



Working with Wonderware

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Agenda



- ASECO Background
- Market Conditions
 - Vendor Perspective
 - Customer Perspective
- Ecosystem Strength
 - Wonderware
 - Systems Integrators
 - Distributors
- Strategies

ASECO Background



- Wonderware Endorsed SI
- 100+ Staff
- Controls, SCADA, MES, Consulting
- Global Delivery Model
- Extensive Multi-site, Multi-national Experience



ASECO and Wonderware



- Wonderware Partner Since 1991
- 2008 Wonderware Integrator of the Year
- 2008 Wonderware Innovative Solution of the Year
- Doubled Our Wonderware-based Business This Year

Market Conditions – Vendors



- Vendor Offerings Have Changed
 - Platforms, Not Applications
- What is a Platform?
 - Core Functionality
 - Plant Modeling
 - Historization
 - External Communications
 - Security
 - Integration Between Functional Modules
 - Etc.

Market Conditions – Vendors



- What is a Platform? (con't)
 - Functional Modules Connect to Platform Core
 - Provide Business Functionality
 - Product Management
 - Track & Trace
 - Quality Management
 - Performance Analysis
 - Visualization
 - Etc.

Market Conditions – Vendors



- How Do Platforms Differ from Applications?
 - Ideally Suited for Incremental Deployments
 - I.e. Deploy Performance Analysis
 - Identify Opportunities
 - Deploy Functionality to Target Opportunities
 - Build foundation with initial project
 - I.e. plant model, ERP Production Order Download
 - Add functionality, leveraging work already done
 - Add functional elements to existing model

Market Conditions – Manufacturers



- Manufacturers Leery of “Big-Bang” Implementations
 - Legacy of ERP Implementations
 - Expensive, difficult to cost justify, prone to overruns and delays
 - Underlying business requirements change before system is complete
- Desire Incremental Systems Development
 - Develop applications over a period of time
 - Ultimately have a fully integrated systems
- Program on a Platform

Market Conditions – Manufacturers

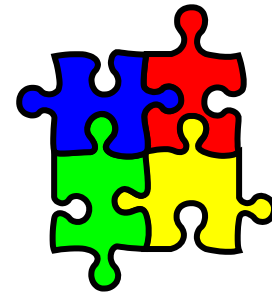


- Understand What It Takes for Major Projects to Succeed
 - Software
 - Business Knowledge
 - Delivery Process
 - Change Management
- Software Platform Critical to Success
 - Must meet manufacturer's basic needs now
 - Product development roadmap compatible with customer's projected needs
 - Long term vendor commitment to platform

Market Conditions – Manufacturers



- Want All the Pieces in Place Before Committing to Major Projects
 - Platform
 - Value Roadmap
 - Delivery Team
- Software Vendor Now the Prime Influencer
 - Customers will engage Wonderware first
 - Wonderware can influence selection of systems integrator



Wonderware's Strengths

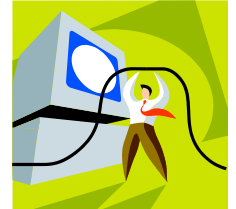


- Focused on Development of a World-class Infrastructure and Tools
 - Need to avoid getting caught up in project delivery
- SI Partnership Allows Wonderware to Stay Close to Application Challenges
 - See where value lies
 - Develop product that meets the needs of the customer
 - Working with multiple SIs across multiple customers allows WW to develop product base faster than any of us can on our own
- Customer relationships at the executive level
 - Can make product commitments for strategic customers

Integrator's Strengths



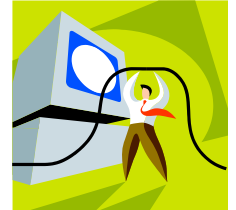
- Strong in Solution Delivery
 - Have the processes, training, & staff
- Good Vertical Knowledge
 - Understand fit between vertical requirements and product capabilities
 - Work with Wonderware to extend product platform where it makes sense
- Work at Corporate and Plant Levels
 - Better with WW in the boardroom



Distributor's Strengths



- Strong Local Presence
 - Lots of “feet on the street”
 - Excellent plant relationships
- Have Complementary Products
 - Hardware
 - Specialized software
- Supply Frontline Support and Training
 - Even if SI is local, they are not set up to do this
- Relationships with Local SIs for Large-scale Multi-site Projects



System Integrator Strategies



- Focus on Relationship with Wonderware
 - Develop System Platform Capabilities
 - Develop Factelligence Capabilities
- Develop Vertical Expertise
- Develop Consulting Capabilities
- Develop Program Management Capabilities
- Be Willing to Partner
- Develop Strategic Customers
 - Session A3 – Achieve Sustainable Growth by Investing in a Strategic Architecture

Keys to Success

- Communication, Communication, Communication!
- Work Out Roles and Responsibilities Ahead of Time
- No Hidden Agendas
- Work as a Team from the Start



Call to Action



- We Are All In This Together
 - We Are Stronger as a Team Than We Are On Our Own
 - We All Have Our Unique Strengths
 - The Customer Expects Us To Work as a Unified Team
- Don't Fight for a Bigger Slice of the Pie
 - Fight for a Bigger Pie!

More Information



- Questions?
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