



Wonderware
by AVEVA

CUSTOMER FIRST FOR OEMS & VARS PROGRAM GUIDE

Support & Services

As an OEM or VAR, you are challenged to differentiate yourself amidst global competition and rapidly evolving technology. In today's dynamic marketplace, your customers demand innovative solutions that increase business agility, optimize productivity and achieve sustainability objectives, all while lowering their total cost of ownership and improving profitability. The Customer FIRST for OEMs and VARs Program provides you with a formal mechanism that helps you deliver value to your customers.

Customer FIRST



About AVEVA

AVEVA is a global leader in engineering and industrial software driving digital transformation across the entire asset and operational life cycles of capital-intensive industries. Our software delivers proven results to more than 16,000 customers at over 100,000 sites in 130 countries. Your investment in our Wonderware® software is the first step in driving world-class processes and enterprise-wide business results. However, the right technology is just one factor of your overall success.

Customer FIRST for Wonderware OEMs & VARs

To compete in this global marketplace, you need to define value to your customers that extends well beyond the cost of your machines or solutions. Customers are challenged to extract every ounce of value from their assets, so you need ensure that value is sustained throughout the life cycle of the assets you sell.

The Customer FIRST for OEMs and VARs Program provides:

- Access to technical support experts that are adept at resolving issues quickly, capitalizing on years of experience to ensure your solution development cycle remains on track and any runtime issues experienced by your customers can quickly be remedied.
- Software maintenance (patches, service packs and hot fixes) and discounts up to 100% on full version upgrades to enable the software on your customers, installed machines to evolve as market demands or technology dependencies (such as Operating Systems) become obsolete.
- Optional services and system management applications to help you and your customers extract the most value from your machines or solutions.





Why Customer FIRST?

The Customer FIRST program is the foundation of an evolving service relationship with AVEVA and enables you to create a similar service relationship with your customers. A Customer FIRST for OEMs and VARs agreement provides an assortment of services designed to ensure optimal performance of your machines, solutions or value-added offerings and reduce the cost of ownership for you and your customers. The program provides convenient access to a dedicated team of highly experienced and skilled resources capable of resolving technical issues you might experience as you adjust, fine-tune, and upgrade your software solution. The program also provides access to expert support when you need assistance for runtime issues your customers may be experiencing.

Whether planning a new machine design or optimizing a mature machine or preparing for a major upgrade, the Customer FIRST program provides a comprehensive array of services that can help position you for success in your respective market.

With the Customer FIRST for OEMs and VARs Program, you can choose the program level and service options that best meet your business requirements, helping you continuously service your installed base of customers.

A few highlights of the Customer FIRST for OEMs and VARs Program are:

- **Improve Operational Performance** – Helps accelerate project development and maximize return on investment while minimizing implementation risk
- **Protect Critical Investments** – Provides advantageous upgrade pricing to evolve your system as your market demands and user requirements change
- **Maximize Software Asset Performance** – Maximizes performance levels of your software and applications with access to software maintenance to keep your software and applications running at peak performance
- **Extend Relationships with Your End Customers** – By selling a fully-developed, broad software support program to your end customers, you can increase and extend customer engagement

Customer FIRST for OEMs & VARs

With an array of service levels and options, you choose the program level that best suits your needs, and the needs of your customers. Whether developing a new machine or solution, or ensuring that the machines or solutions you have sold are kept running smoothly, one of our program levels will provide you with the services you need to protect and grow your installed base.



Included Services	Basic (Consignment Only)	Primary	Standard	Premium	Elite	Description
Technical Support And Services						
Business Hours Technical Support for Consignment Development	X	X	X	X	X	Get expert technical assistance from your local CSP or Wonderware Level 2 Support Team
Global Customer Support Website Access	X	X	X	X	X	Search for answers to your questions and track case history directly in our state-of-the-art support site
Online Training Webinars	X	X	X	X	X	Access our rich library of product webinars
Consulting Services Discount			5%	10%	20%	Leverage our software expertise even more... for less
Wonderware Corporate Training			1 Seat	1 Seat	2 Seats	Take advantage of our expert training to quickly advance your product knowledge
Discount on Training by a Wonderware Certified Training Partner (one seat)			50%	50%	50%	Access discounted training via one of our certified distributor training partners
Level 2 Direct/Advanced Technical Support for Runtime Systems				X	X	Exclusive to the Premium and Elite levels, get direct access to Wonderware Level 2 Advanced Technical support for your customers' runtime technical issues
Emergency 24-Hour Technical Support (24/7/365)				X	X	Access support experts around the clock!
Dedicated OEM Portal				X	X	Access all your support activity, license and purchase history, private content library, and dedicated online forum!
Support Usage and Summary Reports				X	X	Automatically receive a monthly summary of all your support activity
Technical Account Management Team					X	Benefit from a designated, senior level support team that ensures your issues are receiving top priority and resolved quickly.
Multi-Site Support Access					X	Enable all of your remote locations with access to the Wonderware Level 2 Support Team
Technical Support Case Prioritization					X	Receive top priority on your technical issues
Included Consulting Services					8hrs ⁺	Expert guidance on best practices during initial rollout and on-going phases of your application
Software Maintenance						
Software Version Upgrades - Consignment Licenses Only	X	X	X	X	X	Stay current with the latest versions for your consignment licenses
Discount on Software Version Upgrades and Updates for Installed Base	50%	67%	75%	100%	100%	Get a discount on the latest versions of the software you've purchased and sold to customers, upgrade your customer's applications
Service Pack and Patch Maintenance Releases - Consignment Licenses Only		X	X	X	X	Keep your consignment licenses and software up to date with the latest service packs and patches
Hot Fix Maintenance Releases - Consignments Only		X	X	X	X	Access to Hot Fixes for your Wonderware consignment software
Service Pack and Patch Maintenance Releases for Redistribution			X	X	X	Provide Wonderware Service Packs and Patches directly to your customers
Hot Fix Maintenance Releases for Redistribution			X	X	X	Provide Wonderware Hot Fixes directly to your customers



	Basic (Consignment Only)	Primary	Standard	Premium	Elite	
Optional Services						
Emergency 24-Hour Technical Support (24/7/365)			X	Included	Included	Access support experts around the clock!
Technical Account Management Team				X	Included	Benefit from a designated, senior level support team that ensures your issues are receiving top priority and resolved quickly.
Onsite Support Access (Billable)					X	Technical support and subject matter expert at your site, on demand
Product Enhancement Requests					X	Our product engineering services to enhance our software for your solution
Hosted Application Clone					X	Maintain virtualized replica of your application hosted at AVEVA for testing, issue replication and advanced troubleshooting, patch testing, etc

*Primary Site Only

*Telephone Support via CSP or Wonderware L2, during normal business hours, will be provided to two (2) named persons who must be trained on the products that are in use.

Customer FIRST for OEMs and VARs allows you to bundle software maintenance and support services into your service contracts, enabling you to have constant engagement with your customers and delivering superior value throughout the life cycle of your machine or value-added solution.

A Customer FIRST Agreement for Your Wonderware Software Makes Good Business Sense

Choosing Wonderware software was your first step in delivering world class machines or solutions to your customers. AVEVA's Wonderware software is the benchmark for state-of-the-art, cost effective, process automation and business intelligence software.

Great software is just the beginning. You can deliver even more value to your customers by purchasing the Customer FIRST for OEMs and VARs Program and including software maintenance and support into your service contracts. This approach enables you to establish a long lasting service relationship with your customers by delivering the following:

Access to Exceptional Global Technical Support – The Customer FIRST Program for OEMs and VARs Program provides you with streamlined access to support experts who have years of experience supporting diverse Wonderware installations around the world. They are adept at understanding potential software implementation issues, replicating problems and resolving them quickly. You also get access to extensive online self-help, online product training, dedicated and collaborative web portals and a vast knowledgebase of technical tips, tools and best practices. With the Customer FIRST for OEMs and VARs Program, you can leverage vast AVEVA experience and expertise, saving you time and money.

Discounted Software Upgrades for Your Customers – AVEVA software is generally updated once or twice a year to further improve performance and security, embrace new technology and provide new functionality to meet evolving market demands. Software upgrades give you the power to improve the reliability and capability of your software application and extend new functionality to your customers. AVEVA has an unparalleled history of investing in software development – OEMs and VARs using our software can maintain their engineering investment and seamlessly upgrade applications for their customers from one version to the next. We are very proud of this deliberate R&D practice, as it allows our clients to keep their software current without significant capital and engineering costs. For example, no other HMI can match InTouch for industry leading innovation, architectural integrity, unequaled device integration and connectivity, uninterrupted software version migration path, and truly legendary ease of use.

Maximize Your Investment and Simplify Your Business Complexities

Your customers' businesses have enough challenges already, with constantly changing needs, market and competitive conditions, operational situations, rapidly changing technologies and myriad other concerns. The Customer FIRST for OEMs and VARs Program is a cost-effective approach to help your customers manage and mitigate some of these business complexities. Customer FIRST for OEMs and VARs Program membership gives you technical support, software utilities and discounted software upgrades, providing a significant return in the long run. The program is specifically designed to help you provide valuable assistance to your customers when it comes to improving their operational performance, protecting critical investments, maximizing asset performance and reducing total cost of ownership and getting maximum value from their investment.



AVEVA Worldwide Offices | www.aveva.com/offices

AVEVA believes the information in this publication is correct as of its publication date. As part of continued product development, such information is subject to change without prior notice and is related to the current software release. AVEVA is not responsible for any inadvertent errors. All product names mentioned are the trademarks of their respective holders.

Copyright © 2019 AVEVA Group plc and its subsidiaries. All rights reserved.



@avevagroup



[linkedin.com/company/aveva](https://www.linkedin.com/company/aveva)

aveva.com