

The AVEVA logo is positioned in the top left corner of the page. It consists of the word 'AVEVA' in a bold, purple, sans-serif font. The letter 'V' is stylized with a horizontal bar through its center. The background of the top half of the page is a photograph of a woman with blonde hair, wearing a white shirt, sitting at a desk in profile, looking at a large curved computer monitor. The monitor displays a complex software interface with various data tables and charts. The office environment is bright and modern, with a white desk and a black office chair.

BROCHURE

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# AVEVA™ Customer FIRST Program – support and success services

Your AVEVA software solution represents a substantial and strategic investment to transform your business. To ensure you realize maximum value, we have a comprehensive set of services to help accelerate your time to value as you adopt, maintain, and optimize your software. With hundreds of technical experts and an extensive global partner network, we partner with you to get the most from your technology and achieve your desired business outcomes. At AVEVA, your success is our mission.

# Our commitment to your success...

## Your business outcomes – achieved

We work in partnership with you – leveraging decades of experience and deep domain knowledge – to ensure you achieve your targeted operational and business objectives.

## Local delivery, global capabilities

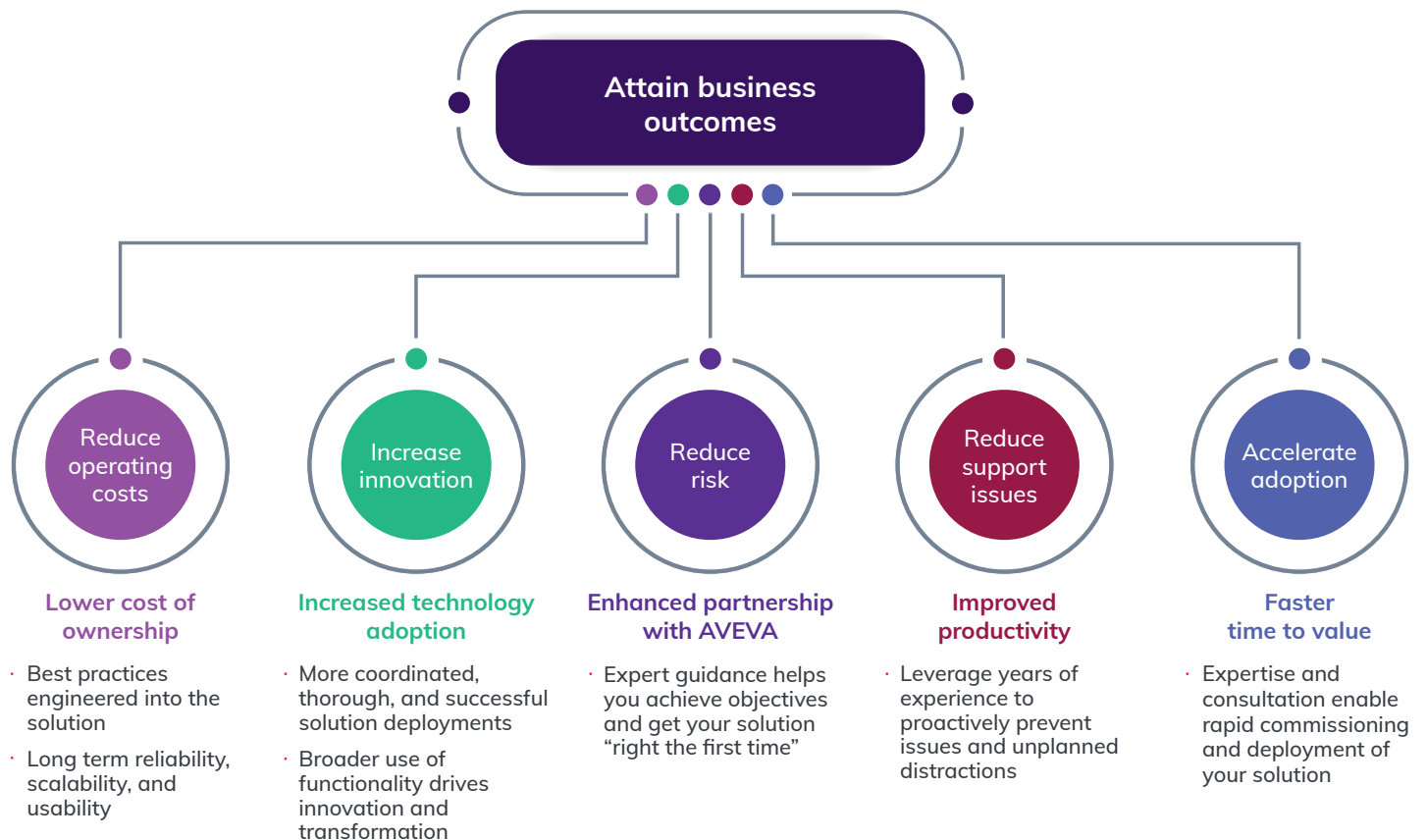
Our proven Customer FIRST maintenance and support program provides resources that are available anywhere, anytime. With hundreds of experts and a network of knowledgeable partners, we help you succeed wherever you do business.

## A proactive approach

We provide personalized, disciplined guidance to ensure your solutions incorporate best practices. Continuous software maintenance and technical support assure that your software remains secure and “state of the art” and prevents obstacles to your success.

## Adapt and scale on your terms

Adapt and scale our services engagements to your needs with flexible tools and resources to help you through all lifecycle stages of your software.





## A portfolio of expert services, built on a foundation of Customer FIRST

Our extensive collection of critical services help you keep your applications running optimally and include personalized product expertise to guide you on your digital transformation journey.

There are three principal components.



# Customer FIRST – maintenance and support provide a foundation

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The Customer FIRST Program of maintenance and support is the foundation of a successful, long-term relationship with AVEVA and our global partner network. It helps you get the most out of your AVEVA software throughout its life and achieve your key business objectives. While your AVEVA software investment may be substantial, it is only a fraction of your overall investment when you consider everything else involved in your project and the benefit to your business from the software over time. Customer FIRST delivers critical ways to help you get the most value from your software.

## Software version upgrades and maintenance

We encourage our customers to continuously innovate and harness the latest capabilities of our new software versions that push the envelope of current technology. Our software is regularly upgraded to assure reliability, performance and security, to embrace new technology and standards, and to provide new functionality to meet evolving market demands. We have an unparalleled history of investing in software development to ensure backward compatibility wherever and whenever possible. Customers using our software on our common cloud platform, AVEVA™ Connect, inherently get the latest software and applications in environments maintained and managed by AVEVA. Those using our software on-premise can maintain and extend their investment and seamlessly upgrade from one version to the next to keep your software “state-of-the-art” to quickly respond to challenges and opportunities.

## Access to exceptional global technical support

AVEVA software users have responsibilities far beyond troubleshooting technical issues. Customer FIRST provides streamlined access to support experts who have years of experience supporting diverse installations around the world and are adept at understanding potential software implementation issues. They can quickly triage and resolve any technical issue – whether your software solution is on-premise or in the cloud. With the Customer FIRST program, you can leverage our vast software experience and expertise to troubleshoot and resolve your technical issues, reducing operational risk, minimizing downtime, and saving you time and money. You also get access to extensive online, 24/7 self-help including our Knowledge and Support Center with extensive technical tips, tools, and best practices, and our Customer FIRST Support App that brings software resources, case management, news and more to you, wherever you are, via mobile devices.

## Optional success-based services

We offer a variety of optional services – including Success Accelerators and Management Packages – that complement a Customer FIRST agreement. Our extensive portfolio of services are outcome-based and focused on accelerating adoption. They can address specific challenges that you anticipate with your new project or encounter with an existing project.

# Tailored to your needs

The Customer FIRST Program is flexible, with core included services and entitlements that apply across our extensive software portfolio. The program can meet your needs, whether you are looking for a minimum level of support for an existing steady-state application, or you prefer significant support with proactive services for a mission-critical solution. Three levels of support are available.

Standard	Premium	Elite
<p><b>A base level of technical support and comprehensive software maintenance</b></p> <ul style="list-style-type: none"><li>• Local business hours technical support</li><li>• Software version updates/ upgrades and maintenance</li></ul>	<p><b>Extended technical support hours for operations that run around the clock</b></p> <ul style="list-style-type: none"><li>• Standard level + ...</li><li>• 24/7/365 access to technical support and emergency support (P1/P2)</li><li>• 10% discount on consulting</li><li>• 16 hours included consulting</li></ul>	<p><b>Our highest level, priority support for mission-critical operations</b></p> <ul style="list-style-type: none"><li>• Premium level + ...</li><li>• Heightened Support SLA guidelines</li><li>• “Jump the queue” priority response</li><li>• Priority onsite support (on demand)</li><li>• 20% discount on consulting</li><li>• 24 hours included consulting</li></ul>

Note: AVEVA™ Flex includes the Standard level of Customer FIRST, with the option to upgrade to the Premium or Elite level.

# Detailed Customer FIRST included services

Included services	Standard	Premium	Elite	Description
<b>Technical support and services</b>				
Business hours technical support (normal local business hours)	✓	✓	✓	Access to expert technical assistance
Knowledge and Support Center website	✓	✓	✓	Knowledge base, case management, software downloads, and more
Customer FIRST mobile support app	✓	✓	✓	Convenient access to product information and news, case management, and more
Level 2 - direct technical support	✓ <sup>1</sup>	✓	✓	Direct, immediate access to AVEVA Global Customer Support
En route response plan for billable onsite corrective assistance	NBD	24 hours	4 hours	Expert resource mobilized to your site to remedy technical issues
Discount on technical support consulting services	5%	10%	20%	Leverage AVEVA software technical expertise for less
E-Learning	✓	✓	✓	Get on-demand access to our rich library of modules
Cloud application accessibility support (24/7/365)	✓	✓	✓	AVEVA resources available to help ensure user access to cloud solutions
Emergency 24-hour technical support (24/7/365)		✓	✓	Around-the-clock support to minimize situational impacts
Customer FIRST program reviews (per year)		1	2	Review utilization and value derived from your support agreement
Technical support priority response commitment			✓	Priority handling of your technical support call
<b>Software maintenance and utilities</b>				
Software version upgrades and revisions	✓	✓	✓	Take advantage of the latest software features; included with AVEVA Connect
Software maintenance releases, service packs, patches, updates and hotfixes	✓	✓	✓	Stay current with the latest updates and fixes; included with AVEVA Connect
AVEVA™ Software Asset Manager (for formerly Wonderware, Citect, Ampla products)	✓	✓	✓	Identify and manage software versions and licenses
License assurance <sup>2</sup>		✓	✓	Replacement or rehosting of a damaged or lost perpetual license
Discount on test and offline development system licenses		✓	✓	Save on additional licenses for testing applications
AVEVA™ System Monitor			✓	Proactive monitoring of Wonderware system health
<b>Additional benefits: minimum contract spend required</b>				
Block of technical support consulting services		16	24	Expert guidance during initial rollout and on-going phases
Included training for your AVEVA software product (classroom or virtual instructor-led)		1	2	Expert training to sharpen skills and increase productivity
Complimentary invitations to AVEVA software customer events		2	5	Attend our user conference(s) or other AVEVA-hosted events
Dedicated customer portal		✓	✓	Customized, holistic view of your license and support history, and more

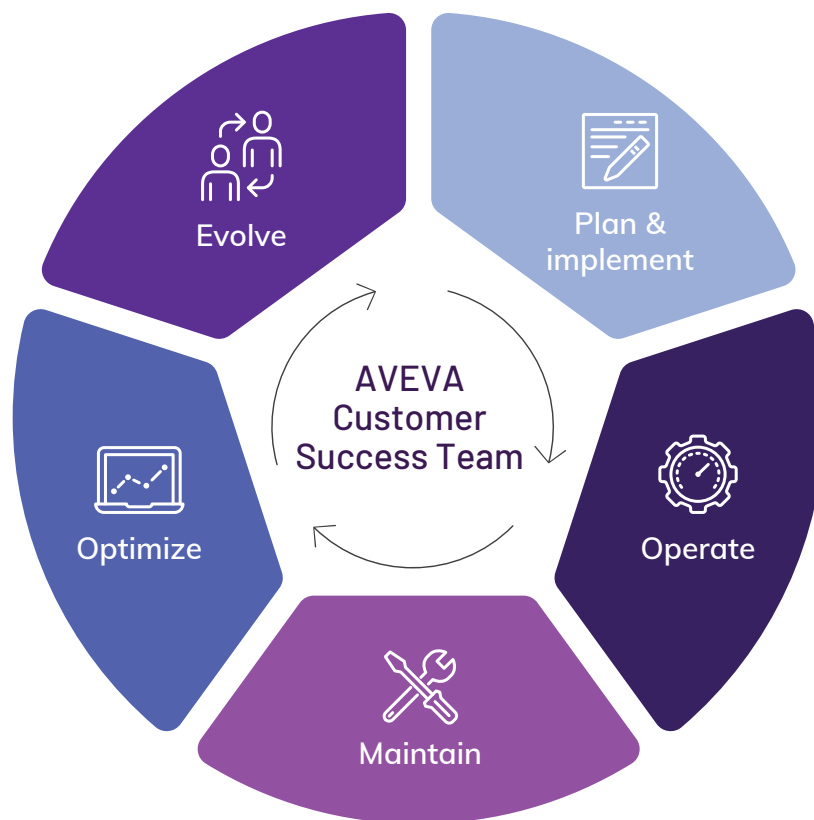
<sup>1</sup> Only available at Premium and Elite levels when purchased through AVEVA Partner

<sup>2</sup> License assurance included for all subscriptions/cloud-hosted software

## Detailed Customer FIRST optional services

Optional services	Standard	Premium	Elite	Description
Flexible funding for services	✓	✓	✓	Embed funds into your agreement for convenient use
Resident engineer		✓	✓	A skilled AVEVA engineer resident at your plant year-round
Customer Success Management Packages		✓	✓	Bundle of engagements to drive effective, efficient adoption - led by a Customer Success Manager
Success Accelerators		✓	✓	Valuable outcome-based services to maximize your benefit from AVEVA software
Success points		✓	✓	Conveniently use points towards our broad catalog of Success Accelerators
Customer FIRST for solutions		✓	✓	Application support and maintenance for custom solutions implemented by AVEVA

Our success offerings help you through all life cycle stages of your software



# Pre-packaged services accelerate time to value

## Success Accelerators

Success Accelerators are targeted, short-term services crafted to deliver specific and tangible outcomes. They provide access to advanced AVEVA product expertise to address both technical and operational challenges you may have across all lifecycle stages of your AVEVA software. These optional services are available to customers enrolled in the Premium or Elite level of the Customer FIRST Program.

- **Expertise on-demand** – we offer expert consulting, resident engineering, and experts on call to help you with short-term tasks or long-term strategic projects.
- **Easy to purchase, rapid results** – Accelerators are fixed-scope, fixed-fee services, so you know exactly what you get and the price you pay.
- **Budget-friendly and time-sensitive** – Accelerators provide the services you need to meet project timelines and stay within budget.
- **Plan, design and go live with confidence** – engineer best practices into new projects, implement enhancements to application architecture, prepare for commissioning, and/or leverage experts on standby when you go live with new applications.
- **Operate and maintain effectively** – develop in-house skills with training and personalized guidance, or we can augment your team with AVEVA expert resources.
- **Optimize and evolve your business** – innovate and transform your business to meet changing market demands and evolving business challenges.

## Partial list of available Accelerators

- Annual System Health Review
- AVEVA™ E3D Design Usage Optimization Workshop
- Application Design and Architecture Consulting
- Capacity Planning
- Go Live Standby
- Historical Database SQL Management
- Implementation Consulting
- Industrial Control System Incident Response and Containment
- Industrial Control System Security and Risk Assessments
- On-Site Corrective Assistance
- Patch Planning
- Pre-commissioning Consulting
- Rapid Activation for AVEVA Cloud Asset Information Management
- Resident Engineer
- System Health Review
- Training Path Assessment
- Version Upgrade and Migration Assistance



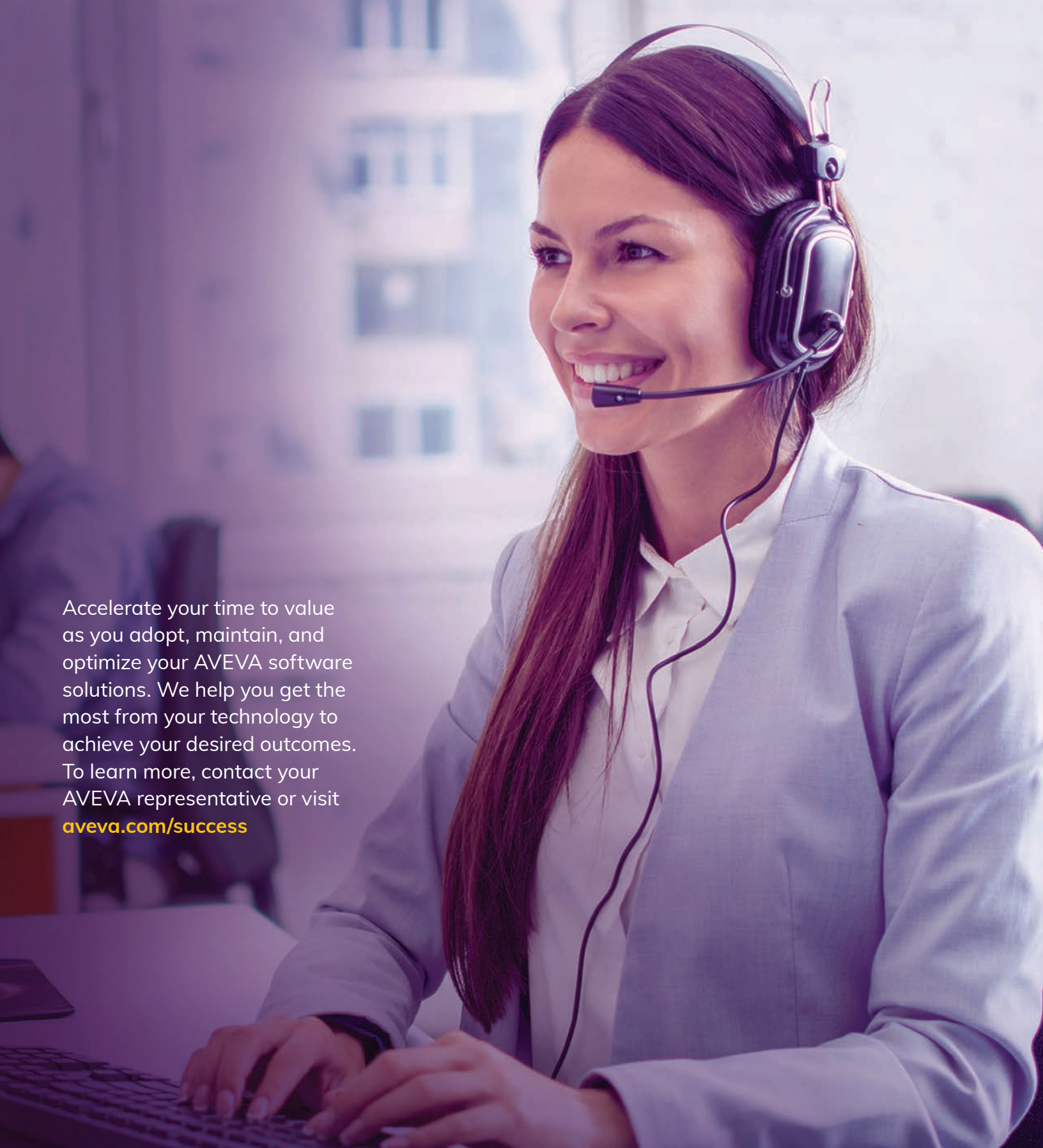
# Strategic engagements with personalized guidance

## Success Management Packages

Advanced and Enterprise packages are suites of strategic engagements and services that provide personalized guidance from Customer Success Managers (CSMs) and AVEVA product experts. The packages are available to customers enrolled in the Premium or Elite level of the Customer FIRST Program.

- **Advanced** strategic team of designated CSMs and technical resources focus on your long-term success.
- **Enterprise** dedicated resource(s) drives coordinated success activities across geographic regions.

<b>Onboarding</b> Personalized plans help you and your team get up to speed quickly	<b>Adoption</b> Helping your team effectively use your AVEVA software	<b>Success</b> CSMs proactively deliver personalized engagements
<p><b>Team introductions</b> – a long-term, mutually beneficial partnership begins with an introduction to your Customer Success Manager (CSM) and other resources).</p> <p><b>Service review</b> – comprehensive and personalized overview of your AVEVA software, service entitlements and benefits of your specific management package.</p>	<p><b>New software features and offers introduction</b> – a tailored introduction to the latest software features and enhancements to help you adopt new capabilities.</p> <p><b>Adoption workshop</b> – a benchmark of feature usage and best practice guidance to help fully utilize your software and identify any usage gaps to further increase value and productivity.</p> <p><b>System health and performance review</b> – detailed information about your system’s health and a plan to prevent potential failure conditions or operational interruptions.</p> <p><b>Application design and architecture consulting</b> – expert review of business requirements, definitions, and designs for your solution and supporting infrastructure and recommendations to ensure the solution is designed and engineered using best practices.</p> <p><b>Training path assessment</b> – an AVEVA training expert will work with you to determine the best approach to maximize the efficiency and effectiveness of your workforce.</p>	<p><b>Success planning</b> – comprehensive plan to help you achieve your strategic goals. The plan identifies business outcomes and value drivers and is the basis for quarterly business reviews.</p> <p><b>Business reviews</b> – periodic progress reviews to monitor business outcomes and assess progress.</p> <p><b>Pre-commissioning consulting</b> – recommendations and best practice guidance to confirm functional capabilities, identify potential issues, and assure trouble-free commissioning.</p> <p><b>Upgrade and/or migration planning</b> – assessment of installed software with a roadmap for quick, efficient, and compatible migration to new releases and technology.</p> <p><b>Patch and maintenance planning</b> – detailed planning documentation with general maintenance items and a comprehensive change management checklist.</p> <p><b>Root cause analysis</b> – in-depth reporting of a problematic or critical system issue. AVEVA expert-level personnel will investigate, analyze, and summarize event timelines while providing resolution and recommendations.</p>



Accelerate your time to value as you adopt, maintain, and optimize your AVEVA software solutions. We help you get the most from your technology to achieve your desired outcomes. To learn more, contact your AVEVA representative or visit [aveva.com/success](https://aveva.com/success)

**AVEVA**

[aveva.com](https://aveva.com)

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