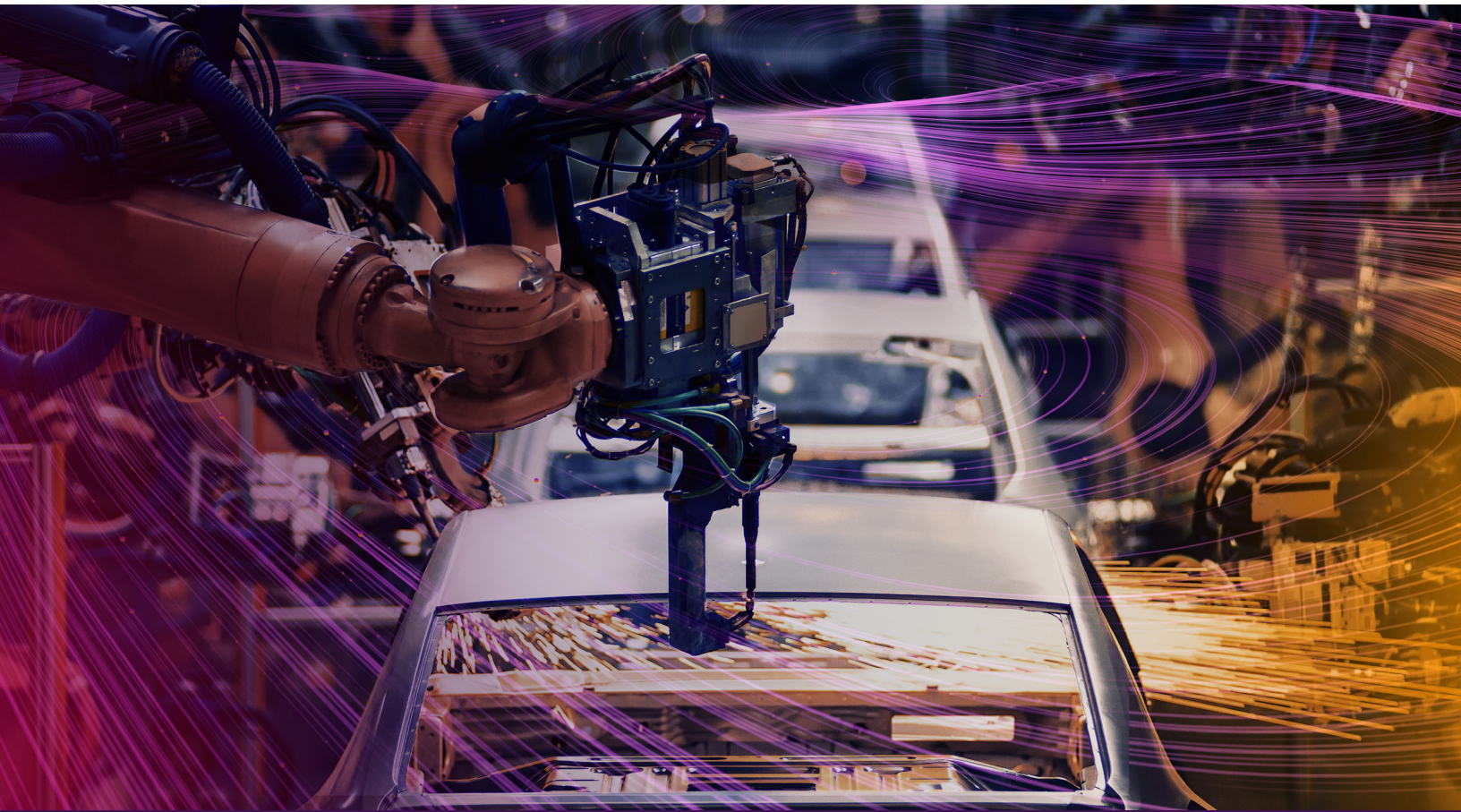

AVEVA Solutions for OEMs

Bring the highest-quality software
solutions to your customers





Introduction

Challenges and solutions for today's OEMs

Today's original equipment manufacturers (OEMs) face just the same challenges as any company striving to succeed in the rapidly changing marketplace. Whether you are a machine builder, industrial equipment builder, a software solution producer or instrumentation and control manufacturer, the changing reality of competition likely sounds familiar:

Global competition. Your competitors may have had an international footprint for some time, but digital innovation has leveled the playing field in ways that expand who can compete. To beat both the old-timers and newcomers, you have to get to market first.

Rapid obsolescence. Solutions not built for evolution have an ever-decreasing lifespan. What works perfectly today may be outdated by the time the next family of digital devices is introduced.

The DIY of customer service. You've experienced this at work and at home. More and more companies are making customer service a self-serve model, asking their users to navigate online knowledge bases to solve their problems and limiting access to live assistance.

We won't ask you if any of the above sounds familiar. It does — to all of us. And when you're navigating your options for a software partner to enhance your products, you want someone who not only understands those issues but can help you face and overcome them. You want a partner to help you thrive in today's fast-paced, highly competitive global marketplace.

We'll take you there.



Consider what AVEVA offers in raising your company to the top of the competitive field. When you bundle AVEVA software solutions with your hardware or software, you join a partnership that further elevates your products to world-class standards.



AVEVA's **commitment to innovation** ensures we produce quality software solutions, edge-to-enterprise, for both on-premise and cloud-based (SaaS) needs. We understand that our software is what enables your products to operate efficiently in fields, warehouses, offices and across land and ocean worldwide. We are driven to ensure we're developing the most useful, high-quality tools in engineering, operations and performance.



And **we keep developing**. An AVEVA solution integrated into your products continues to be enhanced and advanced to keep up with changing technologies and your customers' needs. The initial integration of AVEVA software into your products is only the beginning of the story. Our suite of cloud-based offerings, for example, enables OEMs to explore how the potential of recurring revenue fits into their business models.



As for DIY customer service? AVEVA will never leave you to self-serve your way through an issue. Our software solutions are designed for the long haul, and, through our **AVEVA Customer FIRST philosophy**, so is our customer service.



About AVEVA

With over 50 years of experience, AVEVA is the global leader in industrial engineering, design and information management software. We have 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 across industries



4,500+ partners
100,000+ customer sites deployed



5M+ licenses installed worldwide



#1 market share in industrial automation software for monitoring and control (HMI and SCADA)



200+ OEM partners (and growing...)



The complete AVEVA portfolio

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 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.



Key features

Key benefits of partnering with AVEVA

AVEVA offers key benefits of value specifically to original equipment manufacturers. Consider how these highlights could affect the day-to-day operations of your company and your ability to deliver products to exceed your customers' expectations.



Monitoring and Control for effective operations.

Go far beyond reliable local operations. Leverage out-of-the-box tools to bring your equipment to the Industry 4.0 era. Enable collaboration within your work force and access to contextualized information in multiple formats to support fast and accurate decision-making. And easily integrate your on-premise system to other systems, including supply chain (ERP), vision systems, historians and analytical systems on premise and in the cloud (SaaS).



Asset Performance Management

Think about how your operations are managed now. After years of real-world experience coupled with expert guidance, your workflows may be as smooth as you can make them.

But take a moment to imagine even more, such as a near-end to unplanned downtime. With AVEVA's Asset Performance Management (APM) solution, your systems can tell you when they require service, so you can perform maintenance and repairs on the fly or during scheduled downtime. And APM is just one of AVEVA's thoughtfully designed solutions to make OEM integration simple.



Broad portfolio with commercial flexibility. In addition to Monitoring and Control and APM, AVEVA's comprehensive, scalable and integrated portfolio of software products can optimize the engineering, operations and performance of an organization's assets and processes. Moreover, the AVEVA Flex subscription program makes volume and market scalability easy with minimum CAPEX commitment.



Virtualization and subscription as a new source of revenue. Does your business model currently look like this: sell a product to a customer, answer the occasional service call and then wait for your customer to order again? By implementing virtualization solutions, you can go beyond the one-and-done transactional model and create a new income stream by adding cloud-based features, such as online performance monitoring, service reminders and update downloads.



Backwards compatibility. Because AVEVA's software is carefully developed to be backwards compatible with previous versions, integrating AVEVA solutions into your hardware and software creates a connection that will last through the life of your system. As your products grow and are enhanced, AVEVA's tools grow with you while ensuring previous versions can still deliver.



Frictionless experience. From procurement to technical support, AVEVA has designed a path for OEMs that minimizes unnecessary administration. No matter how many units you ship a year, we offer a system for provisioning and licensing in high volume. This enables you to focus on your machines, not on when you need to acquire another license or put in another order.




Branding flexibility. AVEVA's software solutions can be embedded in your products and in many cases, rebranded to your own identity, ensuring consistency across your portfolio. Or you can promote your partnership with AVEVA by pursuing and displaying AVEVA certification. It's up to you and your company's needs.

Become an AVEVA OEM Partner

Take a step further in your AVEVA partnership by becoming an OEM Partner within the AVEVA Partner Network. The AVEVA Partner Network unifies all our partners under one identity and provides you with a single, simplified and transparent program that supports you across the AVEVA portfolio. With the OEM Partner program, your company can display the AVEVA Solution Provider badge that indicates to current and potential clients that you provide quality products throughout every step of the workflow.

Use the badge to promote your partnership with AVEVA through your website, social media, apparel, event banners, presentations, business cards or any other suitable campaign collateral.

Find a local AVEVA distributor at:
<https://www.aveva.com/en/about/partners/distributors/>
or contact us directly via email at
oem@aveva.com.



“AVEVA was chosen as the supplier of choice by Peter Brotherhood Ltd. due to the cost-effective, user-friendly system formed as part of the offering, along with the in-depth and continuous support provided by AVEVA, which has made the implementation as simple as possible.”

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Tony McQuade

Technical Support Manager, Peter Brotherhood Ltd.

Discover the AVEVA solutions for OEMs today

AVEVA invites you to explore how the AVEVA suite of software solutions can enhance your company's portfolio. Take the first step by contacting your AVEVA Regional Channel Manager or visiting [aveva.com/en/about/partners](https://www.aveva.com/en/about/partners).

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



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