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# AVEVA Partner Network for System Integrators

Take the next steps to success





## Introduction

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### What does your path forward look like?

What are your next steps to greater success? Maybe you're a small company looking for that first big client. Or perhaps you're already performing at the next level and want to ensure your expertise and value to customers keep pace with your growth. You're at a crossroads, and you're looking for the way to move forward.

**No matter your goals, partnering with AVEVA can take you there.**

As part of the AVEVA Partner Network, System Integrators can realize tangible benefits in the industrial software space. Consider these highlights and the impact they can have on your business.





### **Innovation and collaboration**

We recognize that our community of experienced, validated SIs is the key to delivering our technologies. To put it simply, we can't do it without you.

As an SI in the AVEVA Partner Network, you can help cover your customer's journey toward Digital Transformation. Our solutions cover integrated process design, simulation, engineering, procurement, construction and handover processes, taking care of your customer's solution throughout the entire asset lifecycle.

With input and collaboration throughout our network, AVEVA never stops innovating. From the latest evolution of AVEVA™ InTouch HMI, formerly Wonderware, to the next evolution of our MES and APM software — from energy management applications to advanced process optimization solutions — the AVEVA Partner Network enables end users to quickly deploy solutions and take advantage of savings driven by edge-to-enterprise improvements.



### **Cost and time containment**

Our hardware-agnostic software solutions are designed and regularly enhanced by industry experts, and they run across a common shared platform. This results in faster installation and simplified maintenance. Implementing AVEVA solutions will save your team engineering hours and give you flexibility in establishing margins on your projects.



### **Education and certification**

Staying ahead of the competition requires constant learning. AVEVA offers training to ensure your team keeps up with the cutting edge of industrial software. Becoming a Certified SI will differentiate your capabilities to the market and earn benefits for your organization.

All of this means maintaining your advantage and taking the right steps to accelerate growth. It's time to discover exactly how AVEVA can take you there.

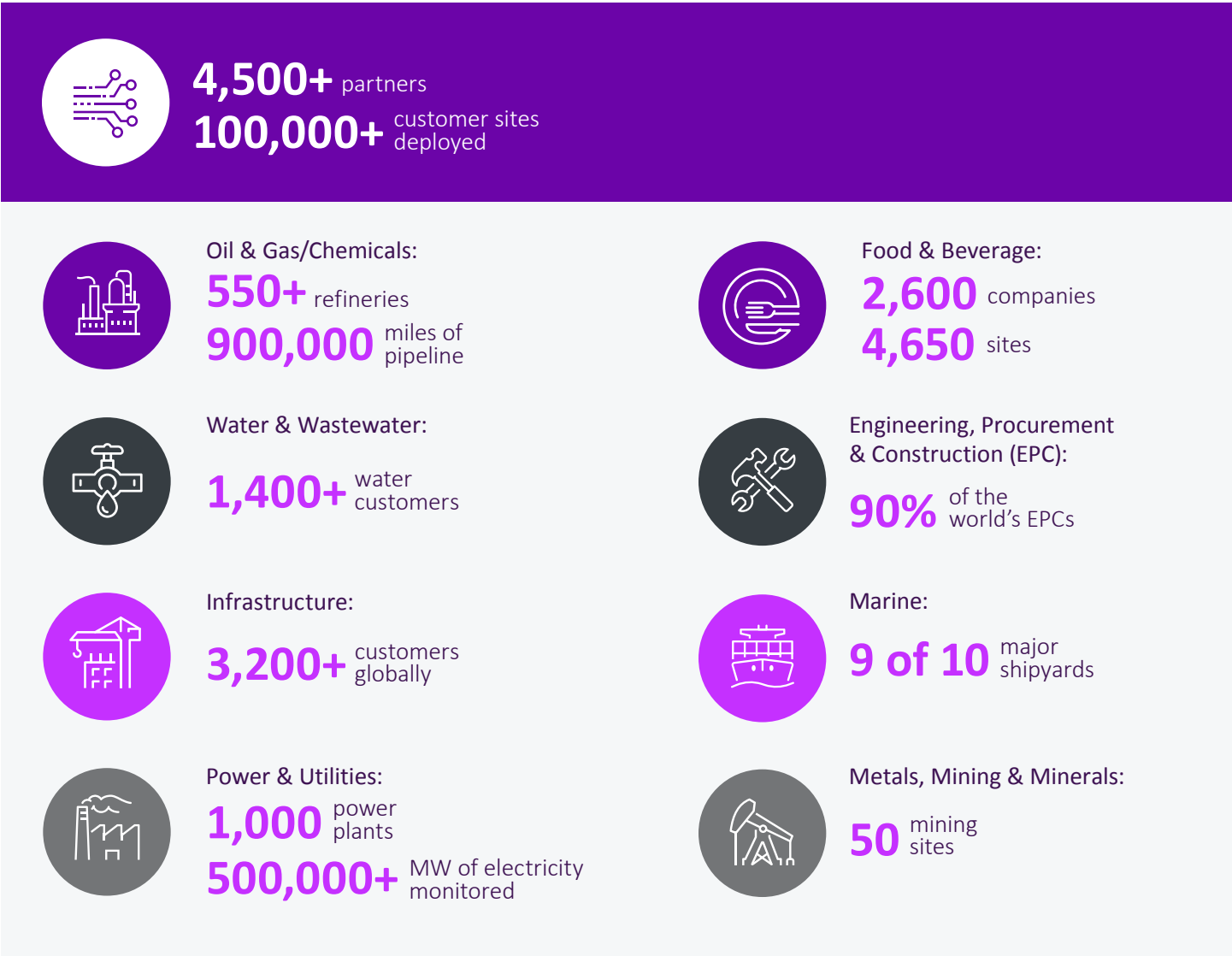


# About AVEVA

With over 50 years of experience, AVEVA is the global leader in industrial engineering, design and information management software. We've earned our reputation through innovation, collaboration and the success of our ever-growing portfolio of software solutions.

You will find our software powering top companies in key verticals such as manufacturing, infrastructure, food and beverage, CPG, mining, oil and gas and power and utilities.

## AVEVA partnership across industries





# What AVEVA partnership can look like at your company

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We know you have countless demands competing for your budget, so you're looking for solutions that will have the biggest impact on your bottom line. A worldwide network of partners with AVEVA applications and support is the key to increasing your service opportunities and growing your business cost-effectively.

When you join the AVEVA Partner Network, you can take advantage of a multi-tiered support system that recognizes your delivery capabilities, level of experience and certifications with our software and industry-related expertise.

## But it's more than a two-way relationship.

Your connection to 4,500+ partner companies and 5,700+ certified developers across all industrial segments opens up possibilities in how you deliver your services and expands the market of end users you can reach. By collaborating with other partners in the AVEVA Partner Network, you can share resources with other SIs, combining complementary skills to win large-scale global projects from market-leading companies.

With certification or endorsement, you will also find new avenues of opportunity with customers who

prefer, and may require, AVEVA Certified or Endorsed partnership to bid on their projects. Your partnership with AVEVA will create new opportunities in both the types of applications you can pursue with existing customers and the capabilities you can offer to new customers.

## Serve your customers more efficiently.

Winning new business is an important path to growth; another is to expand the services you offer existing clients. AVEVA solutions are integrated onto a common, unified platform for fast installation, rapid development and streamlined maintenance, creating more time for your teams to focus on ensuring customer satisfaction and lowering your project costs. AVEVA's portfolio provides opportunities to grow the solution base you provide to your customers, allowing you to start with their current needs, then growing the capabilities of those systems to address unique new value over time.

And neither you nor your customers will ever need to go it alone. With over 4,600 employees and over 160 technology partners globally, together with AVEVA, you can provide our mutual customers world-class support with expertise close-at-hand, no matter where they are in the world.

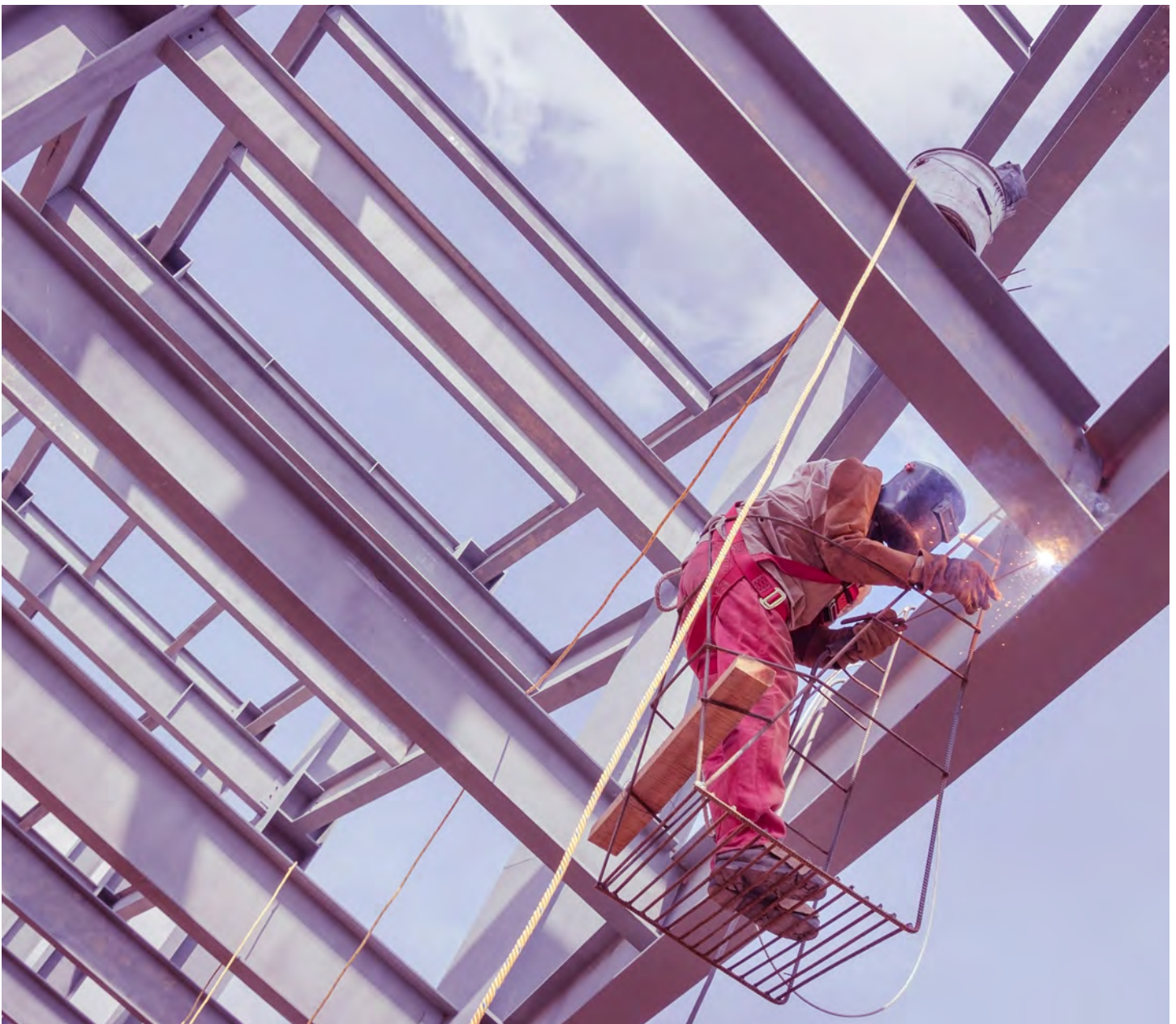


## Grow and differentiate your business and develop your team members


Having an integrated, edge-to-enterprise portfolio of solutions to offer your customers is key to your success and continued growth, but you also need the right people with the right competencies. In today's work environment, coming to the table with industry experience alone isn't enough. You and your team must maintain a knowledge base of the latest innovations in the industry.

The **AVEVA SI Certification Program** is your key to staying in sync with innovation.

The SI Certification Program provides continuing training and certification opportunities for our SI partners. Certified SIs typically bring experience with a wide range of technologies — from instrumentation to valves, single-loop to distributed and supervisory control and manufacturing execution systems to supply-chain planning and enterprise management systems.







“EA has truly benefited from the diversity of AVEVA’s technology, distributor and integrator partners. When collaborating within the network, there’s a common foundation built on trust and accountability that we’ve come to expect, simply because they are AVEVA partners.”

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**Josh Riley**

Principal, Enterprise Automation

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“AVEVA is building a sense of community around its SI Partner Network. They regularly hold gatherings to share updates and encourage collaboration on projects. Having access to the partner network framework ensures that as a delivery provider, we can achieve better alignment with the AVEVA brand.”

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**Marya Woods**

Co-Founder and CEO, Apex Manufacturing Solutions

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“We have been an AVEVA partner for over 25 years. One of the major benefits we see is the Ecosystem, which we trust and use to cooperate across borders with Distributors and other SIs. It is a real community that embodies the spirit of passion and working together. We are proud to be a part of it.”

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**Uwe Drücker**

CEO, Drücker Steuerungssysteme GmbH

# Levels and recognition with the AVEVA Partner Network

With three distinct membership levels — Registered, Certified and Endorsed — the AVEVA SI Program both recognizes what your company and team have achieved in the industry and gives you a clear path to greater benefits and cost and time savings.

AVEVA certifies SIs according to a tiered system based on experience with specific products, proven industry expertise, markets served and degree of desired business collaboration with AVEVA. You will have the opportunity to achieve recognition at higher tiers of the SI Program through demonstrated technical excellence, customer satisfaction and integrity. For our part, AVEVA maintains close relationships with our partners so that they are knowledgeable about upcoming product releases, support updates and other information critical to the mutual success of customer projects. With this extensive support, we ensure that SIs are able to provide customers with world-class service.

Joining the AVEVA SI Program confers immediate support and enablement for your technical, training, marketing and sales resources. Consider these highlights and view the table to see the full picture:

## Promotion

AVEVA promotes partners through the online AVEVA Partner Network Directory and individual partner profile pages as well as regional campaigns, automation industry events, publications and associations. SIs can also optionally list their services and other offers on the AVEVA Digital Exchange.

## AVEVA Flex Subscription

This innovative subscription program enables AVEVA SI partners to offer their customers a unique licensing and pricing model to AVEVA's portfolio, to match customer's operations and asset lifecycle objectives and budgets. In contrast to traditional one-time-purchase perpetual licensing models, AVEVA Flex offers customers complete flexibility in accessing and implementing our software at a lower initial cost on a recurring basis. Benefits include reduced cost barriers to initial ownership, flexibility to scale licensing to future

capability and opportunity to shift traditional CAPEX software and infrastructure costs to OPEX budgets.

## AVEVA Connect

A unified industrial software cloud platform that spans the entire business, from engineering, design and procurement to optimizing operations and production, AVEVA Connect is the foundation for enhanced relationships with customers. AVEVA Connect provides rapid access to AVEVA products and services in the cloud; solution scalability in both size and scope; pricing flexibility for both the cloud infrastructure and AVEVA license; high-availability and disaster-recovery capabilities; the opportunity to shift infrastructure costs from capital to operating expenditures where appropriate; and increased accessibility that fosters collaboration and faster response time for internal and third-party developers, operators and information consumers.

## A range of training and support

You will also gain access to a robust methodology that provides a competitive edge in delivering successful projects and retaining high-quality employees by nurturing their skills and expertise.

Partnership pays off immediately.

## Endorsed Partners

Endorsed SIs are the premier business partners in the AVEVA Partner Network. This invitation-only level is for companies with high levels of customer service who have validated technical excellence and multiple years of certification and project management experience with AVEVA solutions. Endorsed SI partners are also invited to present, network and participate in knowledge-exchange activities at key AVEVA partner and customer events hosted each year at global and regional levels. Our elite Endorsed partnerships are actively managed by AVEVA and our distribution channel, with emphasis on advanced application practices and collaborative business partnership with our respective companies.





# AVEVA Partner Network benefits

	REGISTERED	CERTIFIED (Multiple Levels)	ENDORSED
The Customer FIRST for Partners program provides four support purchase options: Base (Single User), Standard, Premium and Elite. Each is aligned with your company's partner authorization level.			
Technical and Training Support			
Technical Support and Services			
Business hours technical support (during normal local business hours)	✓	✓	✓
Access to Knowledge and Support Center website	✓	✓	✓
Discount on consulting services		✓	✓
Level 2 support access for certified developers via designated SI queue		✓	✓
Emergency 24-hour technical support (24/7/365)*			✓
Dedicated partner portal			✓
Complimentary invitations to AVEVA software customer events			✓
Software Maintenance and Utilities			
Consignment software maintenance releases, service packs, patches, updates and hotfixes	✓	✓	✓
Consignment software version upgrades and revisions*	✓	✓	✓
Discount on test and offline development system licenses			✓
Software Asset Manager (Consignment version)			✓
Training			
Access to eLearning	✓	✓	✓
Discount on AVEVA training	25%	50%	75%
Additional Benefits with Minimum Contract Spend			
Technical account management team access			✓
Included AVEVA training seats (classroom, eLearning or virtual instruction)			2

# AVEVA Partner Network benefits

	REGISTERED	CERTIFIED (Multiple Levels)	ENDORSED
<b>Marketing Support</b>			
AVEVA Partner Network logo: Permission to use appropriate program tier and certification logo on your company's sales and marketing materials	✓	✓	✓
Shared promotional event participation		✓	✓
Website listing: Software Partner Directory	✓	✓	✓
Website listing: Priority Partner Directory			✓
Publish applications on website		✓	✓
Endorsed company page in Knowledge Center			✓
Co-Marketing Program to support targeted go-to-market campaigns			✓
Special invitations to our events and training sessions			✓

<b>Sales Support</b>			
Consignment Service and Support: Reduced rates for software and support	✓	✓	✓
Corporate and regional sales support to help grow services business (Ecosystem)	✓	✓	✓
Pre- and post-sales support: Qualified support for lead generation and collaborative sales plan development and execution; market development and dedicated account team with support through local field representatives		✓	✓
Comprehensive product support: Before, during and after the sale		✓	✓
Corporate Endorsed SI manager support			✓
Participate in business planning with regional AVEVA team			✓

\*Pre-production development support only. Once the system has moved to run-time, the end user must have an active Customer FIRST agreement.









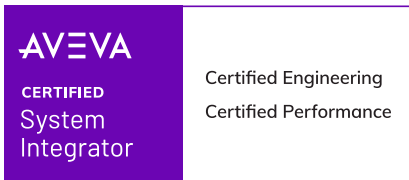
# AVEVA Partner Network levels, step by step

Consider how you will progress through the AVEVA Partner Network and what it can mean for your company's growth.



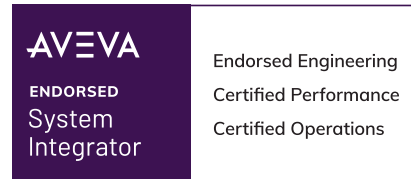
Get started with these steps:

- Submit inquiry
- Secure recommendation from your local AVEVA Distributor or direct sales team
- Complete Partner Application Profile Form
- Purchase Consignment Service and Support



Take your company to the next level by completing these steps:

- Certify a minimum of two developers
- Provide two project references
- Complete several projects with AVEVA-certified developers
- Provide proof of two successful AVEVA installations within the previous 18 months



Complete the following steps to be considered for this top-level, invitation-only recognition:

- Earn Endorsed SI program sponsorship from our AVEVA sales channel partners through mutual establishment of shared business goals.
- Achieve CSIA certification or equivalent (such as ISO 9001)
- Validate core and advanced AVEVA solutions, practices and certifications by company site
- Establish and meet target business performance criteria
- Execute Endorsed SI and Professional Services Agreements
- Maintain AVEVA business cadence through participation in annual business planning, quarterly pipeline and performance reviews, annual audits and establishment of technical training plans
- Form unique network with Regional Sales Team and local sponsoring Distributor in addition to support from dedicated engagement manager





## AVEVA Partner Network certification by portfolio

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### Engineering

We lay the digital foundation for project teams to simplify industrial asset design, take control of project execution and raise operator competency. Our solutions give organizations the power to deliver capital projects to operations efficiently, on time and in budget.

### Operations


We enable organizations to make precise decisions — streamlining processes, optimizing production, reducing energy and improving safety. Our solutions leverage data-driven visualization to eliminate value leaks, increase operational efficiency and maximize collaboration.

### Performance

We connect people with enabling technology. Our solutions provide the cross-functional data and integrated analytics that teams need to balance operating expenses and risk, allowing them to optimize the supply chain, production and asset performance.

Visit [aveva.com/en/solutions](https://www.aveva.com/en/solutions) for the full list of AVEVA software solutions.





# Ready to discover where AVEVA partnership can take your company?

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Take the first step at [aveva.com/en/about/partners](https://www.aveva.com/en/about/partners)

Already a partner and looking for the next step?  
Visit [aveva.com/en/support](https://www.aveva.com/en/support) or contact your local  
authorized AVEVA Distributor.

AVEVA Group, [aveva.com](https://www.aveva.com)

**AVEVA**