

# **SIMATIC IT Value Added Services**



# SIMATIC IT Value Added Services (VAS) A broad concept of Customer Care

SIMATIC IT  
Value Added  
Services

## SIMATIC IT Maintenance Program

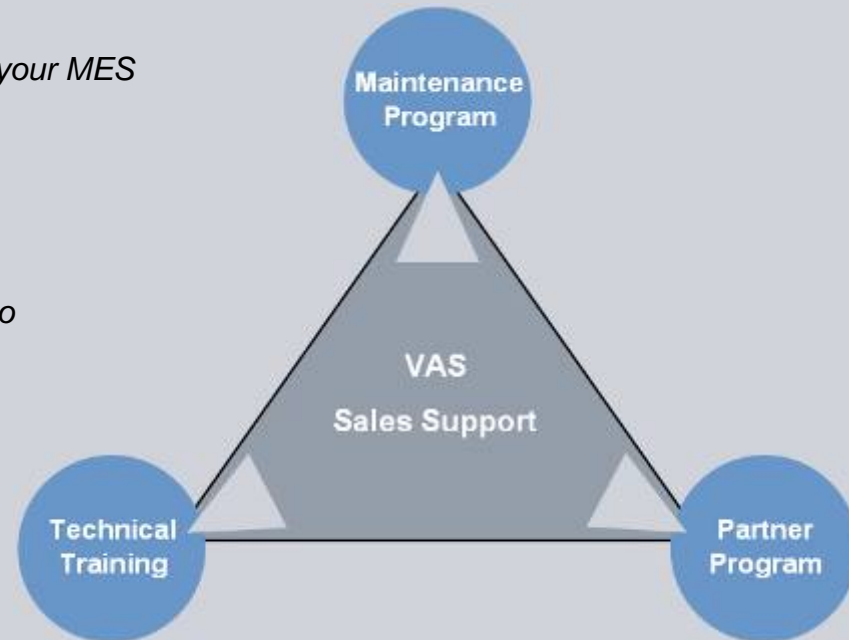
*A comprehensive Maintenance Offering for your MES Installation*

## SIMATIC IT Partner Program

*Supports of Partner projects from presales to product consulting*

## SIMATIC IT Technical Training

*Provides deep knowledge of SIMATIC IT Products*



The importance of Support and Services for optimized plant availability

Choose your favorite chapter



## SIMATIC IT Value Added Services

- [SIMATIC IT Maintenance Program](#)
- [SIMATIC IT Partner Program](#)
- [SIMATIC IT Technical Training](#)



# SIMATIC IT Maintenance Program

## SIMATIC IT Maintenance Program

The [SIMATIC IT Maintenance Program](#) adds strategic value to its cross-industry software products and solutions with a high value mix of standard and optional services

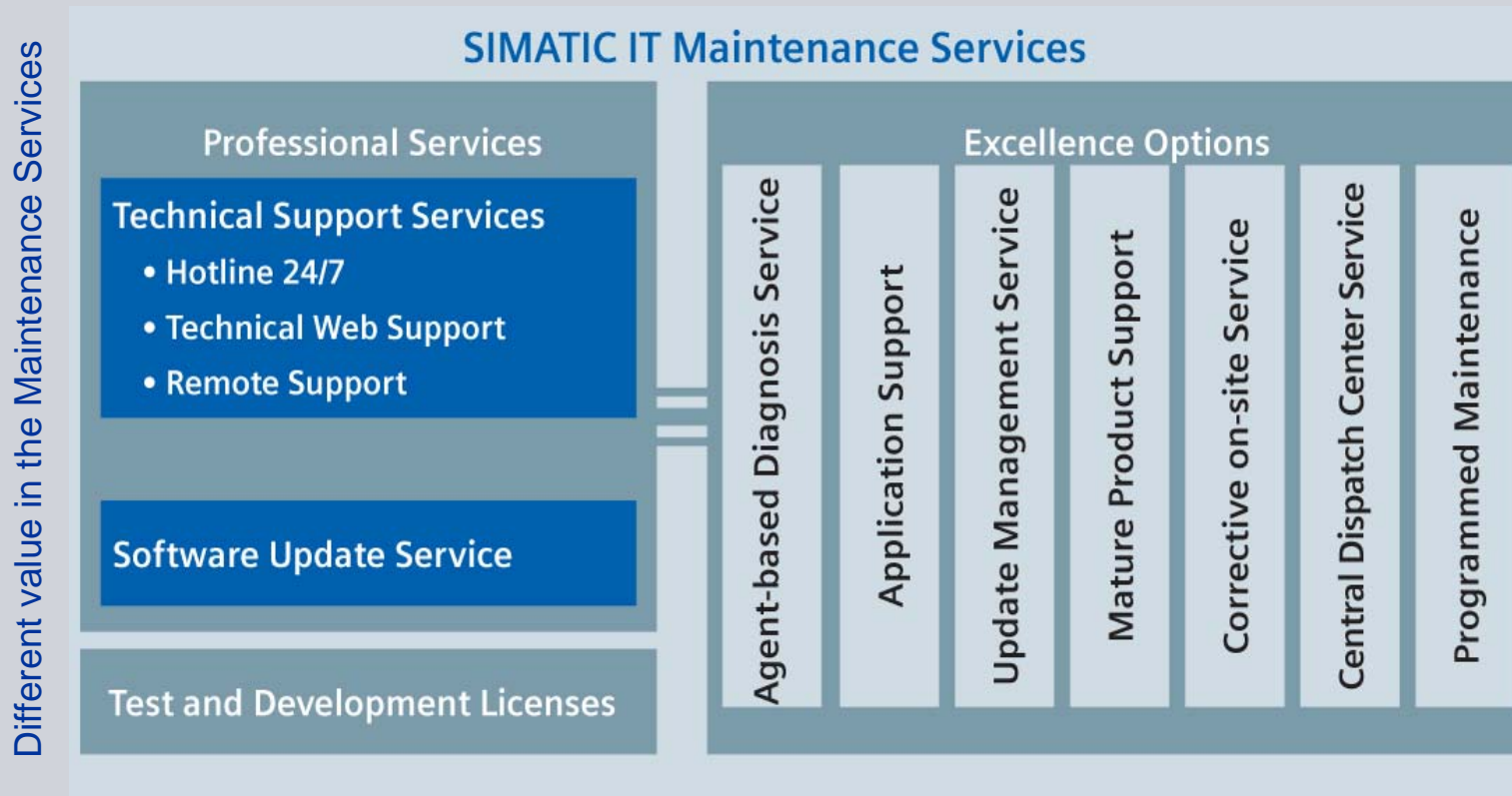
- [Professional Services](#)
- [Excellence Options](#)

Within the Maintenance Program, we provide [worldwide support](#) for all SIMATIC IT Products, Libraries and Application to:

- Customers with a valid Maintenance Agreement
- Partners with a valid Partner Agreement
- Partners entitled by the Customer to call on his behalf and using his Maintenance Contract

# SIMATIC IT Maintenance Program

SIMATIC IT  
Maintenance  
Program



# SIMATIC IT Maintenance Program Technical Support Service

SIEMENS

SIMATIC IT  
Maintenance  
Program

## Technical Support Service

A team of highly skilled support engineers working closely together with R&D and Delivery Services, located in the MES Competence Centre in Genoa (Italy)



### The unique point of contact for Customers and Partners

- To ensure a mutual understanding and intimacy creation, building up a common technical language

### Fast and professional support thanks to excellent, underlying information systems

- To allow to share activities and information among the expertise owners

### Effective investigation of cause routing

- Centralized information pooling from the very first contact (sales, bid no-bid, etc.) up to plant commissioning
- Direct and fast interface towards other SIMATIC IT departments

### A platform for new product requirements

- Collecting Customer's requests and transferring them into new Products or Libraries requirements

## SIMATIC IT Maintenance Program

SIMATIC IT  
Maintenance  
Program

### Predictive



**Predictive** actions analyze current and historical data to make predictions about future events, and to react accordingly.

*Ex: Agent-based Diagnosis Service*

### Preventive



**Preventive** actions identify opportunities for improvement rather than a simple reaction to identified problems or complaints.

*Ex: Update Management Service + Remote support + SUS*

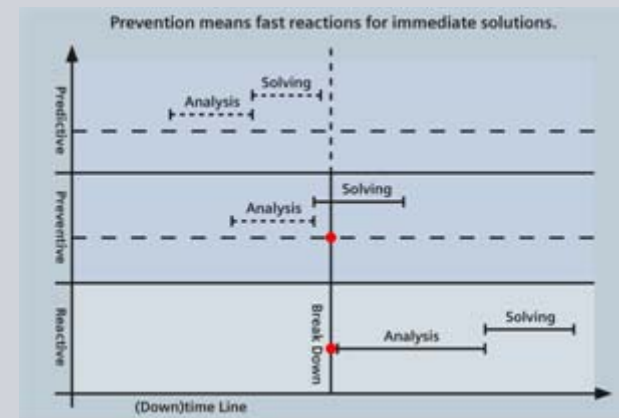
### Reactive



**Reactive** actions are any response caused by some events already occurred.

*Ex: Hotline24/7, Corrective on site Service*

**The right balanced approach for a complete coverage of the customers' MES installation**



# Benefits from choosing SIMATIC IT Maintenance Program

## SIMATIC IT Maintenance Program

### Lower risk of production stop caused by IT issues

- Continuous remote monitoring of risky and critical parameters
- Deep knowledge and technical capability shared among our experts for faster and better solutions to customer's issues
- Lower the risk of missing updated SIMATIC IT products

### Time saving

- Reduce time of problem analysis and problem solving
- Provide immediate reactive measures as well as on-site corrective actions
- Reduce time for installation and upgrades setup

### Cost reduction

- Optimize IT investments, maximize ROI, contain TCO
  - Avoid repair costs resulting from unplanned events
  - Reduce production breakdowns costs
  - Maintain products and applications at a highest level of performance
  - Be supported by centralized maintenance program
  - No regression test cost
- 
- On the IT Personnel side
  - Exchange and share technical information on a daily base among the SIMATIC IT TSS web community
  - Remote help for sites with limited or no IT resources



# SIMATIC IT Partner Program

# SIMATIC IT Partner Program: Features at a glance

SIMATIC IT  
Partner Program

*We are looking for  
partners that will:*



- Commit to sales, marketing and demand-generation initiatives
- Boost sales of SIEMENS product and library licenses in the target verticals
- Deliver outstanding implementation and services

*To accomplish this,  
we provide a  
well-established,  
scalable and flexible  
partner program:*



- Executive commitment
- Global consistency
- Technical Support Service
- Defined Go-to-Market model
- Scalable Partner framework
- Transparent investment
- Training and certification
- Demand generation and marketing awareness
- Non-exclusive

# SIMATIC IT Partner Program: Partner Community

SIMATIC IT  
Partner Program

Solution Partner

Automation

Manufacturing Execution System SIMATIC IT

- Proven record of successful MES applications
- Committed to training sufficient resources in SIMATIC IT to successfully deliver projects
- Capable of delivering and supporting clients in a region

Solution Partner

Automation

Specialist

Manufacturing Execution System SIMATIC IT

- In-depth domain knowledge and focus in Siemens core-industry verticals
- Account management with C-level intimacy
- Capable of provided project management
- Committed to drafting and executing a business plan built around sales, marketing and services.
- Committed to participating in the joint sales cycle
- Capable of providing thought-leadership and articulate value

# SIMATIC IT Partner Program: Regional Focus

SIMATIC IT  
Partner Program

A light gray world map with white country outlines, serving as a background for the text boxes.

## Partners with regional focus

Partner is active in one country with local skilled technical and sales resources. The partner contract covers sales activities in a single region.

## Partners with multi-regional focus

Partner has a SIMATIC IT Central Competence Center and skilled technical and sales resources in various countries. There will be a single partner contract per agreed region.

SIMATIC IT Partners can focus on one or more regions according to their business organization

# SIMATIC IT Partner Program: Certification



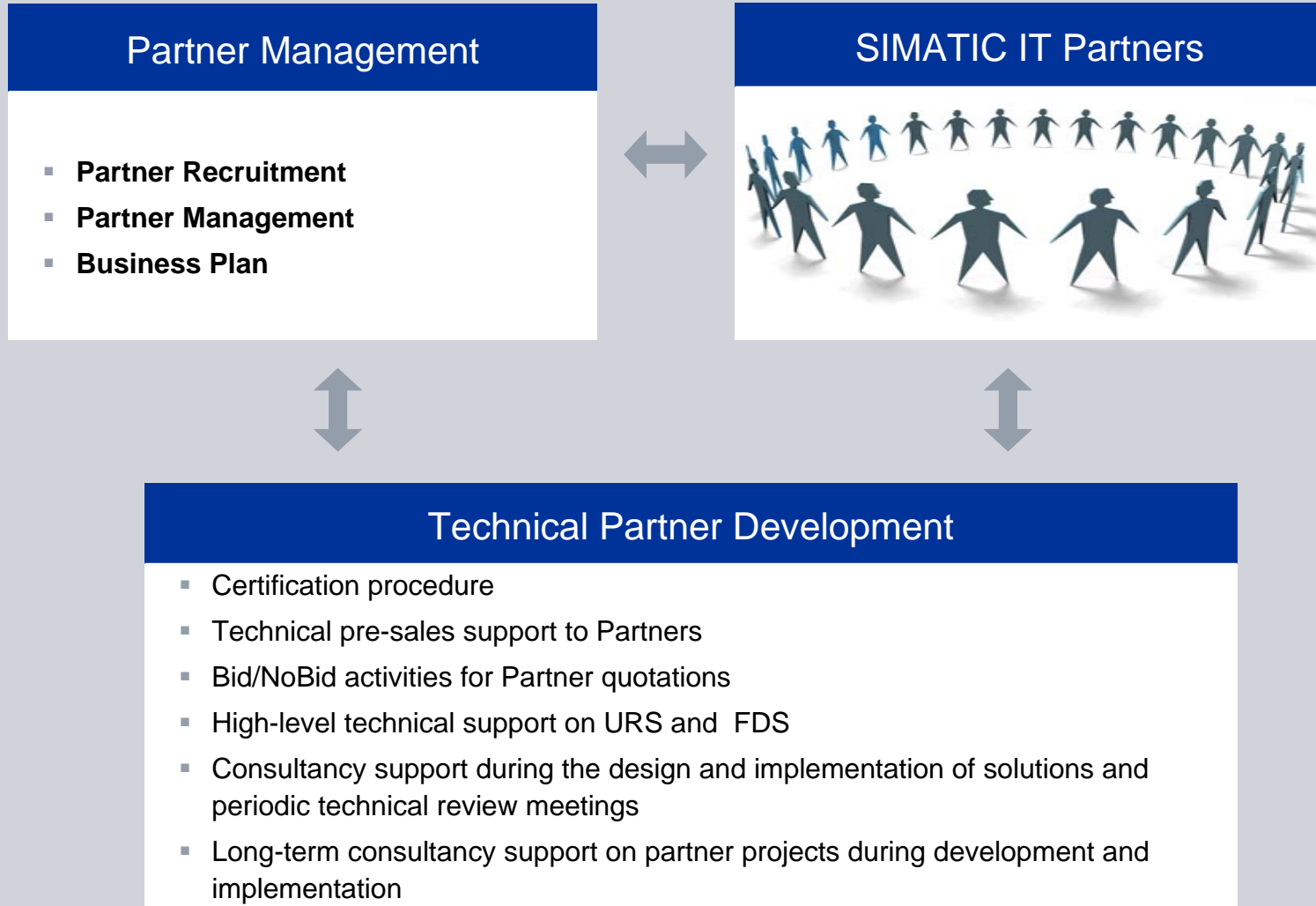
SIMATIC IT  
Partner Program

Solution Partner and Specialist			Specialist only
Product – Single Region	1 Sales Person	2 Technical Consultants	+  Library Training:  ✓ Factory in a Box  ✓ Assembly in a Box  ✓ R&D Suite
Product – Multi-Region	1 Sales Person for each region	2 Technical Consultants in the competence center  1 Technical Consultant for each region	
Full Mes	MES Sales Training	Basic Production Suite Historian Adv. Production Suite or OEE	
R&D	MES Sales Training	Unilab Basic, Unilab Advanced, Interspec	
XFP	MES Sales Training	XFP Product, XFP Project	

Certification is attained solely if the Business plan performance review  
has a positive outcome

# SIMATIC IT Partner Program: Technical Partner Development

SIMATIC IT  
Partner Program





# SIMATIC IT Technical Training

## The Training Center Course Portfolio

SIMATIC IT  
Technical Training

Siemens organizes a complete Training Course Portfolio, to pave a consistent learning path for our customers.

From product feature descriptions to a hands-on learning experience for getting started with SIMATIC IT quickly and effectively!

Expert Workshops	CAB for Developers		Totally Integrated Automation			Administration Basic	
	SQL Server Fine Installation and Tuning			Advanced Reporting		SAP-MES Integration	
SIMATIC IT Libraries	Factory in a Box (Process Industry Libraries: Primary and Secondary Collections + Options)			Assembly in a Box (Discrete Industry Libraries for electronic and mechanical assembly)			
SIMATIC IT Products	Production Suite Advanced	Predictive Detailed Scheduler	Unilab Developer		Statistical Process Control		OEE / DTM
	Production Suite Basic	Report Manager	Unilab Basic	Interspec	Intelligence Suite	Historian	What's New

Sales Training

# New Training models

## E-Learning Courses

E-Learning is:

- Flexible - learn when it suits you, wherever you happen to be
- Personal - learn at your own pace or in a peer environment
- Smart - save on travel costs, cut down on travel time

Web-based courses are organized learning paths presented as a combination of web pages, flash tutorials, glossaries, evaluation tests, and audio presentations. Trainers can interact remotely.

## Classroom, instructor-led

The trainers deliver theoretical lessons and provide direct help with exercises and questions in a classroom equipped with all the required hardware and software.

# SIMATIC IT Training course – Key benefits

SIMATIC IT  
Technical Training

## Success factors for your manufacturing enterprise:

- Continuous on-site presence of competent staff
- Efficient MES installation management
- Advanced ability to recognize potential issues
- Prompt problem resolution coordination with TSS

## Our high quality standards directly benefit your organization:

- Training Courses are lead by professional trainers
- Trainers are fully coordinated with internal Siemens teams, and are consequently aligned on SIMATIC IT innovations
- Course are delivered both in English and German



**Thank you for your attention!**



*For more information, please, visit our website:*  
[www.siemens.com/simatic-it](http://www.siemens.com/simatic-it)

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