Wonderware System Integrator Partners Welcome Guide

Software Partner Ecosystem

Wonderware®
by **Schneider** Electric

Welcome to the Schneider Electric

Software Partner Ecosystem Community

We are delighted that you have chosen to become a Schneider Electric Wonderware System Integrator Partner. As an authorized SI Partner you are now able to offer your customers the very best industrial automation software solutions available – and more profitably and predictably than any other vendor in the industrial automation marketplace today.

Getting Started

This guide is designed to provide you with the information on how to effectively engage and work with the Schneider Electric Partner Ecosystem team, regional Channel Sales and Marketing teams and your authorized Wonderware Distribution sponsor in developing your business practice. Information is provided to optimize how you get started working with as an SI Partner through to the ongoing support tools, programs and information available to you to grow your business.

The Software Partner Community

Schneider Electric recognizes the integral role that our partners play in the success of our Company. As an authorized System Integrator Partner you are now part of an exclusive community of over 3500 Wonderware System Integrator professionals worldwide. Your company is also a key participant in an extended community of Distributors, Alliance Partners, Specialist Solutions Partners, OEM and Product Partners. This community is part of an active and growing network of Schneider Electric, Ecosystem Partners and industry leaders working in collaboration to drive market growth and develop innovative and productive real-time solutions and services for industry sectors worldwide.

This Partner community is based on a shared interest in maximizing knowledge, developing solutions and services and optimizing efficiencies in how we conduct business that best serves our mutual customers.

Backed by the Schneider Electric Software Partner Ecosystem team of industrial automation and channel partnering specialists you can be assured that we will continue to develop and enhance the partner support programs available to our Software Partner community.

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The Value of the Software Partner Ecosystem Community

The Software Partner Ecosystem Community

Our Software Partner Ecosystem is comprised of Strategic Technology Alliances, Authorized Regional Distributors, Solution Providers, Systems Integrators, Software and Hardware developers and Original Equipment Manufacturers, that together create one of the largest value-add partner networks in the industrial automation industry today.

Working with our network of worldwide Partners enables our company to address performance improvements in a wide range of operational areas such as quality, throughput, regulatory and environmental compliance across many industry sectors. More than 200,000 plants worldwide have come to rely on our Partner community to help execute on their company's manufacturing operational vision.
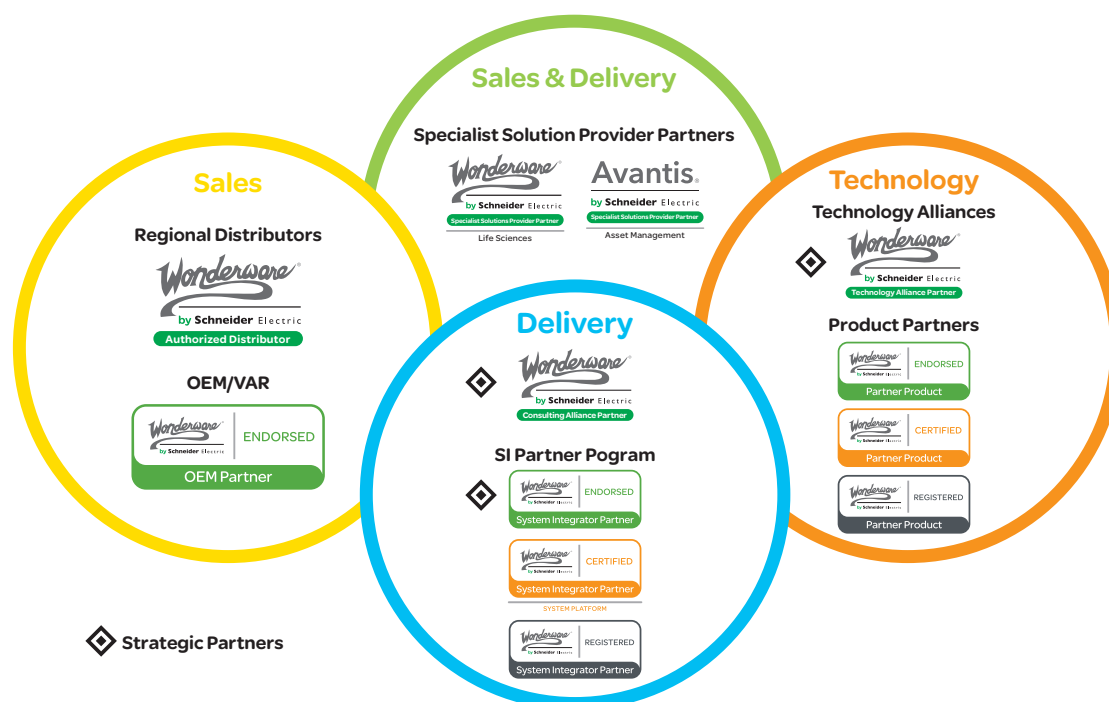
System Integrator Partners

As a system integrator your company will be part of a community of experienced, skilled professionals in the delivery of Invensys projects and services aligned with industry domain expertise. System Integrators are located around the globe. Software certification programs for the Wonderware® brand further differentiates your technical and service delivery expertise. View Wonderware System Integrator Partners

Specialist Solution Provider Partners

Specialist Solutions Provider (SSP) Partners are a select group of Partners with validated in-depth experience and expertise in the sales, delivery and support of advanced application industrial automation and business process solutions for the Wonderware or the Avantis solutions portfolio.   In addition, Wonderware SSP Partners are identified as specialists in key industry sectors. For example, Oil & Gas, Metals & Mining or Food & Beverage. View Specialist Solution Provider Partners

Distributor Partners

We have more than 150 Wonderware distributors and sales offices located worldwide to assist you with product demonstrations, pricing information, product training and product support in your local language. View Global Distributor Network

Strategic Consulting Alliance Partners

Strategic consulting partners are comprised of large, global IT consulting firms who collaborate with Invensys on GTM activities in order to help sell, deliver and support Invensys advanced applications and Enterprise Control System projects. These alliances are driven by the pursuit of operational excellence.
View Strategic Consulting Alliance Partners

Strategic Technology Alliance Partners

Our strategic alliance partners provide thought leadership on technologies that facilitate seamless business process integration. These alliances are driven by the pursuit of operational excellence. View Strategic Technology Alliance Partners

Product Partners

Product partners provide a wide variety of hardware and software products that add functionality to Invensys solutions, extending productivity and efficiencies.
View Software Partners and View Invensys Hardware Partners

Industry Solution Provider Partners

Industry solutions partners are specialists in provide customers qualified industry applications and equipment solutions that are integrated with Invensys Advanced Applications software. View Industry Solution Partners

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Wonderware SI Partner Program Overview

The Wonderware SI Partner Program

Our goal with the SI Partner Program is to develop a community of skilled System Integrator partners that deliver high quality, productive solutions utilizing our market-leading advanced applications software solutions to customers worldwide.

Your active participation in this Program provides you with the opportunity to establish and expand your Wonderware business practice.

We believe strongly in delivering on our commitment to support your business investment and growth. The more you invest in your practice the more you have the opportunity to move up to the higher levels and gain higher rewards. The type of rewards you are eligible for are based on your SI Partner Program level.

Here are just some of the benefits you can leverage as a Wonderware SI Partner:

Strong Company And Robust Products

- Build your practice around our comprehensive line of award-winning industrial automation software solutions

- Access our highly acclaimed 24/7 customer support through Customer FIRST program for our customers

- Leverage Invensys' expertise providing solutions that meet the business and operational needs of key industrial sectors to complement your company's design, integration and delivery expertise with industries in your region

- Capitalize on Invensys customer satisfaction and loyalty rates – the highest of any industrial automation vendor today

Partner-Focused Programs

- Lead allocation through our authorized Distributor network (varies by region)

- Free and fee based online training and certification for both sales and technical staff

- Outstanding instructor-led classroom training (for a fee)

- Industry-recognized call center, email and online technical support included in the SI Consignment Program.

- Comprehensive sales and marketing tools and support programs to drive leads and close business

- Support from Distributor account management team to drive business opportunities in your Region

- Access to dedicated account management for those partners authorized at the Endorsed SI Partner level

Opportunities

- Collaboration with an established leader in the industrial automation space delivering Advanced Application solutions in MES and Enterprise Control System to enable you to expand your industrial automation business offerings and services capabilities

- Access to new customer opportunities as you grow and expand your advanced solutions and industry skills

SI Partner Participation Levels

The Wonderware System Integrator Partner Program is a multi-tier support system that recognizes participants by their level of experience and certifications with Our brands, market focus and industry-related expertise. The goal is to keep expertise close-at-hand to each customer, no matter where they are in the world. SIs that are certified by the program have experience with a wide range of technologies – from instrumentation to valves, to drives and robots, from single-loop control to distributed and supervisory control, from manufacturing execution systems to supplychain planning and enterprise management systems.

Schneider Electric recognizes the critical role that our System Integrators play in delivering, integrating and maintaining solutions. As such, we SIs according to a tiered system based on experience with specific products, proven industry expertise and markets served. Each SI may be certified at different levels for each offering brand and product. This provides you with the flexibility to build specialization on product platforms and to expand and grow your business practice by migrating to higher partner levels as you gain experience and expertise.

System Integrators can participate in the program at a range of levels dependent on meeting the requirement specific to each level. Only those System Integrators with proven technical excellence, customer service and business integrity participate in our Certified and Endorsed program levels. We maintain strong relationships with our partner community so that they are knowledgeable about upcoming product releases, support updates and other information critical to the mutual success of customer projects. Providing this extensive support structure ensures that System Integrators provide customers with the highest quality of service.

Registered Partner

This is the entry level into the SI Partner Program. The Registered SI Partner Program level is suitable for organizations that need to have access to a development system and the basic resources to deliver a successful project.

An Invensys authorized regional Distributor sponsors the initial application for this level and as part of the in country on-boarding process the Registered SI Partner will be supported by their sponsoring authorized Wonderware Distributor including attending product training classes and receiving sales and marketing support.

A Registered Partner has:

- Received distributor sponsorship

- Completed enrollment in the Wonderware SI program

- Purchased annual consignment subscription and support

- Completed product-specific training (regional requirements may vary)

- Purchased annual consignment subscription and support

- Completed product-specific training (regional requirements may vary)

Certified Partner (Multiple Levels)

For those companies who want to fully-leverage the benefits of the Wonderware SI Partner Program, we certify SIs who have proven project delivery experience using certain products, integrating solutions on our System Platform, or with particular vertical industry applications or technology toolkits.

A Certified Partner has:

- Validated technical proficiency on one or more product categories (multiple certifications are available)

- Multiple fully-trained and Certified Developers for at least two products

- Demonstrated multiple successful implementations of current Wonderware products in the first year, with continuing implementations annually

Endorsed System Integrator (ESI) Level

The Endorsed SI Partner level of the Wonderware System Integrator Program is designed for those Partners who have demonstrated the greatest commitment to building a strong Wonderware software practice within their business. Endorsed SI Partners are among the best-in-class in providing our mutual customers with comprehensive software solutions that increase customer efficiency, reduce costs and maximize customer profits.

The Endorsed SI level is by Invitation only and only SIs with the following capabilities are open for consideration:

- Multiple years of certification and project management experience on our platform products.

- An exclusive relationship with the Wonderware software business practice teams

- Met target criteria in a range of business, operational and delivery performance areas

Dedicated Account Management

All Endorsed SI Partners are provided with dedicated account support. As a result Endorsed SI Partners are most heavily engaged in joint-business planning activities with Schneider Electric software regional sales and distribution teams.

This relationship also provides Endorsed SIs with knowledge about existing products, upcoming product releases, technical support updates and other information that is critical to the successful delivery of customer projects.

These strong relationships are maintained to ensure that Endorsed SI Partners continue to meet consistent global service standards and achieve high levels of competitive success.

Wonderware Certified Developer Program

For an SI to achieve the various levels of certification in the Wonderware System Integrator Partner Program, it must have multiple Certified Developers on staff. The Invensys web listing for Certified SIs reflects the total number of Certified Developers for each product area. This provides Customers with the opportunity to see the depth of resources offered by an SI across multiple industrial market segments.

For an SI to achieve the various levels of certification in the Invensys System Integrator Partner Program, it must have multiple Certified Developers on staff. The Invensys web listing for Certified SIs reflects the total number of Certified Developers for each product area. This provides Customers with the opportunity to see the depth of resources offered by an SI across multiple industrial market segments.

The certification process is governed by the Wonderware Certified Developer Program. This Program provides examinations on a broad array of products ranging from Invensys InTouch HMI to Operations and Performance, as well as Toolkits, Industry Applications and other Invensys brands. Exams are designed to challenge developers and measure their mastery of the technology area being evaluated. Further details about the certification process are detailed in the Certification Developer Support section of this guide.
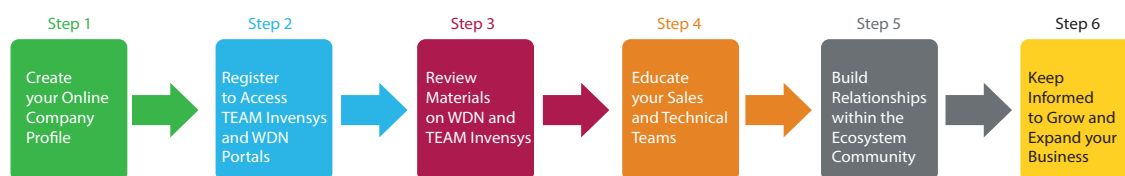
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Getting Started
Six First Steps

Getting Started

This section is designed for newly authorized System Integrator Partners at the Registered level. Outlined below are six critical first steps we recommend all new SI Partners take. They are designed to provide you with the foundation from which to build your Invensys business practice and develop relationships with the Schneider Electric Software Partner Ecosystem program and support teams and Partner Ecosystem community.

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Create your Online Company Profile	Register to Access TEAM Invensys and WDN Portals	Review Materials on WDN and TEAM Invensys	Educate your Sales and Technical Teams	Build Relationships within the Ecosystem Community	Keep Informed to Grow and Expand your Business

Step 1: Create Your Online Company Profile And Logo Usage

Your Company Profile is extracted from the information that you provide as part of your System Integrator Partner online enrollment. Your completed profile will be used by the Software Partner Ecosystem team to promote your organization internally to sales and support groups and externally to the industry and potential customers.

As your company completes the company level certification requirements and your individual technical employees become certified on Wonderware products this recognition is updated for you within your master company profile. Updates to this profile are also part of the annual renewal process.

You are also entitled to display the Wonderware Registered System Integrator logo on your company website and in related promotional materials. For information on logo usage guidelines and for artwork, please contact the SI Program Administrator at: SIprogram@invensys.com.

Step 2: Register Your Company For Access To Team Invensys And Wonderware Developer Network Websites

As a Wonderware Registered System Integrator you are now entitled to access the extensive resources of the Wonderware Developer Network (WDN) and TEAM Invensys. These are key source of information and materials to support your SI Partner business practice. To access TEAM and WDN you will need to request personalized credentials by registering at: http://wwdotprod02.wonderware.com/imoo/index.aspx.

For further information about login access and generating ID numbers for individual employees please refer to the FAQ section in this Guide.

Step 3: Review Information on TEAM and WDN

Review the information located on the following websites located on TEAM Invensys and the Wonderware Developer Network (WDN):

- TEAM Invensys provides access to sales, marketing, technical and training information for the Wonderware brand and more.

- The Wonderware Developer Network (WDN) enables knowledge collaboration and distribution using the vast knowledge resources of the Wonderware Engineering Ecosystem.

- The Wonderware Engineering Ecosystem is a thriving community of like-minded engineers working to deliver powerful solutions to customers in the most efficient way. This community extends across the Wonderware Development team, System Engineers, Deployment Engineers, System Integrators and customers.

For further information or if you have any questions send an email to SIprogram@invensys.com.

Step 4: Educate Your Technical And Sales Teams

Schneider Electric Global Learning Services and authorized Wonderware Training Centers provide you with access to a Training and Certification Program for your sales and technical teams.

As an SI Partner it is highly recommended that you take these courses to ensure that you have the necessary knowledge to deliver and support Invensys solutions with your customers. We also promote the value of Certification by encouraging our customers to require their preferred partners to gain the highest levels of Wonderware product certification.

The Wonderware SI Partner program recognizes certifications in multiple product areas. These certifications span a range of products.

Entry level Certification:

- Wonderware InTouch Software Certified Partner

Mid level Certification:

- Wonderware System Platform Certification

Advanced Level Certification:

- Wonderware Operations Software Certified Partner or Wonderware Performance Software Certified Partner to provide you with the ability to fully engage on MES opportunities.

Wonderware product training provides your company with key market differentiators:

- Provides your organization with a concrete methodology to nurture the skills and expertise of your employees and provide ongoing support and training to ensure you retain these high-value employees.

- Enables access to tried and tested service delivery methodologies to enable an objective validation of your skills, experience and capabilities for customers' projects.

- Builds the skills and expertise in delivering successful projects to meet your customer's demands which significantly increases your competitive advantage and opportunities for repeat business with your customer base.

How to Schedule Training Classes:

To ensure that you get the appropriate training discount for your authorized SI Partner level do NOT book your training online in the Global Learning Services website. Use the course and schedule information listed there for information only.

To verify the discount available for your SI Partner level of authorization please contact the Partner Ecosystem team who will assist you in validating the discount level applicable and providing guidance on how to schedule the appropriate classes for your company.

For further information on the training available in your region please contact:

- Global Learning Services: Email: training.wonderware@invensys.com or call 866-WWTRAIN or 949-639-8508.

- Partner Ecosystem Program Team: Email: SIprogram@invensys.com

Step 5: Develop Relationships with Our Support Teams

Collaboration and co-teaming is a key component of The Schneider Electric Software Way of Channel Management. We promote active collaboration with Schneider Electric software sales teams and through our authorized Wonderware Distributor network worldwide. It is highly recommended that you build and maintain close relationships with your regional sponsoring Distributor's sales and support teams. Through the Software Partner Ecosystem there are additional opportunities to collaborate with synergistic partners in driving sales opportunities and delivering high quality industry solutions to meet your customer's expectations.

Further Information and to locate the appropriate contact for your region:

- Distributor contacts by regions is located at:
  http://software.invensys.com/partners/authorized-distributors/

- Contact Sales at http://software.invensys.com/contact-us/contact-sales/

- Who to contact in the regions is listed in the Appendix or send email to
  SIprogram@invensys.com

Step 6: Expand Your Wonderware Business Practice

The more you invest the more access your company has to a comprehensive portfolio of business benefits designed to help you optimize your Invensys operations and grow your business practice. Further information on the support available to your company as you move to higher levels within the Wonderware SI Partner Program is detailed in the next section of this guide.

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How to Access SI Partner Program Benefits

Program Benefits

This section is designed to provide additional insight into the support programs available to your company and employees specific to your SI Partner authorization level in the SI Partner Program.

Wonderware SI Partner Program Benefits		Registered	Certified (Multiple Levels)	Endorsed
Marketing Support	SI Partner Program Logo: Permission to use appropriate program tier and certification logo on SI Company's sales and marketing materials	♦	♦	♦
	Shared promotional event participation		♦	♦
	Website Listing: Software Ecosystem Partner Directory	♦	♦	♦
	Website Listing: Priority Ecosystem Partner Directory Listing			♦
	Publish applications on website		♦	♦
	Endorsed SI company page on Wonderware Developers Network (WDN)			♦
	Marketing Development Fund (MDF) Program to support targeted go-to-market campaigns			♦
	Special invitations to our events and training sessions			♦
Sales Support	Consignment Service and Support: reduced rates for software and support.	♦	♦	♦
	Pre- and Post-Sales Support: qualified 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 — to promote consistency across territories regardless of customer location.		♦	♦
	Corporate Endorsed SI Manager Support			♦
	Participate in business planning with regional Invensys Team.			♦
	Participate in collaborative delivery services program.			♦
Technical and Training Support	**Customer FIRST for Partners — Technical and Training Support** The Program provides four support purchase options: Base (Single User) and Standard, Premium and Elite which are aligned with a company's SI Partner authorization level			
	Technical Support and Services			
	Business Hours Technical Support (normal local business hours)	Standard	Premium	Elite
	Online Case Management & Knowledgebase	Standard	Premium	Elite
	Discount on Consulting Services		Premium	Elite
	Level 2 Direct/Advanced Technical Support		Premium	Elite
	Designated Elite Technical Account Management			Elite
	Emergency 24 Hour Technical Support (24/7/365)			Elite
	Support Usage and Summary Reports			Elite
	Dedicated Partner Portal for Technical Support			Elite
	Technical Account Management Team Access			Elite †
	Block of Consulting Services included			Elite †
	Planning and Technical Advisement			Elite †
	Software Maintenance and Utilities			
	Consignment Software maintenance releases, service packs, patches and updates	Standard	Premium	Elite
	Consignment Software version upgrades and revisions**	Standard	Premium	Elite
	Software Asset Manager (Consignment version)			Elite
	Enterprise Consignment Licensing			Elite †
	Training Elements			
	Online Training Seminars	Standard	Premium	Elite †
	Discounts on Corporate Training	Standard	Premium	Elite †
	Block of Corporate Training Seats (on-line & classroom)			Elite †

† Partner Specific Agreement Required

Note: For Premium Customer FIRST for Partners members to upgrade to Elite, they must have purchased 2 consignment support subscriptions

Marketing Support

The SI Partner Program provides access to marketing programs and tools designed to support your go-to-market activities in driving demand for Wonderware solutions.

Based on your SI Partner Program authorization level this support may include:

- SI Partner authorization level logo

- SI Partner Listing in the online Partner Directory on the Invensys public portal

- Publication and promotion of Partner Success Stories

- Marketing Development Fund (MDF) Program to support Endorsed SI Partner's GTM campaign activities

- Marketing tools and materials for demand generation campaigns (varies by region)

- Event support for attendance at Invensys events or Partner run events (varies by region)

- Endorsed SI Partner dedicated page on the Wonderware Developer Network website

- Dedicated account manager for Endorsed SI Partners (varies by Region)

Product And Partner Logo Usage

The Program provides permission to authorized SI partners to use the appropriate program level and product certification logo in your Company sales, marketing and promotional materials. This is subject to compliance with Schneider Electric published brand guidelines.

The Schneider Electric brand guidelines are published on TEAM in the Partner Ecosystem center located at

- Website: https://team.invensys.com/Pages/PartnerEcosystem.aspx

- Contact: SIprogram@invensys.com

TEAM Invensys

All SI Partners have access to the TEAM Invensys website This website provides a single, centralized and comprehensive source of information for your sales, marketing, technical and operational personnel. TEAM Invensys provides a wide array of valuable sales and marketing tools including sales presentations, demos, logos and style guides, policy updates, customer success stories, industry sector data, white papers, product data sheets and other information as applicable to you as Wonderware SI Partner.

Access to TEAM Invensys is through a login and password unique to each individual in your company. Each individual who needs to have access to TEAM Invensys will need to register with Technical Support at this link

http://wwdotprod02.wonderware.com/imoo/index.aspx Instructions on how to access TEAM Invensys is located in the FAQ section of this Guide.

For further information:

- Website: http://team.invensys.com

- Contact: SIprogram@invensys.com

Partner Profile Listing And Partner Locator Directory

All partners have the opportunity to have a directory listing on the Software Partner Ecosystem section on the Invensys public website. The information for the listing is based on the company profile data you provided when completing the online registration form as part of your application to be authorized as an Wonderware SI Partner.

- Every authorized SI Partner also has an individual company profile that is linked to from the Software Partner Directory. A sample of an individual profile page is here http://www.wonderware.com/Solution_providers/SI/search/PartnersSIDetail.asp?CompID=13577

- Registered, Certified and Endorsed SI Partners are listed in the online Software Partner Directory located at
http://global.wonderware.com/EN/Pages/PartnersSIDirectory.aspx

- Endorsed SI Partners are listed on a dedicated Endorsed SI page in addition to the SI Partner directory. This Endorsed SI page is located at
http://global.wonderware.com/EN/Pages/PartnersSIEndorsedFind.aspx.

- On the Partner Spotlight section of the Partner Ecosystem portal located at http://software.invensys.com/partners/partner-ecosystem-overview/partner-spotlight/

- Endorsed SI Partners need to provide their company logo, contact information and a 100 word description. Listings are updated on a rolling basis.

To submit an updated company profile send an email to SIprogram@invensys.com.

Webinar Updates

Your sponsoring Distributor will ensure that you are informed of upcoming Invensys and Distributor webinars and recordings. The TEAM Invensys portal also provides you with access to a wide range of webinar recordings including those from Invensys industry events such as OpsManage and videos of customer success stories. Access may vary by region.

For further information contact:

• Schneider Electric Software Partner Ecosystem at SIprogram@invensys.com

• Your local Distributor
  http://software.invensys.com/partners/authorized-distributors/

Event Support

The Program provides you with access to Schneider Electric sponsored industry and partner events attended by key customers in our target industries.

This provides your company with the opportunity to network with key executives, attend product and industry sessions and subject to availability have presence on the expo trade floor. The Many event is regionally held so if you have presence in more than one region you have additional opportunities to leverage these events for business development and networking opportunities. Contact your regional Distributor to verify events specific to your region.

For further information send an email to: SIprogram@invensys.com.

Schneider Electric Marketing Materials

Brochures, datasheets, presentations, customer success stories and presentations are available on the TEAM Invensys site. If you require original printed versions of these materials for events or customer meetings, they are available upon approval from the Regional Channel Sales and Marketing teams for your region.
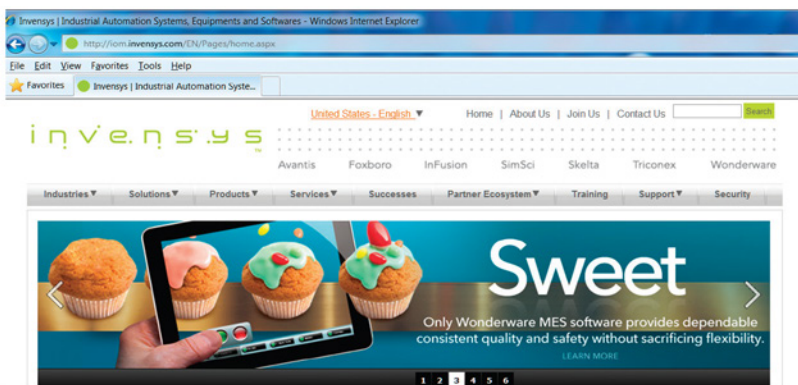
How To Access Materials:

• Endorsed SI Partners have access to an online Collateral Fulfillment center.

• Registered and Certified SI Partners need to contact their authorized Distributor to request printed versions of the collateral.

For further information on the process send an email to: SIProgram@invensys.com

Promotion Of Customer Reference Sites

Schneider Electric supports the development of joint customer's success stories or case studies with Partners as a vehicle to promote a business value proposition or solution to prospective or existing customers.
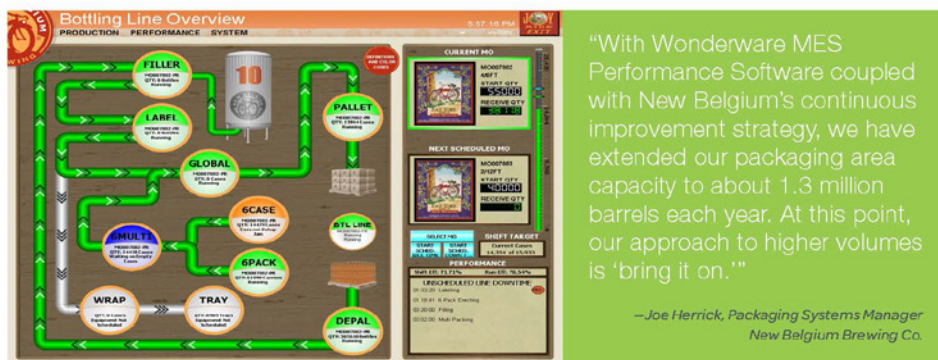
Eligibility to create a jointly branded success story or case study is determined on a caseby- case basis.

For further information contact your Regional Channel Sales Manager or email the Partner Ecosystem team at SIProgram@invensys.com.

[Success Story]

New Belgium Brewing Co.
Industry: Food and Beverage

"With Wonderware MES Performance Software coupled with New Belgium's continuous improvement strategy, we have extended our packaging area capacity to about 1.3 million barrels each year. At this point, our approach to higher volumes is 'bring it on.'"

—Joe Herrick, Packaging Systems Manager
New Belgium Brewing Co.

New Belgium Brewing Taps Into Wonderware MES Performance Software with the help of Apex Manufacturing Solutions

Goals
- Increasing the company's ability to fully take advantage of manufacturing capabilities
- Achieve Overall Equipment Effectiveness (OEE) to produce a quality product; manage production efficiency; and ensure production line availability through scheduled downtimes, package changes, and scheduled maintenance activities
- To operate the brewery at full production capacity and double case production

Challenges
- The brewery lacked real-time information on unscheduled downtimes at various equipment areas which caused production slowdowns
- Production staff were continually reacting to unscheduled downtime at equipment areas
- Management needed to address gaps in methods and processes to drive improvements
- The bottling operation lacked the ability to predict capabilities to effectively commit brewery staff to specific production goals

Solutions and Products
- Wonderware MES Performance Software

Results
- OEE increased from 45% to 65% in just over 2 years
- Decreased downtime by more than 50%
- Efficiency of scheduled run time increased by 25% - 30%
- Achieved record production weeks producing 190,000 to 200,000 cases consistently, successfully meeting customer demands
- Extended packaging area capacity to about 1.3 million barrels each year
- The brewery was able to delay capital investments, enabling it to maintain lower operating costs

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Marketing Development Fund (MDF) Program

We are committed to supporting our Partners in driving market demand and the generation of sales opportunities for Schneider Electric software solutions and services. The Software Partner Ecosystem Marketing Development Fund (MDF) Program is designed to assist qualifying Endorsed SI Partners conduct joint go-to-market lead generation activities to promote their Wonderware solutions business practice and support services into key industry sectors worldwide.

MDF Campaign Collaboration:

The MDF Program is designed as a collaborative venture in executing joint demand generation campaigns with matching investments from Invensys and the participating Endorsed SI Partner.

The joint Marketing Development Funds can be used on activities and programs like advertising, direct marketing, trade shows and seminars, Invensys user group conferences, training, promotional literature and more. Qualifying partners will be eligible for reimbursement of expenses for approved and successfully executed lead generation activities.

MDF Campaign Support:

Eligible Endorsed SI Partners will have access to a range of support tools and materials. Some regions may also provide support from a Regional Field or Channel Marketing Manager and Regional Sales Account Manager.

Further Information:

Full details of eligible activities, required documentation to apply for MDF funds are detailed in the Schneider Electric Software Partner Ecosystem MDF Program Guide located on TEAM at https://team.invensys.com/Pages/Invensys-Way-Channel-Management.aspx. This document is only available to authorized Endorsed SI Partners.

Questions concerning the eligibility of planned activities and application and reimbursement process should be submitted by email to SIprogram@invensys.com

Demand Generation Support

The Schneider Electric Software team is committed to supporting our Partners who undertake market demand generation activities to drive sales opportunities for Schneider Electric software solutions and services.

Schneider Electric Software group and Wonderware Distributor

Marketing Support

If you are considering executing a demand generation campaign to drive market awareness for your company and solutions portfolio your authorized Wonderware Distributor sponsor and the Schneider Electric regional sales and marketing team can provide you with assistance in the following areas:
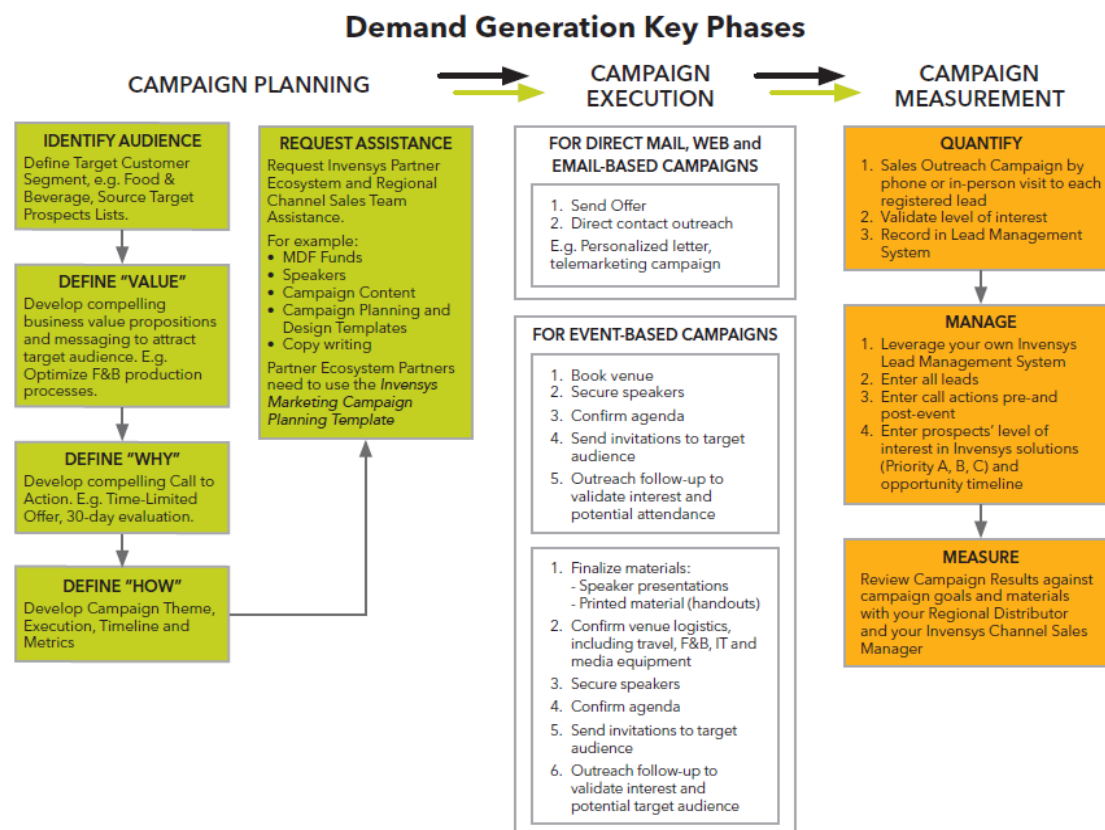
- Advice on the most effective type of campaign e.g. event, direct mail, tradeshow etc.

- Advice on the development of messaging and copy writing

- Guidance on sourcing appropriate prospect lists for your market

- Collateral files and/or templates with Partner logos

- Tradeshow booth graphics, handouts, giveaways

- Case study templates

- Joint press release

- Email template, postcard/letter template

Support varies by region so check with your regional Authorized Distributor on support available for your region.

Key Steps to Consider in Developing a Marketing Campaign

Any Wonderware demand generation campaign that you decide to execute is most successful when it is narrowly targeted to a specific audience and includes both compelling customer value propositions and a time limited offer. For further assistance and guidance on building an effective campaign for Schneider Electric target market contact your Regional Channel Sales or Channel Marketing Manager.

The typical steps in planning, executing and follow up are illustrated in the diagram below.

Demand Generation Key Phases

CAMPAIGN PLANNING → CAMPAIGN EXECUTION → CAMPAIGN MEASUREMENT

IDENTIFY AUDIENCE
Define Target Customer Segment, e.g. Food & Beverage, Source Target Prospects Lists.

DEFINE "VALUE"
Develop compelling business value propositions and messaging to attract target audience. E.g. Optimize F&B production processes.

DEFINE "WHY"
Develop compelling Call to Action. E.g. Time-Limited Offer, 30-day evaluation.

DEFINE "HOW"
Develop Campaign Theme, Execution, Timeline and Metrics

REQUEST ASSISTANCE
Request Invensys Partner Ecosystem and Regional Channel Sales Team Assistance.
For example:
• MDF Funds
• Speakers
• Campaign Content
• Campaign Planning and Design Templates
• Copy writing
Partner Ecosystem Partners need to use the *Invensys Marketing Campaign Planning Template*

FOR DIRECT MAIL, WEB and EMAIL-BASED CAMPAIGNS
1. Send Offer
2. Direct contact outreach
E.g. Personalized letter, telemarketing campaign

FOR EVENT-BASED CAMPAIGNS
1. Book venue
2. Secure speakers
3. Confirm agenda
4. Send invitations to target audience
5. Outreach follow-up to validate interest and potential attendance

1. Finalize materials:
   - Speaker presentations
   - Printed material (handouts)
2. Confirm venue logistics, including travel, F&B, IT and media equipment
3. Secure speakers
4. Confirm agenda
5. Send invitations to target audience
6. Outreach follow-up to validate interest and potential target audience

QUANTIFY
1. Sales Outreach Campaign by phone or in-person visit to each registered lead
2. Validate level of interest
3. Record in Lead Management System

MANAGE
1. Leverage your own Invensys Lead Management System
2. Enter all leads
3. Enter call actions pre-and post-event
4. Enter prospects' level of interest in Invensys solutions (Priority A, B, C) and opportunity timeline

MEASURE
Review Campaign Results against campaign goals and materials with your Regional Distributor and your Invensys Channel Sales Manager

Publish Partner Applications That Integrate With Schneider Electric Software Solutions

Schneider Electric works closely with our Software Partners by providing the tools and support needed for the development of value added applications for industry.

Support is provided for applications that integrate or complement chneider Electric advanced applications software and that is based on our latest technology such as Wonderware System Platform in conjunction with InTouch HMI, Historian and our full suite of MES software and hardware solutions.

Provides You with Market Differentiation

Those SI Partners who are also Software Product Partners get additional market differentiation. Endorsed or Certified Software Products are awarded only for applications with proven compatibility with Wonderware, Avantis or SimSci software,

This is renewed annually. Authorized Product Partners have access to beta programs, toolkits and senior technical support people in order to enable our partners to integrate and extend our software on an ongoing basis.

Provides Your Customers with Value Add Solutions Portfolio

- Improved integration for lower application lifecycle costs

- Certified compatibility with the latest Schneider Electric software

- Faster application deployment and return on investment

- Improved service and delivery capacity in conjunction with other partners

- Collaboration with Invensys with a common goal to solve customer issues and deliver innovative solutions

Further information on the Partner Product Program and authorized products is located at http://iom.invensys.com/EN/Pages/iom_partner.aspx

Sales Support

Based on your level of partner authorization you have access to the following programs to support your sales efforts in selling and supporting Wonderware software solutions:

- Consignment services and support

- Product Support

- Lead allocation from your authorized Distributor

- Collaborative sales plan-development and execution

- Dedicated Endorsed SI account manager (varies by Region)

Software Consignment Services And Support Packages

There are a range of consignment licenses available to provide you with the highest level of program flexibility. You need to work with your Wonderware Authorized Distributor sponsor to determine how to customize a plan that best meets your specific business needs.

What to Purchase:

There are three primary partner consignment packages available as a site based offering for the consignment software licenses and support.

- **InTouch** – includes a 60K tag InTouch development system with ArchestrA graphics support

- **System Platform** – Includes InTouch, Historian and the IDE for System Platform application development

- **Advanced Development package** – this package includes InTouch, System Platform and adds toolkits, Operations and Performance development tools

How to Purchase:

The SI Partner Program provides all SI Partners with access to a consignment license services and support package.

1. Partner sites must be registered to purchase consignment licenses and those consignments must be purchased from the local Authorized Wonderware Distributor.

2. Consignments must be complemented by a site Support Agreement for each registered site.

3. Consignments and support agreements are subscription based and must be maintained, renewed and paid annually.

4. Consignment subscription license files expire after twelve months and must be replaced annually by renewing the consignment and support.

For further information, email: SIProgram@invensys.com

Annual Renewal Process – Membership And Consignment Licenses

Each year all System Integrator Partners at all levels are required to renew their membership and annual consignment licenses. The SI online renewal tool makes this simple and easy for you to complete this process.
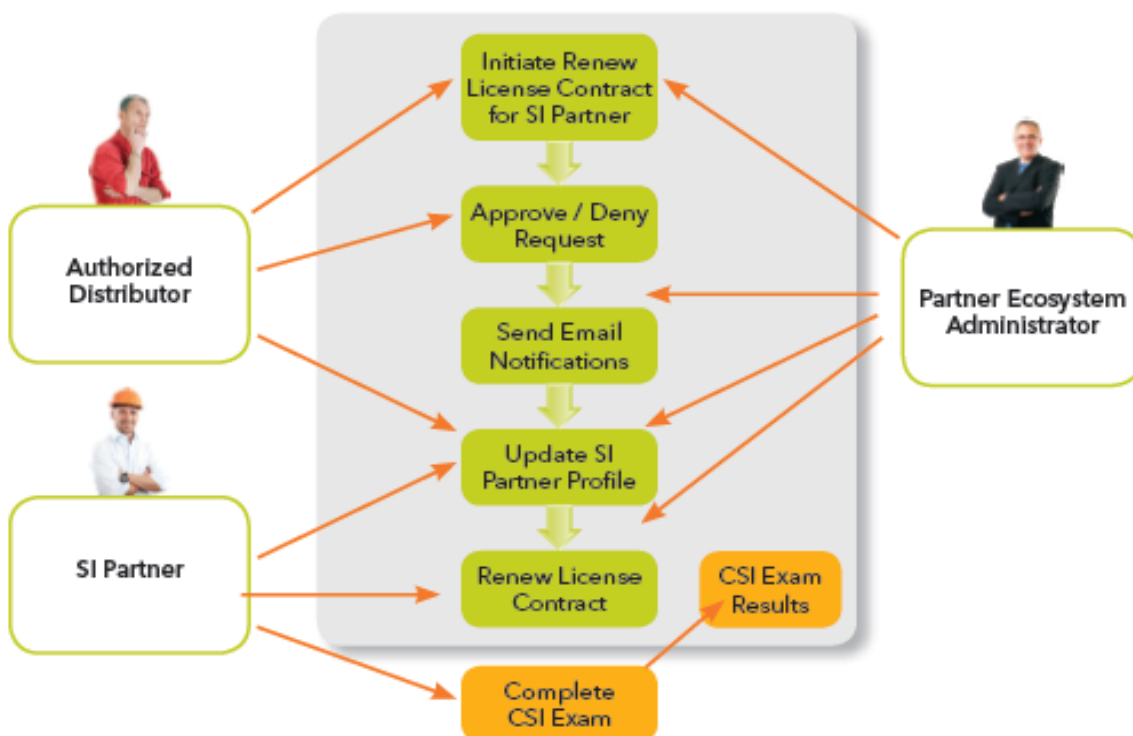
Online Renewal Tool Features and Process:

- Utilizes email to notify you and your distributor sponsor of any expiring consignments. This then links back to the Renewals system to process the renewal.

- Uses the TEAM Invensys security infrastructure to ensure that you and your Distributor sponsor's security is protected with secure links.

- You can accept the on-line terms and conditions with a click of the mouse.

- You can update your profile on-line.

- You and your Distributor sponsor will receive email updates during the Renewals process.

- When the renewals registration process is completed you will be asked to complete a Customer Satisfaction survey. You will be sent all related program documents electronically.

For further information:

- Email: SIProgram@invensys.com.

- Web: http://wwdotprod02.wonderware.com/protected/SIenrolladmin/
  SIAdminMainPage.aspx

Sales Leads

We execute regular sales and marketing programs, such as seminars and email campaigns, to help drive demand and generate leads for our industrial automation solutions. The lead allocation policy varies by region. To verify the lead allocation policy for your region please contact your authorized Distributor sponsor. Distributors for your region can be located at http://software.invensys.com/partners/authorized-distributors/

Regional Sales Support

Your sponsoring Distributor account personnel are available to help you with sales opportunities in your region. Access to Channel Sales Managers (CSMs), Technical Sales Engineers Experts (TSEs) and Product Subject Experts (PSEs) on a case by case basis for assistance in sales pursuits and project installation and delivery support.

For further information on the support available for your region and level of authorization please contact:

- Your Authorized Distributor located at http://software.invensys.com/partners/
  authorized-distributors/

- Email the Invensys Ecosystem Support Team at SIprogram@invensys.com.

Dedicated Account Management For Endorsed SI Partner Support

As part of the reward for continued investment in the Invensys relationship all Endorsed SI Partners have access to a dedicated Endorsed SI Partner Account Manager to support them in the growth of their Invensys business practice.

Benefits of this support includes:

- Close working relationship with Invensys Corporate

- Exclusive quarterly meeting with Invensys management

- Product insights and roadmap visibility

- Participation in ESI focused working groups building best practices in IP and delivery methodologies

- Priority Level 2 technical support

- Access to select product Alpha and Beta Programs

For further information contact the Invensys Ecosystem Support Team at
SIprogram@invensys.com

Collaborative Business Planning, Development And Execution For Endorsed SI Partners

The partnership between Schneider Electric Software and our Endorsed SI partners is based on both organizations' interest in mutual success. Endorsed SI Partners are required to complete a business plan in collaboration with their dedicated Endorsed SI Account Manager. If you are an Endorsed SI Partner the Business Plan Template will be sent to you as part of the planning process.

The joint business plan outlines the set of objectives, critical success factors, commitments and activities both organizations agree to do throughout the term of the plan and should augment any ongoing plans established with your Distributor. It is a vehicle to define the alignment, focus and investments of your Invensys practice.

The framework of the joint business plan is:

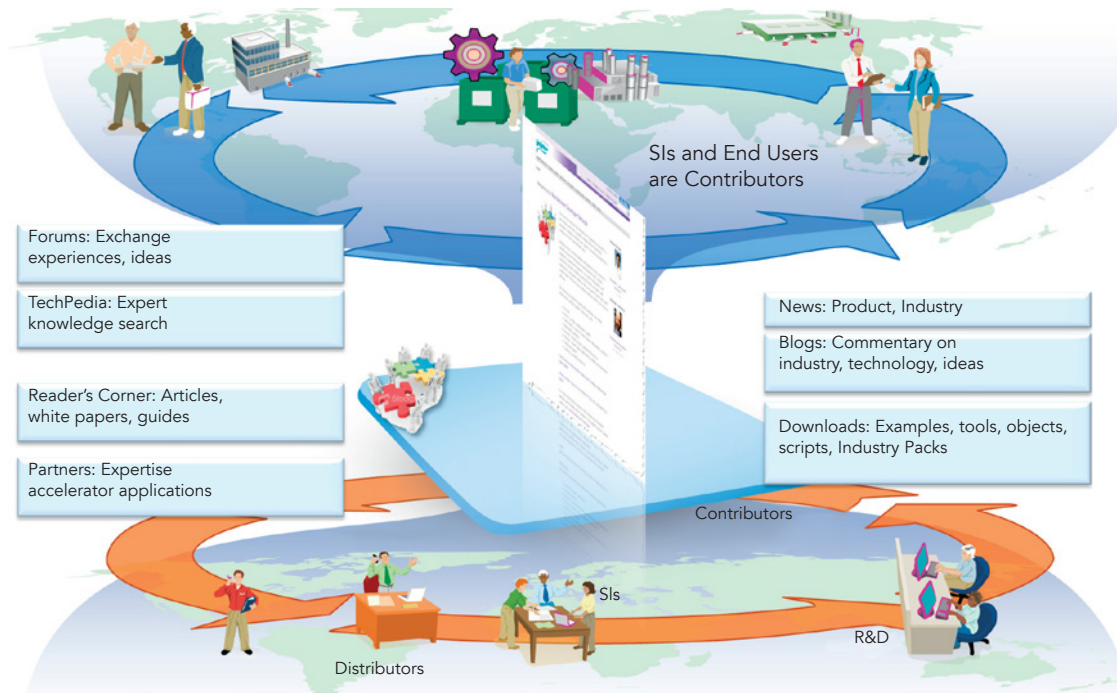|	
Basis for Partnership	**What is the market opportunity that creates the basis for the partnership?** For example, Target markets, joint value to customers, complementary capabilities.
Business Objectives	**What does the partnership want to achieve?** For example, Grow Revenue %, win share in verticals, create customer preference.
Critical Success Factors	**How will the organization succeed?** For example, Target markets, joint value to customers, complementary capabilities.
Joint Commitments	**What will the organization do?** For example, Build an effective sales and support team, develop specific offers and Go-To-Market Campaigns.
Business Activities	**Who and when will this be done?** For example, Campaigns, deliverables, cross organizational owners, timelines.
Measurement	**Is the organization on track to succeed?** For example, Quarterly business reviews, dashboards, pipeline updates.

To verify if your company is required to complete a business plan with Invensys contact the Invensys Partner Ecosystem Support Team at SIprogram@invensys.com

Technical Support

Wonderware Developer Network

The Wonderware Developer Network (WDN) is an important platform for you to collaborate with other Invensys SI partners, authorized Wonderware Distributors and Invensys technical consultants.

Forums: Exchange experiences, ideas

TechPedia: Expert knowledge search

Reader's Corner: Articles, white papers, guides

Partners: Expertise accelerator applications

SIs and End Users are Contributors

News: Product, Industry

Blogs: Commentary on industry, technology, ideas

Downloads: Examples, tools, objects, scripts, Industry Packs

Contributors

Distributors

SIs

R&D

The Wonderware Developer Network website includes:

- Blogs and commentary, idea exchange

- TechPedia knowledgebase, whitepapers

- Downloadable product information, scripts, tools and industry packs

For further information:
- Website: wdn.wonderware.com

- Email SIprogram@invensys.com

Endorsed SI Partner Company Page On Wonderware Developer Network

Partners authorized at the Endorsed SI Partner level have the opportunity to create a personalized company page on the Wonderware Developer Network site. This provides a very visible platform to promote your company's capabilities and forge relationships and collaboration opportunities with other partners.

For further information:

- Website: wdn.wonderware.com

- Email SIprogram@invensys.com

Support Services

Comprehensive customer-focused Support and Services from Wonderware put you on the fast track to success and accelerate your pursuit of real-time operational excellence and rich online resources speed you to success.

Services supports benefits available to you include:

- Consulting services to bring additional expertise to your technical engineering and services delivery teams.

- Online resources to help you at every stage of your services support activities.

- Wonderware Certified Trainers, Application Consultants and Certified Support Providers are ready to help you achieve the very best return on your software solution investments, throughout the life of your Invensys projects.

- Wonderware Technical Support is powered by a global team of rigorously qualified Certified Support Providers. Our world-class reputation for Customer Support excellence is widely acknowledged. We have a history of customer acclaim and have successfully achieved the prestigious Service Capability and Performance (SCP) Certification for many years.

- Certified Application Developers gain access to Level 2 technical support staff for the products in which they are certified. This varies by level of SI authorization and region. All technical support employees have completed indepth rigorous technical training and have advanced technical expertise to help you with your support issues.

Further Information and to verify the level of technical support available for your region:

- Website: http://software.invensys.com/contact-us/contact-technical-support/

- Call: 800-966-3371 (U.S. and Canada) or 949-639-8500 outside the U.S. (7am to 5pm Pacific Time)

- Email: Priority email for Customer FIRST members – custfirstsupport@wonderware.com

- Email: For non-Customer FIRST members – wwsupport@invensys.com

- Customer FIRST brochure: PDF file

Customer FIRST Product Support For Customers

Customer FIRST Key Capabilities

1. Experienced global support team with in-depth technical knowledge to address your customers needs

2. Consistent and reliable support services in multiple industries, technologies and geographies

3. Lifecycle support to provide a roadmap for effective planning, budgeting and control

4. Flexibility to select best fit by tier, optional services and value-add extensions

Benefits for SI Partners:

Schneider Electric Software business provides product pre- and post-sales assistance across all regions regardless of customer location. Support is provided through the Customer FIRST Program direct to your customers.

Note: As an SI Partner you will receive Consignment support direct from your authorized Wonderware Distributor sponsor.

Benefits for SI Partner's Customers

The Customer FIRST Support and Services Program helps your clients protect and extend the value of their Invensys products and solutions investment.

- Protects critical investments by effectively maintaining hardware and software systems.

- Maximizes asset performance by reducing downtime and maximizing performance levels.

- Reduces Total Cost of Ownership through innovative discounts and flexible funding options.

Service Support

The program offers customers the flexibility to choose standardized service offerings from four support tiers:

- Elite

- Premium

- Standard

- Primary

Each tier includes support services for both hardware and software products with elements such as parts replacement, version upgrades and technical support.

The program also provides access to a wide range of additional, optional services such as application support, onsite resources and value-added consulting. Customers can further extend the value of the program with Flexible Credits for specialized services, hardware materials and training.

NOTE:

1. Run-time support is not included in Consignment Support. Consignment product Support is ONLY available to System Integrator, OEM and VAR Partners during the development of an application.

2. Once the development application is commissioned (enters production phase) the end user must purchase their own Customer FIRST subscription to cover runtime support for the products involved.

For further information:
http://software.invensys.com/support/customer-first/

Customer FIRST For Partners Program

Customer FIRST for Partners is a unique set of services that provides our Invensys Wonderware System Integrator Partners with a comprehensive suite of technical support offerings for delivering and supporting solutions built on Invensys Wonderware products. These services along with Customer FIRST coverage for underlying products provide our SI Partners and their end customers with comprehensive product support coverage.

How it Works:

Wonderware SI Partners are provided support at the local level from their distributor plus access to a range of advanced technical support available through Global Customer Support.

SI Partners participating at the Premium and Elite Support levels access support through the Global Customer Support infrastructure anytime; 365 days a year, 24 hours a day. This provides access for reporting issues through phone, email and web; access to globally placed support resources and a case management system to record and track progress of issues.

Value Add for Partners and Their Customers:

Wonderware SI Partner Program Benefits	Registered	Certified (Multiple Levels)	Endorsed
Customer FIRST for Partners — Technical and Training Support The Program provides four support purchase options: Base (Single User) and Standard, Premium and Elite which are aligned with a company's SI Partner authorization level			
Technical Support and Services			
Business Hours Technical Support (normal local business hours)	Standard	Premium	Elite
Online Case Management & Knowledgebase	Standard	Premium	Elite
Discount on Consulting Services		Premium	Elite
Level 2 Direct/Advanced Technical Support		Premium	Elite
Designated Elite Technical Account Management			Elite
Emergency 24 Hour Technical Support (24/7/365)			Elite
Support Usage and Summary Reports			Elite
Dedicated Partner Portal for Technical Support			Elite
Technical Account Management Team Access			Elite †
Block of Consulting Services included			Elite †
Planning and Technical Advisement			Elite †
Software Maintenance and Utilities			
Consignment Software maintenance releases, service packs, patches and updates	Standard	Premium	Elite
Consignment Software version upgrades and revisions**	Standard	Premium	Elite
Software Asset Manager (Consignment version)			Elite
Enterprise Consignment Licensing			Elite †
Training Elements			
Online Training Seminars	Standard	Premium	Elite †
Discounts on Corporate Training	Standard	Premium	Elite †
Block of Corporate Training Seats (on-line & classroom)			Elite †

To meet specific customer business requirements, a complete solution often requires the integration of Software with complex hardware and other vendors' software packages by Wonderware Software Delivery Partners.

The Customer FIRST for Partners purchase policy aligns your SI Partner Program status with the level of site support, rewarding your commitment to Wonderware technology with a closer relationship with the Global Customer Support team.

The program provides two upper tier support offerings: Premium and Elite. Partners can qualify for the higher levels of support as authorized Certified or Endorsed SI Partners. Certified Partners may purchase the higher level of support for a nominal fee.

For further information

- Email: SIprogram@invensys.com

Training Support

Global Learning Services provides all the training components to efficiently construct the bridge between where you are today in technical performance and where you want to be in the future.

Learning Services

Global Learning Services (GLS) provides training services and has a curriculum of more than 200 courses and learning solutions to maximize the effectiveness of your workforce. Our learning solutions are designed to maximize plant availability and utilization through the following:

1. Establishing consistency of methods and applications

2. Managing risks through reducing incorrect methods, applications and design

3. Maximizing revenue and margins through improved performance

Wonderware Training

We provide the training solution you need with comprehensive, world-class training courses that matches the power and excellence of the Wonderware software.

Instructor Led Training

- Attend courses held at Invensys state-of-the-art training facility in Lake Forest, California or at several regional offices around the world

- Attend training courses at our Certified Training Provider centers with locations worldwide

- Learn from highly qualified and certified instructors

- Arrange on-site customer training programs at your location

On Demand Training

A number of training classes are only available on demand. These are listed on the GLS website.

How to Schedule Training Classes:

To ensure that you get the appropriate training discount for your authorized SI Partner level do NOT book your training online in the Global Learning Services website. Use the course and schedule information listed there for information only. To verify the discount available to your company based on your SI Partner level of authorization please contact the Partner Ecosystem SI Program team at SIprogram@invensys.com. The team will assist you in validating the discount level applicable and providing guidance on how to schedule the appropriate classes for your company.

Further information:

For further information on the training available in your region please contact Global Learning Services or the Partner Ecosystem SI Program team using the contact information below.

- Global Learning Services: Email: training.wonderware@invensys.com or call 866-WWTRAIN or 949-639-8508.

- Partner Ecosystem Program Team: Email: SIprogram@invensys.com.

Technical Webinars

Access live and recorded online seminars on specialized product topics from Invensys Global Learning Services. Available anytime and anywhere to augment your learning with interactive simulations of Wonderware software.

- **Online Seminars:** A collection of feature specific recorded lectures and software demonstrations.

- **Recorded Instructor Led Training:** Recorded versions of our traditional instructor-led training, segmented into 1-2 hour sessions with downloadable labs to practice concepts and procedures.

- **Learning Tools:** These tools are a combination of Quick Reference Guides to help answer "how-to" questions and introductory product tutorials which help you understand the basic building blocks and features of Wonderware software products.

For further information:

- Website: http://software.invensys.com/services/training/

- Email: SIprogram@invensys.com.

Corporate Training Discounts

A System Integrator Partner upon authorization at the Certified level of the Invensys SI Program becomes eligible for a discount on Wonderware product training at the Invensys Corporate Training Center in Lake Forest, California USA.

Training discounts can ONLY be used if you attend scheduled training courses held at Lake Forest campus, California USA. They are NOT eligible for use at Invensys authorized Distributor or any other Authorized Training Centers locations worldwide.

For further information and to verify the applicable discount for your level of SI Partner authorization contact the Global Learning Center at training.wonderware@invensys.com or 866-WWTRAIN or 949-639-8508.
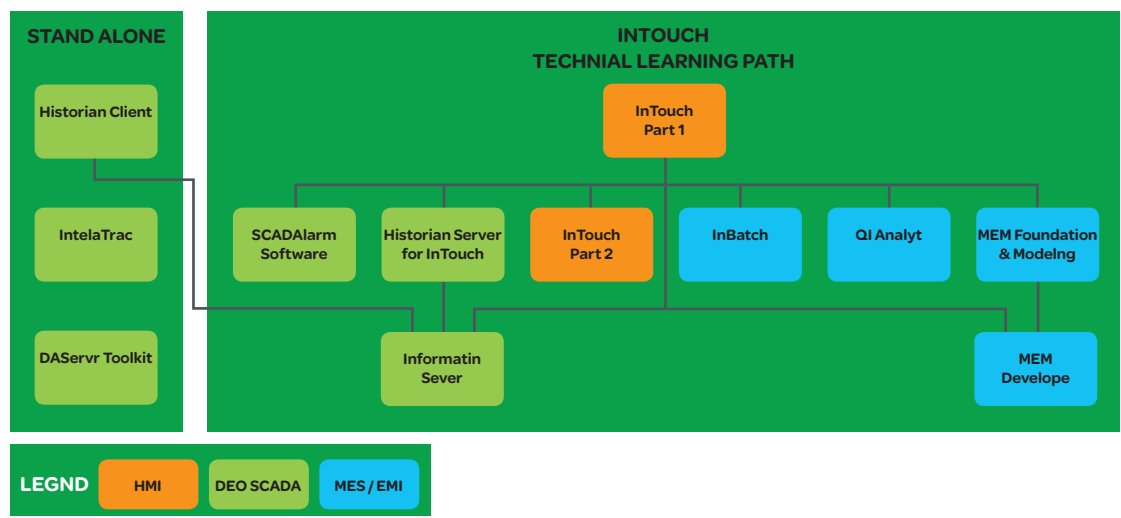
Certified Application Developer Certification Support

This program provides your company with a meaningful credential to celebrate an important technical milestone for control systems and automation engineers and developers. We continue to develop and enhance the Wonderware Certification Program. This provides you with an opportunity to learn and gain accreditations that enhance your skills and expertise with Invensys products. Invensys also promotes the value of Certification by encouraging Invensys customers to require their preferred partners to gain the highest levels of certification which in turn provides your company with a key market differentiator to leverage in discussions with current and prospect customers.
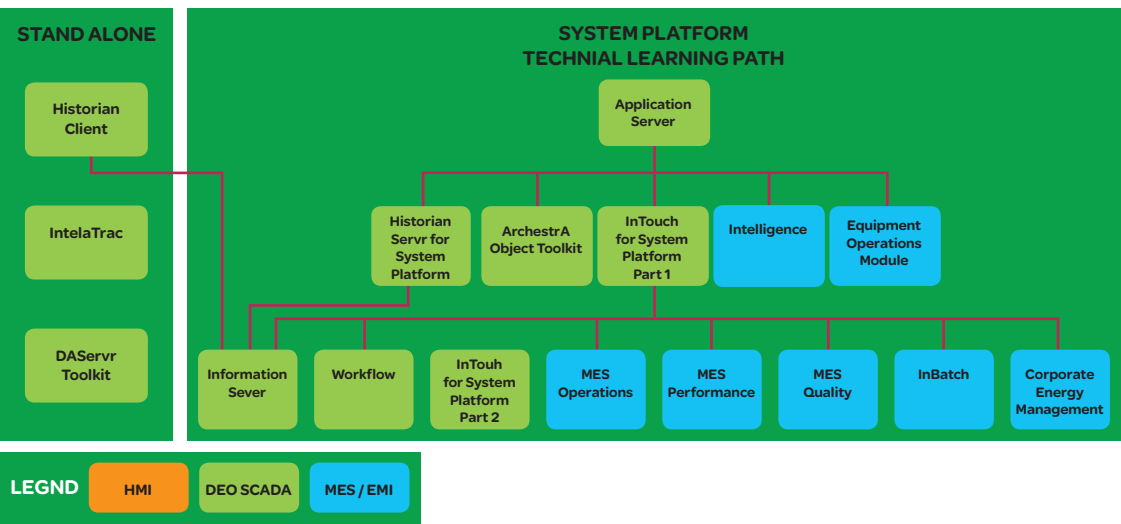
Certified Application Developer Recommended Training Path

The flow chart below is an example of a training path an engineer would take to become certified on the Wonderware System Platform. Your authorized Wonderware Distributor will work with you to develop a plan specific to your team's needs.

InTouch Technical Learning Path

System Platform Technical Learning Path

Certified Application Developer Program

Certified Application Developer Requirements

An individual may apply to be a Certified Application Developer at any time by submitting the application form found on TEAM Invensys or through your Invensys Wonderware Distributor sponsor. Accepted applicants then take the appropriate online Certification exam. These exams are designed to challenge and reliably measure the individuals' mastery of the Wonderware technology area being evaluated.

Attendance at the corresponding Wonderware product training course(s) is not necessarily a prerequisite for application, but it is highly recommended that this training is considered. Training combined with practical hands on experience with the Wonderware products provides the necessary knowledge and skill set to successfully pass the exams.

Certified Application Developer Responsibilities

To remain a Certified Application Developer, each individual is responsible for the following:

- Notifying Schneider Electric Software Ecosystem team of employer status changes. Noncompliance could result in de-certification. Your company needs to contact your local authorized Invensys Wonderware distributor or email SIprogram@invensys.com.

- Staying current and complying with the SI Program policies and procedures and any other Program policies/guidelines that exist from time to time.

- Remaining certified in the current version of new Wonderware products.

- Representing Schneider Electric and its software in a professional manner.

Applying For Certified Developer Certification

The certification process is governed by our Certified Developer Program, which provides examinations on a broad array of products ranging from Wonderware InTouch HMI to Wonderware Operations and Wonderware Performance, as well as Toolkits, Industry Applications and other Invensys offering brands. Exams are designed to challenge developers and to measure their mastery of the technology area being evaluated.

The following steps need to be taken:

1. Each of your engineers must apply for exams through your local distributor of Wonderware products. Certified Developer exams are online technical exams. Certified Developer exams are available at the System Integrator Resource Center along with other technical resources.

2. Once an individual has registered and obtained their Certified Developer User ID from the sponsoring Wonderware Distributor, each will have access to all product exams and will receive their results immediately.

3. Upon passing the exam, your Developer certified engineers will receive

- Certified Developer ID card by mail listing all certifications

- Gain access to Invensys support knowledgebase

- Access to Level 2 technical support from Invensys senior support engineers. This support level access is unique to the Developer Program and Certified Application Developer community.

Certified Application Developer Re-Certification

Individuals are required to re-certify 90 days following the release of new Certified Application Developer Wonderware product tests. The end date of the grace period will be sent to all Certified Application Developers and their Managers via email upon release of a new product/version. This grace period is to allow time for developers to learn the new product before taking the re-certification test.

Note: Interim Wonderware Product component updates and component feature enhancements (service releases) will not require recertification.

For further information about Certified Application Developer re-certification email Slprogram@invensys.com.

05
Further Information —
Useful Links

Links To Information On TEAM Invensys

- Customer FIRST Support
  http://software.invensys.com/support/customer-first/

- Marketing Development Fund (MDF) Program Link to
  https://team.invensys.com/Pages/Invensys-Way-Channel-Management.aspx

- Marketing tools
  https://team.invensys.com/Pages/GraphicsTemplates.aspx

- Partner Brand Guidelines
  https://team.invensys.com/Pages/SIProgram.aspx

- Product Certification process
  https://team.invensys.com/Pages/CSITesting.aspx

- Success Stories and template
  https://team.invensys.com/Pages/CustomerSuccessStories.aspx

- System Integrator Program
  https://team.invensys.com/Pages/SIProgram.aspx

- TEAM Invensys website
  https://team.invensys.com/Pages/default.aspx

- TEAM Invensys Ecosystem Site
  https://team.invensys.com/Pages/PartnerEcosystem.aspx

- Training schedule and information
  http://software.invensys.com/training/wonderware-training/

06
Frequently Asked Questions

Frequently Asked Questions

This section is designed for companies who are recently authorized as a Registered SI Partner and have additional questions and for Certified and Endorsed SI Partners who simply need to know where to go for help and how to access specific information.

SYSTEM INTEGRATOR PARTNER PROGRAM APPLICATION APPROVAL PROCESS

Q1: Which partner level should I apply for?

A: Companies who have no existing authorized partner relationship with Schneider Electric need to apply for authorization at the Registered SI Partner level. It is highly recommended that all applicants read the SI Partner level requirements first to evaluate their fit for the program and compliance with SI Program requirements by level before applying.

Q2: Who is the right person in my company to complete the application to become a SI Partner?

A: In the first instance contact an authorized Wonderware Distributor who will act as your SI Partner application sponsor. The Distributor will work with you to complete an online application which the Distributor then submits to the Wonderware SI Partner Program Team for review and approval. Note that all information should be completed by one designated company representative who has the authority to accept the terms and conditions of the Wonderware SI Partner Program.

Q3: What is the role of the primary contact identified in the SI Partner Program company profile?

A: The primary contact provides the Wonderware SI Partner Program team with the name of the person who completed the SI Partner Program application form and is authorized to accept Wonderware SI Partner Program agreement and other related program terms and conditions.

1. Upon approval of the application to become an authorized SI Partner, the primary contact will receive an assigned Company ID number and personal User ID and Password.

2. The Partner ID number is a unique company ID which needs to be referenced when placing orders through an authorized Invensys distributor.

3. The primary contact is also responsible for providing the SI Partner Program team with any company profile changes or updates. These changes will not be accepted without this contact's approval.

Q4: How do I know if someone from my company has already submitted an application for the company?

A: Contact your local distributor to see if your company already has an assigned System Integrator Partner ID number. If your company does not have an ID number you need to work directly with your Wonderware authorized distributor sponsor who will assist you in getting your company set up as a new System Integrator company with the Software Partner Ecosystem team.

Q5: How do I change the SI application profile including changing my company's SI Partner profile information after I have completed and submitted the application form?

A: Once your System Integrator Partner application is approved you can change your company's System Integrator Partner profile using the online System Integrator application tool that allows you to update your information directly into the system. You can also contact your local distributor or e-mail the Partner Ecosystem team directly at SIprogram@invensys.com

Q6: I started the SI Partner Application form but didn't have time to finish it. Is it possible to retrieve the form or do I need to start again?

A: Yes, as long as you have the Reference ID # and the e-mail address that you entered as the contact you can access the SI Partner Application Form using the link below. If you do not have your Reference ID number please contact your distributor and they can provide you with that ID number. SI Partner Application Link

Q7: I I have completed my SI Partner registration but have not received an email confirmation. What do I do?

A: Once you have completed the online registration, your distributor takes the next step and submits an approval to the Partner Ecosystem Team on your behalf. Once the Ecosystem has the approval from the distributor, your application is reviewed together with your signed addendums. The Partner Ecosystem Team Administrator will process the registration once everything is in order. If you know your application has been processed and have not received a 'Congratulations' email notification take the following steps. First ,check your SPAM folder to ensure that this email notification did not get put into a junk email folder. Second, email your Distributor to check the status.

Q8: How soon will my application be approved?

A: The average turnaround time for the application assessment is approximately 48 hours from the time that the completed application and the signed addendums are submitted to the SI Partner Program Administrator. If you have not received a response within 48 hours of submission, please contact your local distributor.

Q9: How will I be notified of my acceptance or denial?

A: You will be notified by email. Those applicants who are denied approval as an SI Partner will be provided with the specific reasons for the denial together with the option to reapply. Those applicants who are approved will be sent additional information to help your company get started in building your Invensys business practice. This includes the following:

- Company's SI Partner ID number

- Welcome Guide for Invensys SI Partners

- Authorized Wonderware System Integrator Partner Registered logo

- Value of Certification whitepaper

- Access to the SI Partner Ecosystem community area on the TEAM Invensys portal which provides you with access to sales, marketing, technical and training information and other materials to build your Invensys business practice.

NEW SYSTEM INTEGRATOR PARTNER APPLICATION ACTIVATION PROCESS

Q10: I have received the SI Partner Welcome Kit. How do I request additional copies for colleagues?

A: To request additional kits send an email request with your contact information and region to the Ecosystem team at SIprogram@invensys.com Please provide your Partner ID#, contact information and names and title of the colleague you wish to have the Welcome Kit emailed to. Alternatively you can download the key documents from the Partner Ecosystem section on TEAM Invensys located at https://team.invensys.com/Pages/SIProgram.aspx.

Q11: What is a SI Partner identification number and how do I get one?

A: An SI partner identification (ID) number is your unique ID with our company. This will be tied to your consignment licenses and support activity. This number will also be used when any of your developers choose to take exams for certifications. How do you get one? An SI Partner ID number is assigned following successful completion of your application as an SI Partner.

Q12: What ID do I use to gain access to the TEAM Invensys Portal?

A: To access TEAM Invensys you need to use the login and password you used when signing up for Invensys Technical support. Upon registration with Technical Support they will process your registration and provide you with the appropriate access level to TEAM Invensys. Once your SI Partner application is approved, employees can set up their individual user account by requesting an ID from the SI Partner Program Administrator. You will be provided with a unique ID for each individual who requests access. Send an email with your request to SIProgram@invensys.com.

Q13: I have received our approved SI Partner identification number. When do I need to use this ID number?

A: You will need to use and reference your approved partner ID number in all primary communications with Schneider Electric software team and with the authorized Wonderware distributor that you work with. This will ensure that your requests and communications are dealt with promptly by flagging your status as an approved Invensys SI Partner and your company's level of authorization.

Q14: I have received our new SI Partner user account but the ID# and password won't let me in. What do I do next?

A: Contact the TechMaster via e-mail, they will assist you with resetting your password. Techaster can be reached at Techmaster@invensys.com.

Q15: How will other employees in my company get registered and gain access to the TEAM Invensys website?

A: Since each login and password is unique to each individual. Each person will need to register with Technical Support at the following link: http://wwdotprod02.wonderware.com/imoo/index.aspx Once your SI Partner application is approved your employees who need access can set up an individual user account by clicking on this link and following the online instructions.

Q16: Is the Partner ID number, login and password specific to me or the whole company? If just for me, how do I request additional IDs for my colleagues?

A: The SI Partner ID number is unique to each company and references only the company. Company employees need to register with Technical Support to obtain their own unique login and password. This unique employee ID number is required to gain access to the TEAM Invensys website.

PRODUCT PURCHASE PROCESS THROUGH DISTRIBUTION

Q17: Can I purchase Wonderware products for my customers immediately following approval as a Partner?

A: You can immediately purchase approved products from an authorized Wonderware Distributor. Please note: Some products require specific certification accreditations to be in place at your company to be eligible for these products to be purchased from your Distributor. For further information contact your authorized Wonderware Distributor. Note: For questions on applying for certification please review the next section of this FAQ.

Q18: How do I buy Wonderware products?

A: All products are purchased through your authorized Wonderware distributor. For the location of a distributor nearest to you please review the list located at
http://software.invensys.com/partners/authorized-distributors/

Please Note: All new Registered SI Partners are required to place orders noting their assigned Partner ID with their sponsoring authorized Distributor.

Q19: Do I have to purchase products from an authorized Distributor?

A: Yes. Only Wonderware distributors are authorized to sell Wonderware products worldwide. For the location of a distributor near you please review the list located at
http://software.invensys.com/partners/authorized-distributors/

Q20: How do I find authorized Wonderware distributors for my region?

A: For the location of a distributor nearest to your office location and region please review the list located list of authorized Wonderware Distributors located at
http://software.invensys.com/partners/authorized-distributors/

PRODUCT CERTIFICATION PROCESS THROUGH DISTRIBUTION

The following section provides answers to several frequently asked questions about the Certified Application Developer Program.

Q21: Is there a cost associated with applying for the program?

A: No. There are no enrollment fees associated with Certified Application Developer Program testing.

Q22: If I become a Certified Application Developer and cease employment with my Certified System Integrator employer, does my certification remain valid?

A: Yes. If you are changing employers to go to another Wonderware authorized system integrator organization your certification will remain valid. If your new employer is not yet an authorized Wonderware System integrator perhaps they should consider applying so that they can leverage the advantages of being an SI Partner and your Certification status.

Note: Individuals are responsible for notifying the Wonderware System Integrator Program Administrator and their distributor of any change of employee status. Update your Wonderware distributor and email SIProgram@invensys.com with your changes.

Q23: Do I have to attend training in order to apply for the Certified Application Developer program?

A: No. It is not required for prospective Certified Application Developers to attend Wonderware product training. However, the certification exams are quite comprehensive and in depth,. It is highly recommended that you consider taking the product training courses since the curriculum has been designed to provide the depth of knowledge and background in technology and implementation that will be measured on the exams. In addition to attending training classes hands-on experience using Invensys products is critical to being successful in passing the Certification exams.

For further information first review the training schedules and information on the Global Learning Services website at http://software.invensys.com/training/wonderware-training/ Contact the Partner Ecosystem SI Certification team by sending an email to SIprogram@invensys.com and the team will provide you with guidance on the best training path to consider based on your current level of Wonderware experience and technical skills set and provide you with information on local training that may be available at Certified Training Centers in your region.

Q24: If I successfully become a Wonderware Certified Application Developer does that mean my company is a Wonderware Certified System Integrator?

A: No. In order for a company to be considered a Wonderware Certified System Integrator, a company must have a minimum of two (2) individuals on staff that have passed a required certification exams associated with the certification your firm desires AND submit two successful project references, among other things.

CUSTOMER FIRST FOR PARTNERS PROGRAM

The following section provides answers to frequently asked questions about the Invensys Customer FIRST for Partners Program.

Q25: What is the Customer FIRST for Partners Program?

A: Customer FIRST for Partners is a unique set of services that provides our Invensys Wonderware System Integrator Partners with a comprehensive suite of technical support offerings for delivering and supporting solutions built on Invensys Wonderware products.

Q26: How does this new program differ from the old SI Consignment program?

A: The Consignment software packages are unchanged. However the support offerings have expanded. The distributor remains our partners' primary point of contact for support. In the past, it was only possible to have direct access to Global Customer Support via being a Certified or Endorsed delivery partner. Customer FIRST for Partners program offers the options to purchase an upgrade for consignment support in addition to earning Premium or Elite support through achieving Certified or Endorsed status.

Q27: Where can I get additional information and support material on Customer FIRST for Partners?

A: More information and collateral is located on the TEAM website:
https://team.invensys.com/Pages/SIProgram.aspx

Q28: How will my company get technical support?

A: Wonderware Consignments are supported by the Schneider Electric Software Global Customer Support organization and Invensys Wonderware Distributors. Product training is available from the Schneider Electric Software Global Learning Center and authorized Wonderware Distributors. Details on the support contact information can be found here: http://software.invensys.com/support/customer-first/

Q29: Do we still contact our local Wonderware Distributor for Technical Support?

A: Yes, as an SI Partner you will continue to receive support at the local level from your local distributor and will now have access to a range of advanced technical support available through Schneider Electric Software Global Customer Support via the Customer FIRST for Partners Program offerings.

Q30: I'm a Registered SI and have a major project coming up, I want access to corporate support, and how can I access the Customer FIRST for Partners Premium Support?

A: The best way for Registered SIs to access Premium support is to become a Certified SI. For more information on becoming a Certified SI Partner review our White Paper on the Value of Certification at software.invensys.com Certified SI companies will receive access to Customer FIRST for Partners Premium level which enables direct access to Wonderware Support. Certified SIs automatically receive access Customer FIRST for Partners Premium Support when they purchase Standard Support.

Q31: How do I upgrade to Elite level?

A: Endorsed Partners are automatically assigned to the Elite level. Only Certified Partners are eligible to upgrade to the Elite level from Premium level. For Premium Customer FIRST for Partners participants to upgrade to Elite level they must have purchased two consignment support subscriptions and at the same time purchase Customer FIRST for Partners Elite level. Note that this is a flat annual fee for the Elite upgrade with terms in alignment with Consignment Support policy. The cost of the update will NOT be pro-rated.

Q32: I work for a Registered SI as a Certified Developer. Can I access Wonderware Support directly?

A: No. The policy has changed. Premium access is now provided for Certified or Endorsed companies only. The Certified or Endorsed company must be Certified for the products for which they are calling. Your company can become certified. For more information on becoming a Certified SI Partner review our White Paper on the Value of Certification at software.invensys.com

Q33: I'm a Registered SI and have a major project coming up, I want access to Corporate Support, and how can I access the Customer FIRST for Partners Premium Support?

A: To be eligible to purchase Customer FIRST for Partners Premium support a Registered SI company needs to become authorized as a Certified SI Partner. For more information on becoming a Certified SI Partner, review our White Paper on the Value of Certification at software.invensys.com Certified SIs are automatically granted access to Customer FIRST for Partners Premium Support when they purchase Standard Support.

Q34: I am a Certified SI and have a major project coming up. How can I access Customer FIRST for Partners Elite Support?

A: Contact your local authorized Invensys Wonderware Distributor and purchase an upgrade to Elite Support level. As a benefit of being an Endorsed SI (ESI) Partner, our ESIs automatically receive access to Elite Support.

Q35: I am an Endorsed SI, do I have access to Customer FIRST for Partners Elite Support?

A: As a benefit of being an Endorsed SI (ESI) Partner, you automatically receive access to Elite Support at no extra charge.

CONSIGNMENT LICENSE POLICY:

Q36: I have purchased a Consignment Subscription and Site support; can I make copies of my consignment license for use in additional PC's or virtual machines?

A: No, not under any circumstance. Site Consignment Subscriptions are intended to provide you with as many official licenses as needed for your site and employees. These licenses are a single user license, no copying or concurrent users are permitted. Consignments are for exclusive use of employees of the delivery partner and as such may not be loaned, re-sold, assigned or transferred to any other party.

You should note that Run-time support is not included in Consignment Support. Consignment product support is ONLY available to the delivery partner during the development of an application. Once the development application is commissioned (enters production phase) the end user must purchase their own Customer FIRST subscription to cover runtime support for the products involved.

Q37: We are a small company and need only one consignment license. What does the SI Partner Program offer for small companies?

A: If you need only one Consignment License package you should order the Single user Consignment License package with Single User Support. These are available for InTouch and the Standard Development Software Consignment Packages.

Q38: Where do I go for help?

A: Please contact your authorized Regional Distributor, Regional Channel Sales Account manager for sales support with Partner Consignments, or contact the SI Partner Program team at SIProgram@invensys.com.

OTHER QUESTIONS

Q39: If I have additional questions who do I direct them to?

A: SI Program: For questions about your participation as an SI Partner contact the Partner Ecosystem team at SIProgram@invensys.com.

A: General Questions: For general questions about program support contact your Schneider Electric Regional Channel Sales Manager or Distributor sponsor.

To locate the Distributor in your region visit
http://software.invensys.com/contact-us/contact-sales/

Send an email request noting your company name, SI unique ID# and geographic location to SIprogram@invensys.com

A: Sales and Purchase Questions: For all orders or general sales and technical support questions please contact your authorized Distributor sponsor.

Wonderware Distributors:
http://software.invensys.com/partners/authorized-distributors/

Important — Please Read

System Integrator Relationship with Invensys Systems Inc. and the Wonderware SI Partner Program

- Participation in the Wonderware System Integrator Partner Program is available only in conjunction with sponsorship by an authorized Wonderware Distributor company that is authorized to resell the products referenced in the SI Partner Program.

- Prices, discounts and other terms of sale as may be set forth or referenced in this Wonderware System Integrator Program Guide are suggested only relative to sales or services with an authorized Wonderware Distributor.

- All purchases by an authorized SI Partner Program participant are subject to separate negotiations between the SI Partner Program participant and the authorized Wonderware Distributor in whose assigned territory the SI Partner is located.

- Each SI Partner Program participant will be responsible for the compliance of all company employees with the terms of the SI Partner Program, SI Partner authorization level and other guidelines as detailed in the SI Partner Program Welcome Guide and associated SI Partner Program policies and processes.

- Invensys Systems, Inc. reserves the right to administer the Wonderware System Integrator Partner Program at its discretion. Invensys Systems, Inc. may make any of the benefits in the System Integrator Program available to and/or withhold any benefits from any Program participant without obligation to offer or withhold such benefits to or from any other participant.

LEGAL CONSIDERATIONS
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Invensys Systems, Inc.
26561 Rancho Pkwy South
Lake Forest, CA 92630
Telephone: +1-(949)-727-3200
Fax: +1-(949)-727-3270
software.invensys.com

PN WW-4126   Rev. 08/14