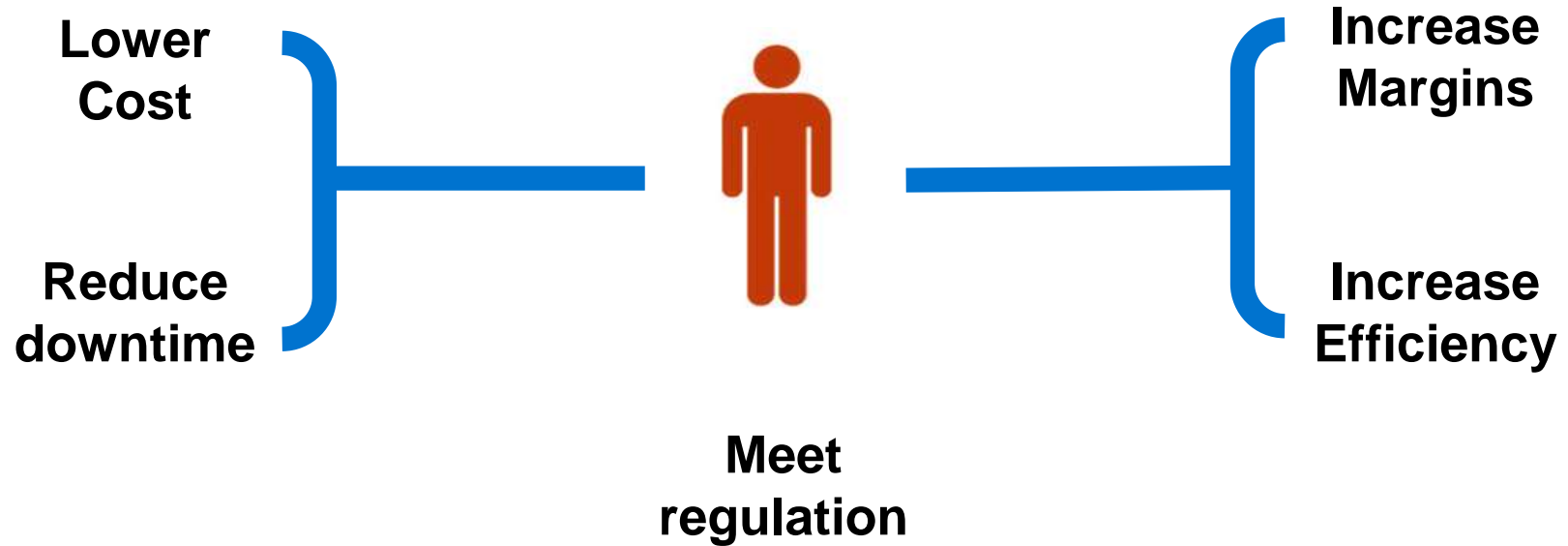


Big Data

OT has known this for years: “MIT
research concluded that **net gains**
in Output and Productivity were 5 to
6 % higher with **Data Driven**
Decision Making”



OT – Thriving in a world of change



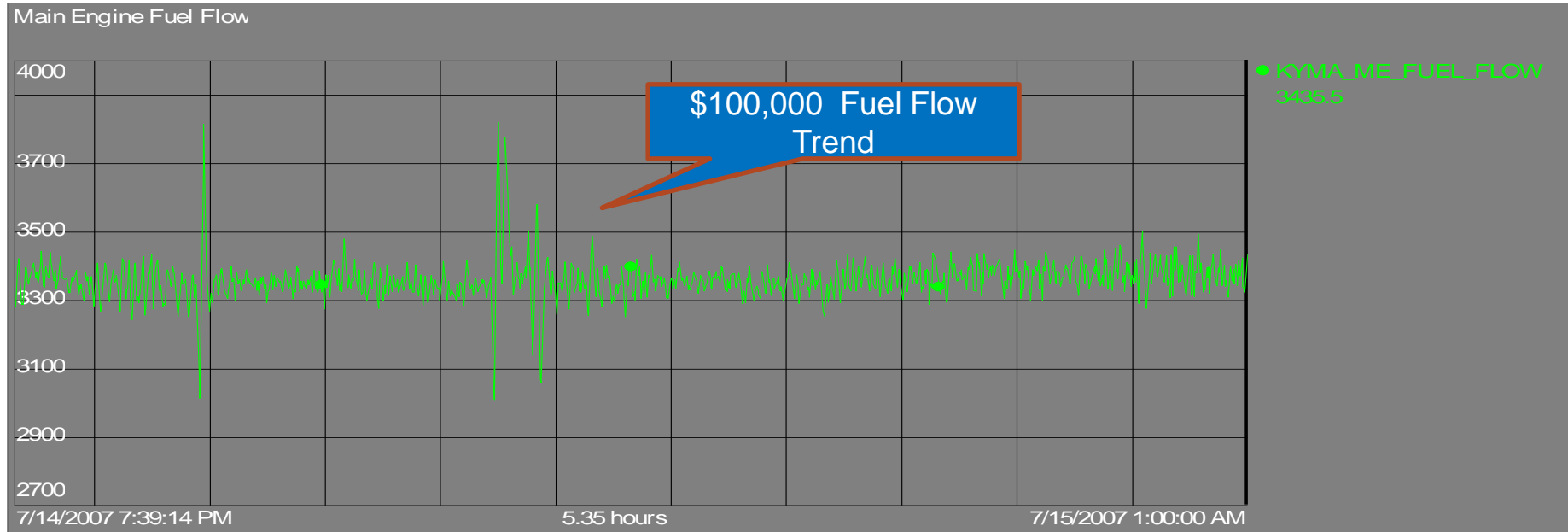
Plant

- Business Unit
- Process
- Machine

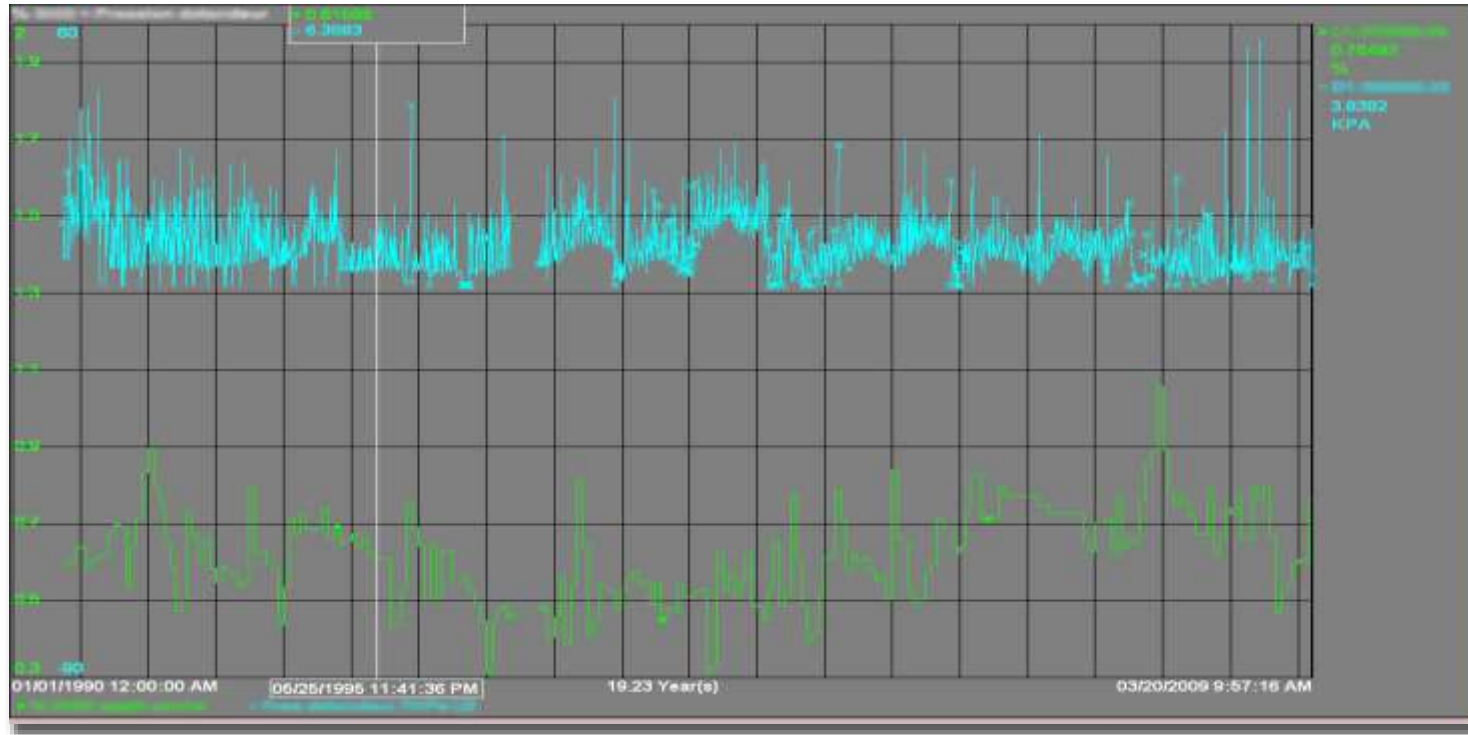
Historian



The Power of Little Wins - Fleet Wide



Store Data for decades- 20 Years



Plant-based performance with a historian

“Which pump is the most **reliable**?”

“Which site has the **best performance**?”



Plant A



Plant B



Plant C

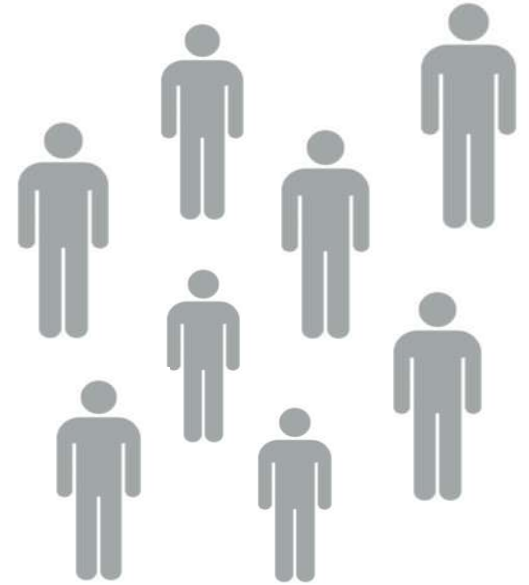


Plant D

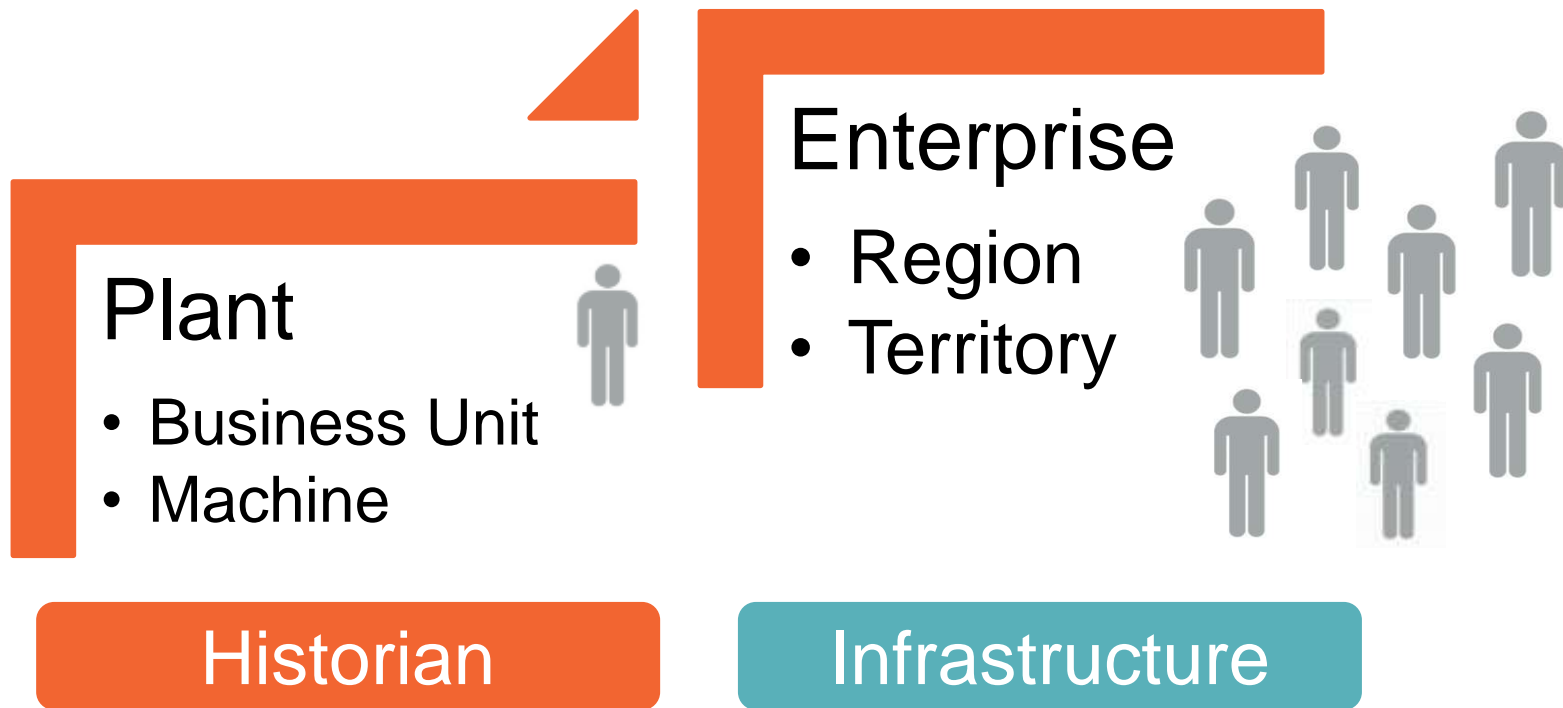
Power of Data- easy to consume for all



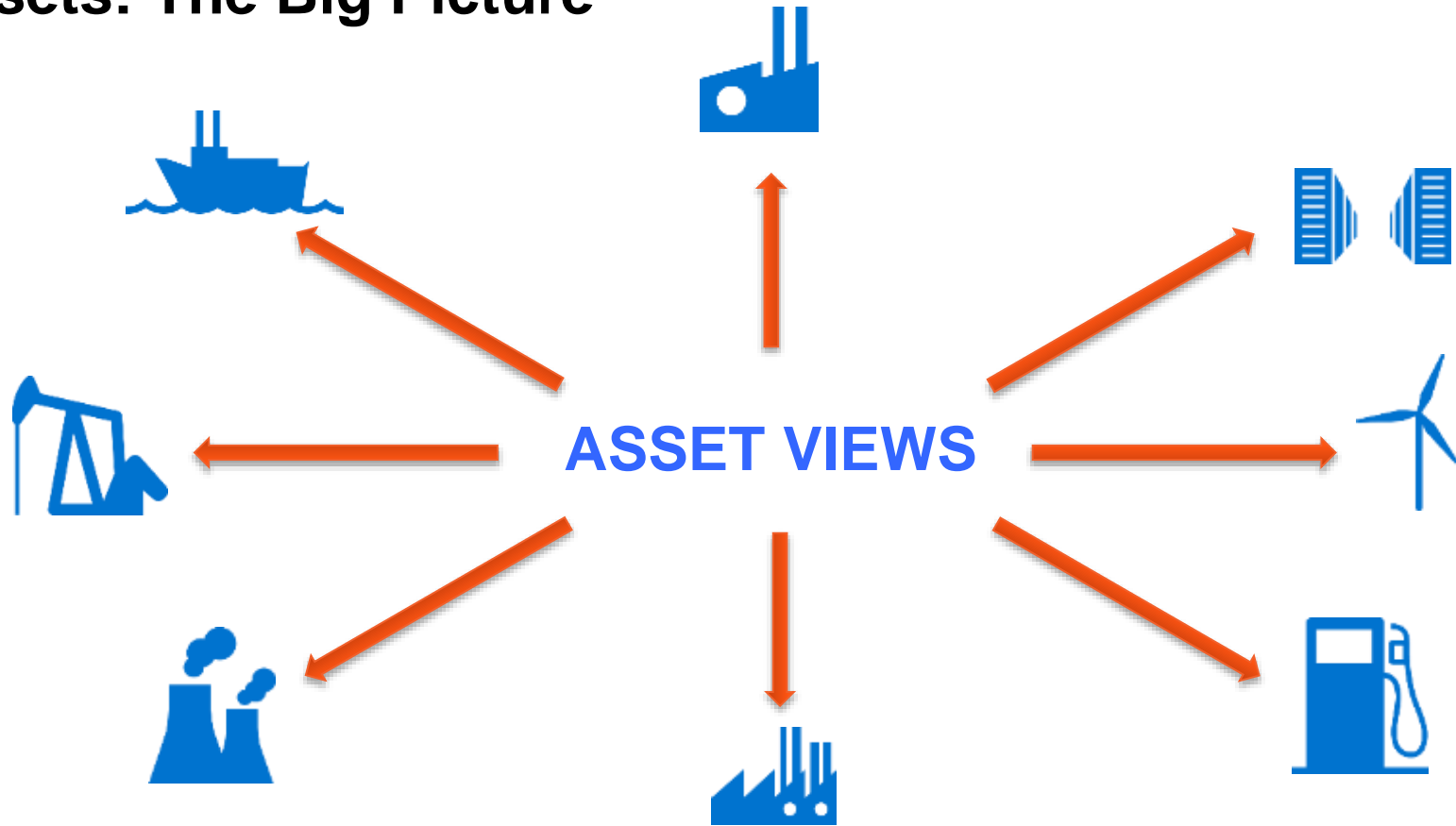
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The evolution of the PI System



Assets: The Big Picture



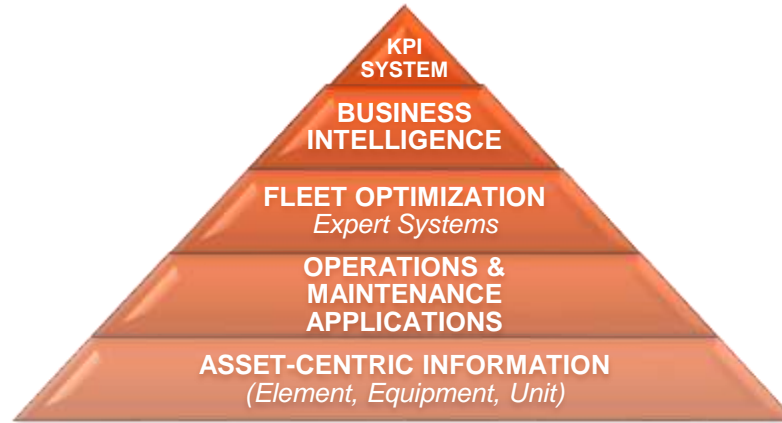
Applications



User



Partners

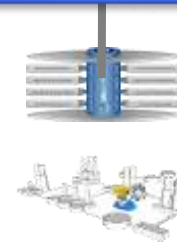
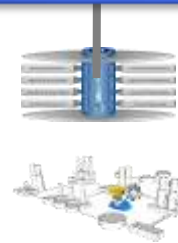
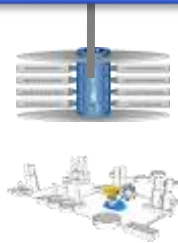
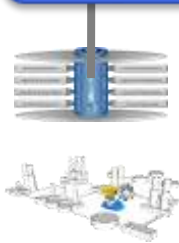


VALUE OVER TIME

Infrastructure



VALUE NOW



The Power of Data with infrastructure

*“How do I **optimize my fleet** of 250 assets by comparing their performances for the past 5 or even 15 years?”*

*“Have we ever seen this **vibration pattern** in our global machine park before?”*

*“Are there **dangerous oscillations** in my grid?”*

*“How can I **detect problems** with my machine before they become critical?”*

IT trends impact business excellence



Mobility



Social



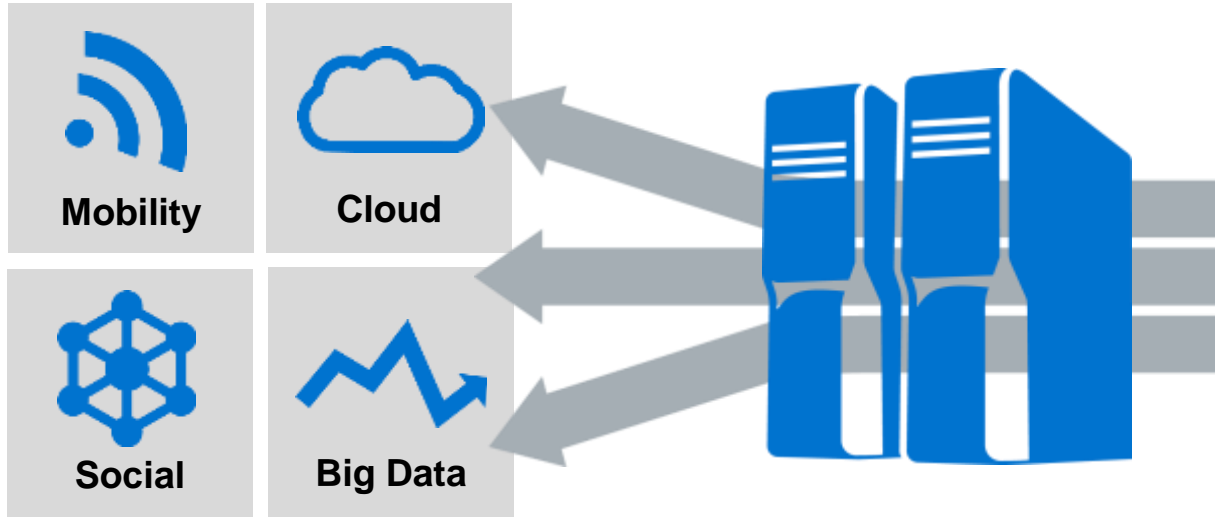
Cloud



Big Data

Have you made the move to PI Server 2012?

Trends



Benefits

Scalability & Performance

Mobility & Devices

Reliability

Security

Manageability



Big Data



Cloud



Social

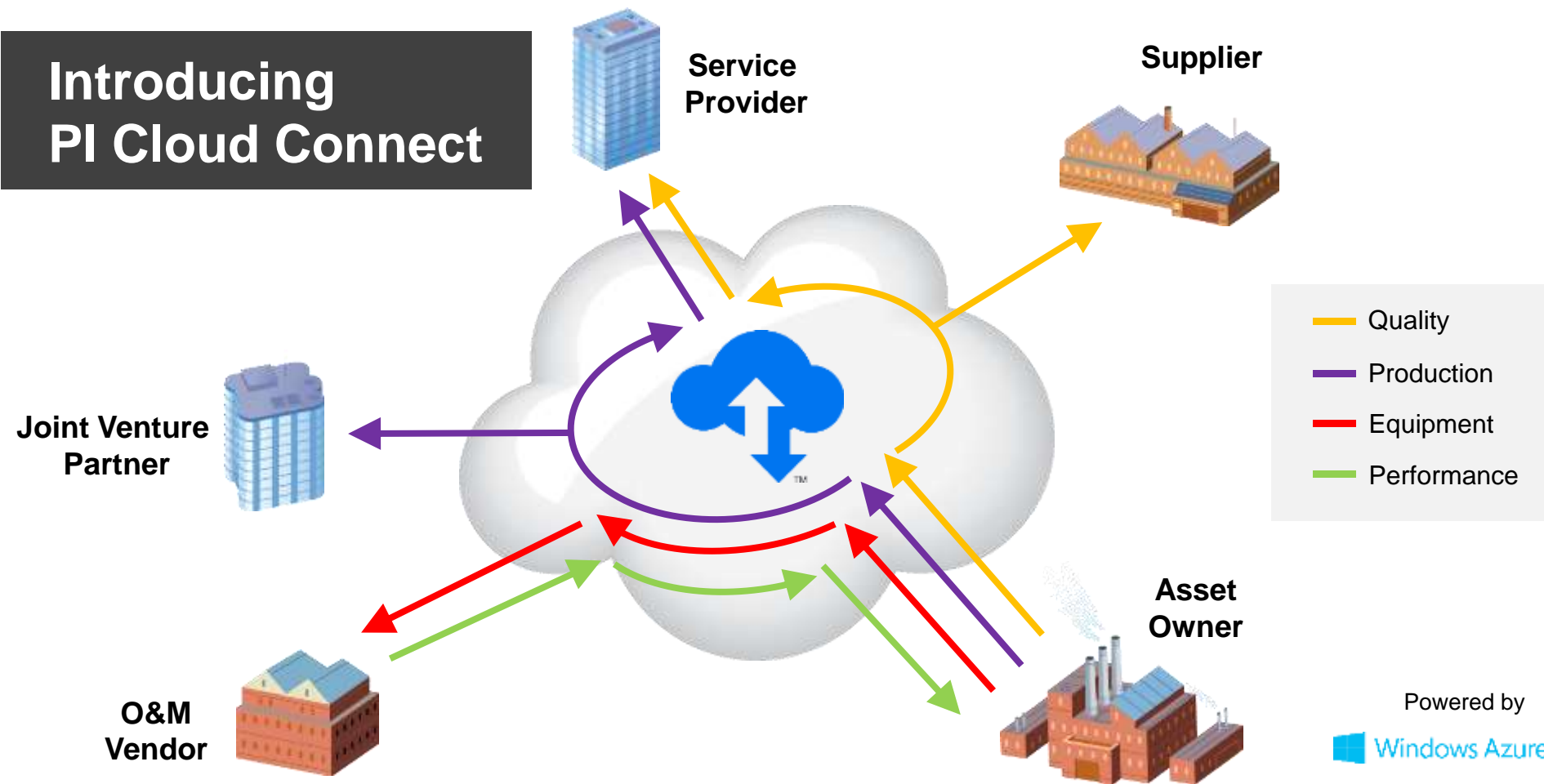


Mobility



Real-time data & event infrastructure

Introducing PI Cloud Connect



Powered by
 Windows Azure

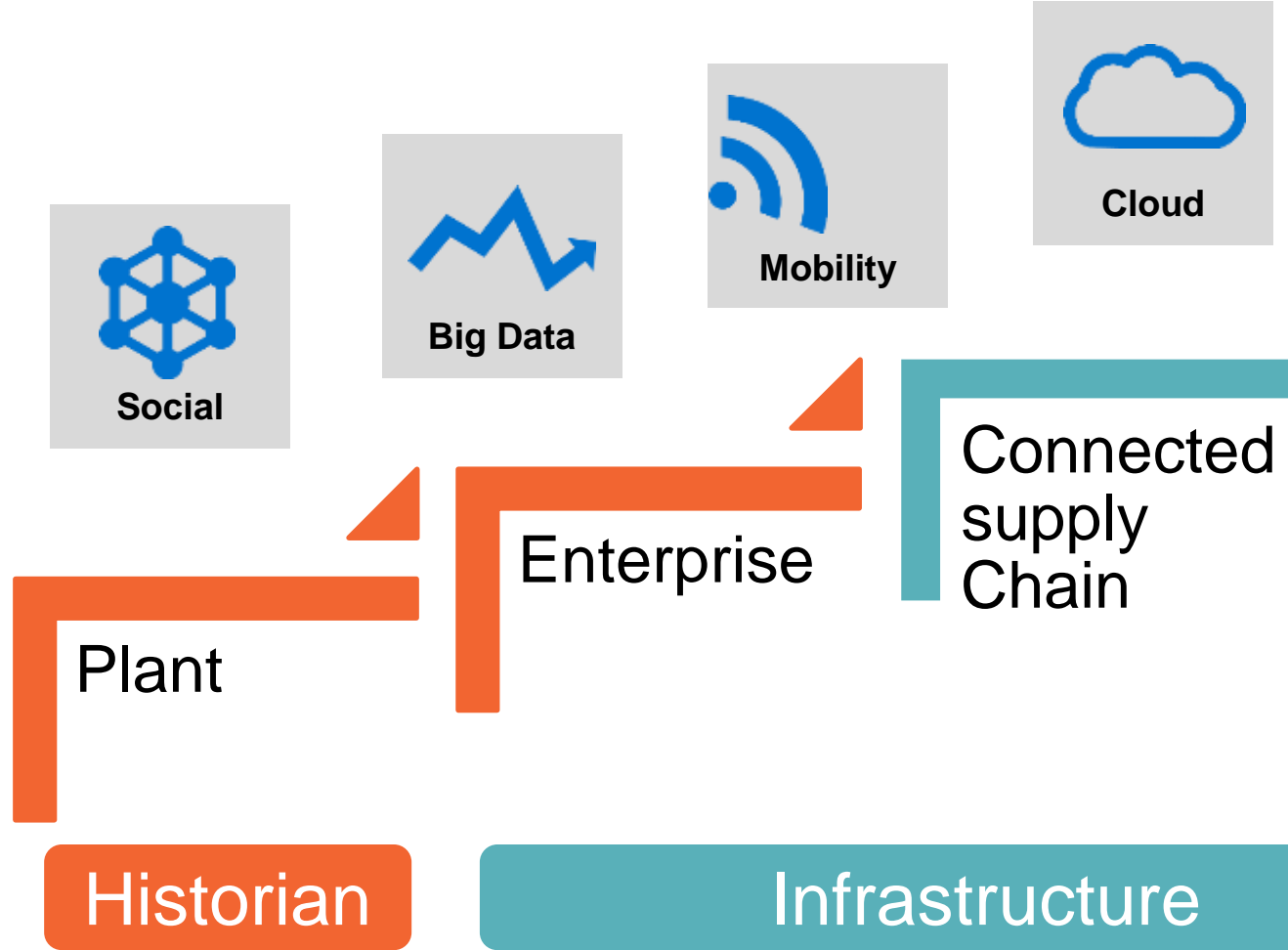
PI Cloud Connect: Power of Data

“How can I ensure that I receive replacement parts before my machine has to be shut down?”

*“Is my turbine vendor aware of this strange **vibration pattern**?”*

“How can I help my customers get better mileage out of their trains?”

“Would it be possible to sell our non-confidential data to interested third parties?”





The **Power** of **Data**

THRIVING IN A WORLD OF CHANGE

Presented by **Jenny Linton, President, OSIsoft**

About OSIsoft

Founded in
1980

14 000 Sites,
4 000 Customers
123 Countries

**Winning
Customer
support**

**Over 20% of
revenue
invested in R&D**

**Global
presence,
Offices
worldwide**

Power & Utilities
Oil & Gas
Chemicals
Metals & Mining

Pharma
Life Sciences
Pulp & Paper
Datacenters
Critical Facilities

Strategic Partners:
Microsoft, ESRI, Cisco,
Accenture, IBM, Hitachi

**1000
Employees**

65% of Global 500
process & manufacturing

Market Leader
“Enterprise infrastructure for
streaming data & events”

Strong experience for EMEA



Jesus Hernandez
VP, EMEA



Pasha
Ahmad

Regional
Manager

Middle East
& North
Africa



Martin
Levionnois

Regional
Manager

Southern
Europe



Jim
Manekshaw

Regional
Manager

UK &
Northern
Europe



Zsolt
Oros

Regional
Manager

DACH &
CEE



Alexander
Tyunyatkin

General
Manager

Russia

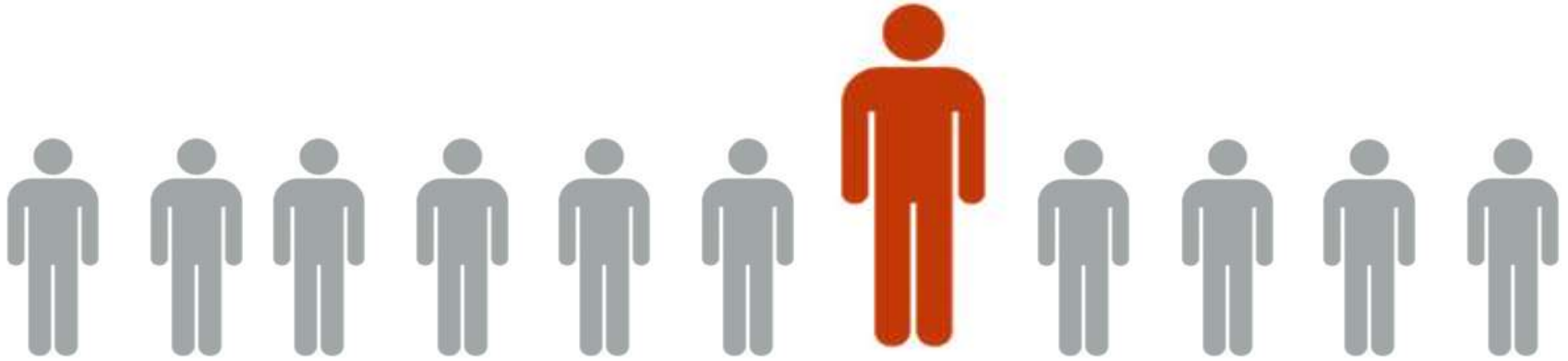


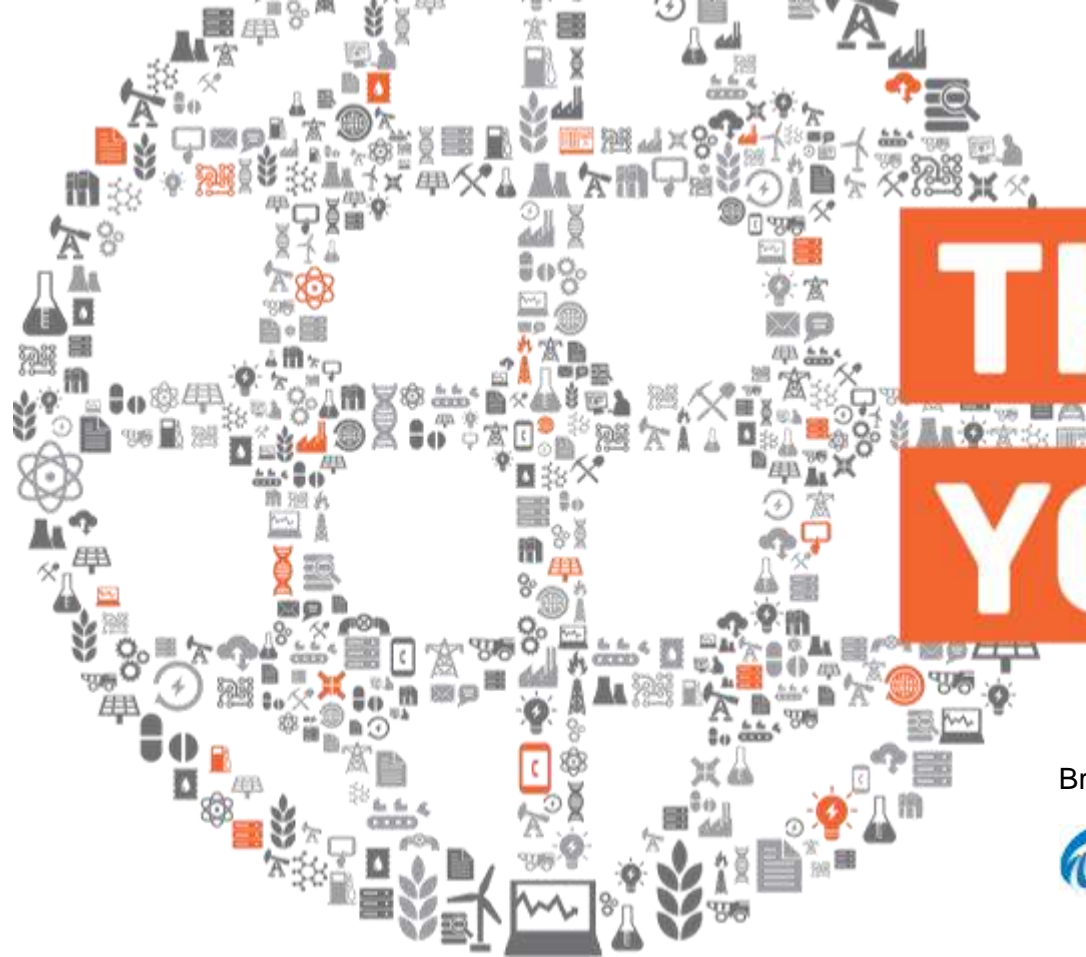
Dean
Trattles

Regional
Manager

Sub-
Saharan
Africa

What's Next?





THANK YOU

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