



OSIsoft Overview  
EMEA- Europe Middle East Africa  
Martin Otterson- Managing Director &VP of Sales

- ❑ Established in 1980
- ❑ Founder - J. Patrick Kennedy
- ❑ Private
- ❑ Headquarters - San Leandro, CA
- ❑ 720 + employees
- ❑ 200 + employees in product development
- ❑ PI System Installed base
  - ❑ 14,000 + systems (excluding OEMs)
  - ❑ 110 + countries
- ❑ Footprint in:
  - ❑ 40% of Fortune 1 000 process & manufacturing companies
  - ❑ 65% of Global 500 process & manufacturing companies



- ❑ Core competencies
  - ❑ Strategic Focus
    - ❑ Customer Value
    - ❑ One product - The PI System
  - ❑ Expanding Infrastructure
    - ❑ Customer Support
    - ❑ Increased Local Presence.
  - ❑ Continuous Improvement
    - ❑ Agile Product Development
    - ❑ Standards Adoption (DEC/VMS/Unix -> Windows, 64bit)
- ❑ OSIsoft's energy and resource efficiency efforts
  - ❑ Significant move to remote installs—on site is rare today
  - ❑ Less shipment of products—downloads are preferred by many customers
  - ❑ Electronic books, CBT
- ❑ OSIsoft is an Enabler of Sustainability Initiatives





## PI System

OSIsoft GmbH Campus





Voltastrasse 31, 60486 Frankfurt am Main

# Where is OSIsoft in the world?



## Core markets

Power &  
Utilities

40 %

Electricity, Water,  
Fuels, Heating

Generation,  
Transmission,  
Distribution,  
Consumption

Process  
Industries

50 %

Primary &  
Secondary  
processing of raw  
materials

Extraction,  
Conditioning,  
Refining, Finishing

## Developing markets

Discrete  
Manufacturing

5 % ↑

CPG  
Automotive  
Semi Conductors

RA Partnership  
OSIsoft Sales

All Industries

5 % ↑

Financial, Software,  
Retail, On line  
businesses,  
Telecom

Energy, Asset Mgt  
Real-time  
monitoring



# Diverse Customer Base Across Industries

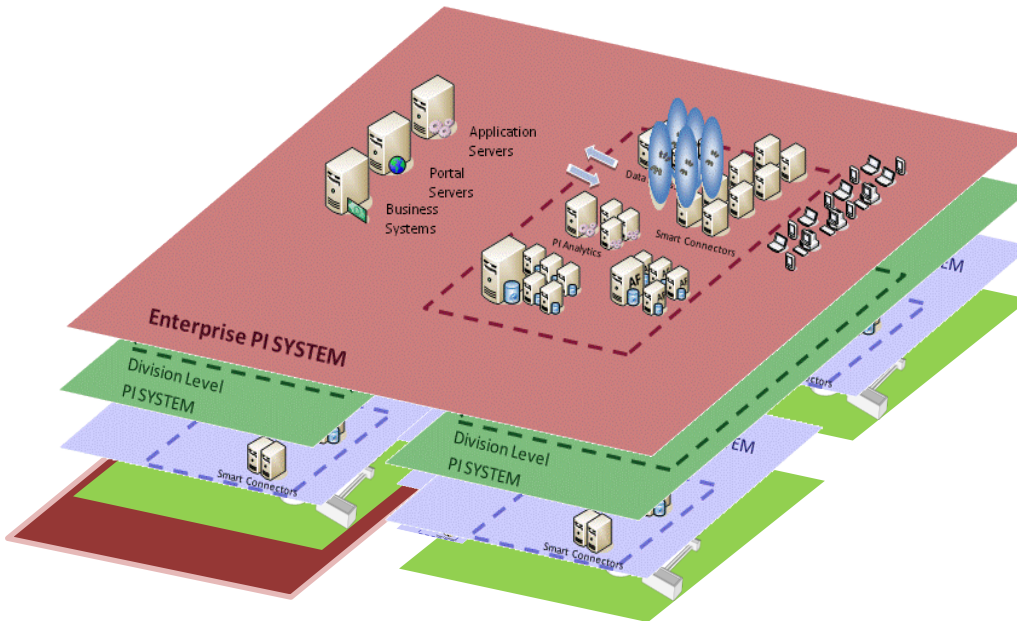


# Our footprint in Central Eastern Europe

Accepted by Local & Global Players





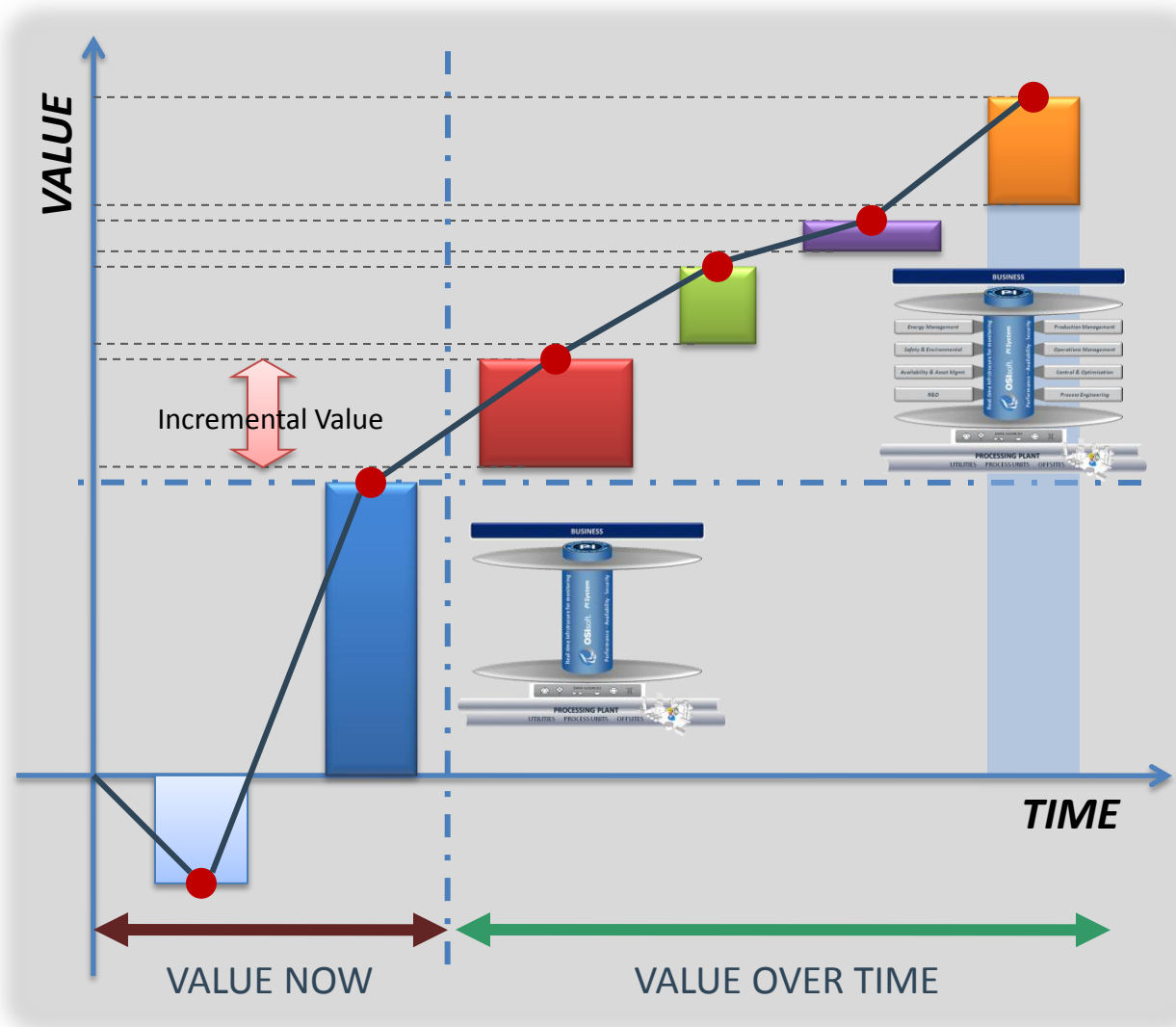


## *Real Time Infrastructure for the Enterprise!*

The OSIsoft PI System is the highly scalable and secure real-time and event infrastructure that connects people with the right operational and manufacturing information at the right time to analyze, collaborate, and act.

# Infrastructure for Continuous Improvement

## Value Now, Value Overtime

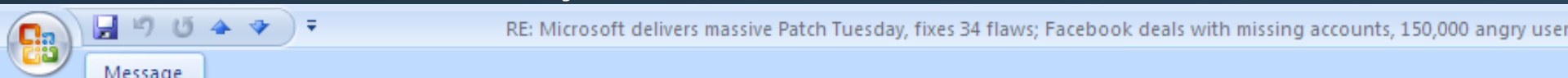


- Application Benefits
- ← Operations Management
- ← Environmental Reporting
- ← Equipment Health Mgmt.
- ← Performance Management
- ← Infrastructure Value
- ← Initial Investment

# Ideas become real at Cisco Systems



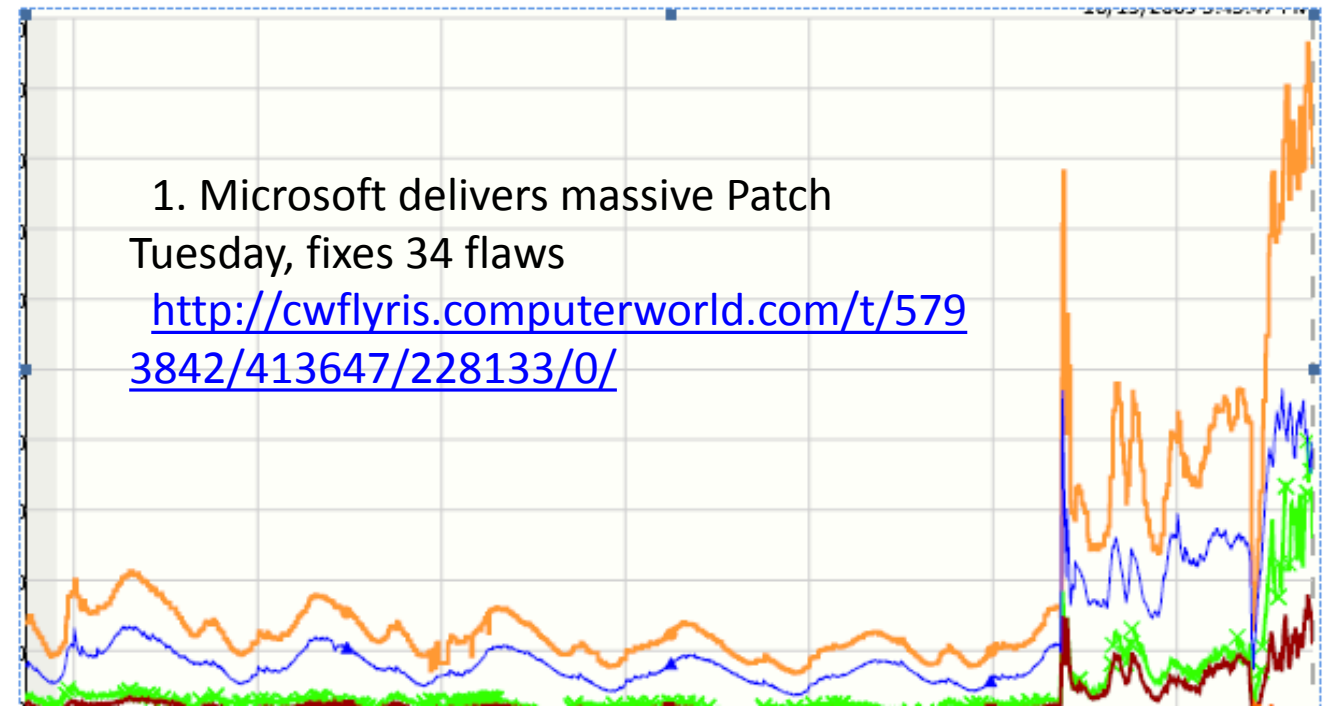
# Ideas are reality at Microsoft



You replied on 10/14/2009 5:26 AM.

From: Quang Sun [quangsun@microsoft.com]  
To: Martin Otterson  
Cc: Glenn Moffett  
Subject: RE: Microsoft delivers massive Patch Tuesday, fixes 34 flaws; Facebook deals with missing accounts, 150,000 angry users

Biggest ever, as in history of Windows Update.



1. Microsoft delivers massive Patch Tuesday, fixes 34 flaws  
<http://cwflyris.computerworld.com/t/5793842/413647/228133/0/>



Thank you

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