

SIMATIC WinCC Open Architecture

Overview Turbine Trends Alarms

USER SWITCH SETTINGS EXIT



WinCC OA Partner Program

Version 7.0.0 English / July 2016

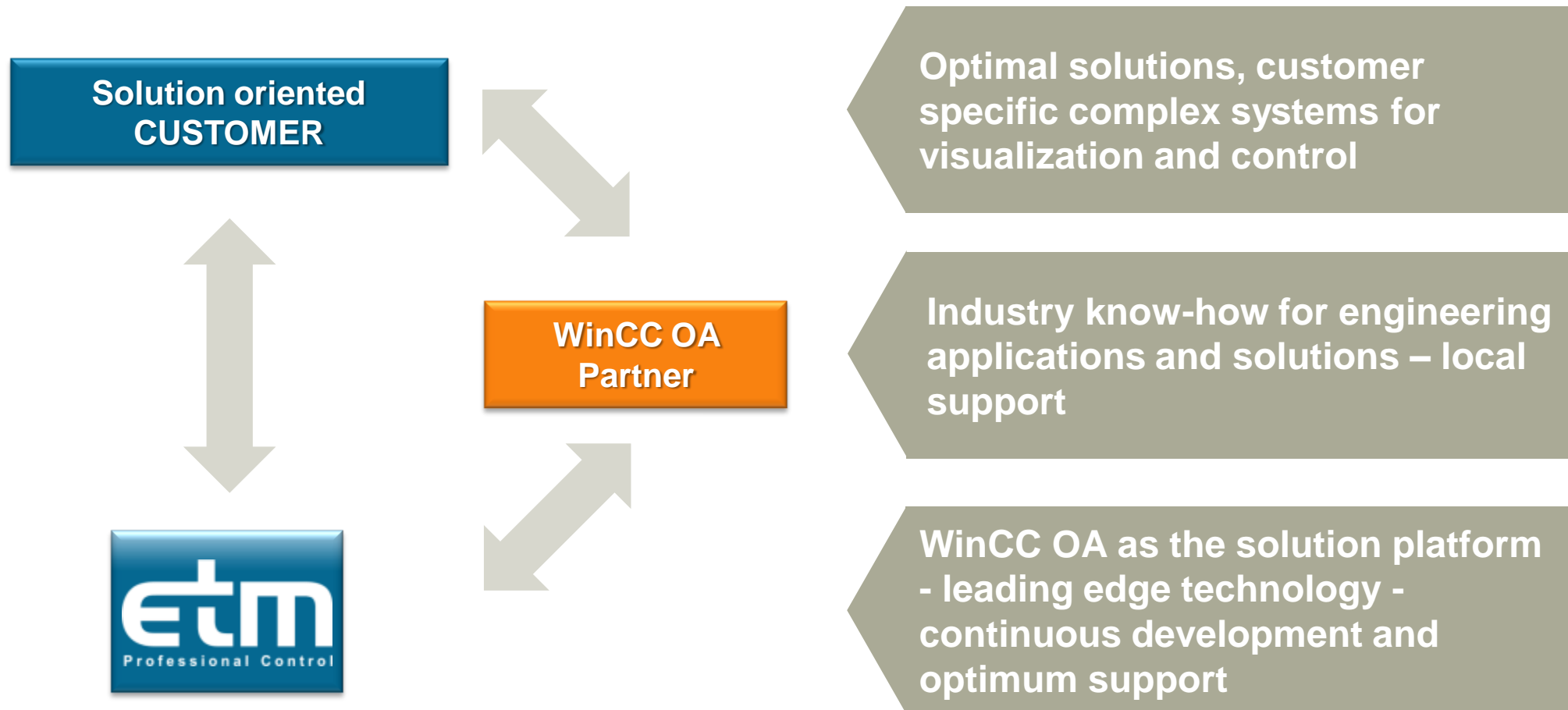
Objectives and benefits of the WinCC OA partner program



- Highest quality standard through certification of existing and new WinCC OA Partners
- Competitive advantage for our WinCC OA Partners
- Protection of investments due to long-term partnership
- Competitiveness due to customized license models (Amount/Configuration/Price)
- Own „Look & Feel“ due to brand labeling
- Sales effort and marketing support for the WinCC OA Partners



WinCC OA Partner - High market acceptance through qualified partners



Added value for customers & WinCC OA Partners



Customers

- Customized solutions
- “Mission critical“- applications
- Scalable – future proof
- Partner know-how

WinCC OA Partner

- Competitive advantage through “State-of-the-art“ software platform
- Sales support and lead generation activities by ETM

Profitable business and satisfied customers in worldwide target markets of WinCC OA!



WinCC OA Partner program - profile



WinCC OA Solution Partner – Qualification



Technical requirements

- 2 certified WinCC OA Engineer & yearly update training according to certification plan
- Experience with HMI/SCADA systems
- Offers 1st line telephone support

Commercial requirements

- Experienced in solution selling
- Industry know-how within WinCC OA focused industries
- Good dedicated references
- Active customer access in WinCC OA focused industries
- Set and review common quarterly targets
- Loyalty towards ETM and WinCC OA projects
- Market access to potential WinCC OA license volume of EUR 50.000.-



WinCC OA Premium Solution Partner – Qualification



Technical requirements

- 2 certified WinCC OA Engineer & 1 certified WinCC OA Consultant and 1 certified WinCC OA Developer & yearly update training according to certification plan
- Proven experience in engineering & project management
- Offers 1st line support (telephone and on-site)
- Offers consulting and training for its customers

Commercial requirements

- Marketing and selling of solutions based on WinCC OA within WinCC OA focused industries
- Market know-how and references in WinCC OA focused industries
- Set and review common quarterly targets
- Loyalty towards ETM and WinCC OA projects
- Market access to potential WinCC OA license volume of EUR 100.000,-



WinCC OA OEM Partner – Qualification



Technical requirements

- 2 certified WinCC OA Engineer & 2 certified WinCC OA Developer & yearly update training according to certification plan

Commercial requirements

- High industry know-how for the conception of the own solution / application
- Own resources for support of own solution
- Own commercialization of own solution
- High-grad brand labeling
- OEM license-/price model
- Permits ETM to note him as a WinCC OA Partner reference



Training plan for certification



Precondition for participation in certification workshops

- completed WinCC OA Engineer workshop
- 6 month project experience or API training etc.
- completed WinCC OA Basic training
- 3 month project experience

In order to maintain the partner status a yearly update training for WinCC OA major release for minimum of 2 persons is necessary (minimum 1 person for WinCC OA Consultant and WinCC OA Developer)

Certifications for WinCC OA Partner

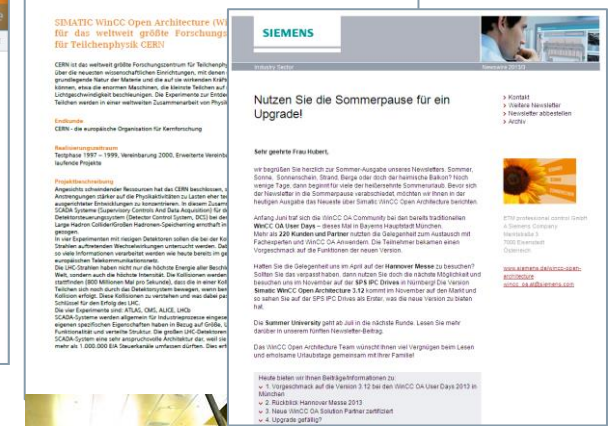
- WinCC OA Partner contracts
- WinCC OA Partner Logo
- WinCC OA Training certificates
- WinCC OA Partner certificates



Support Sales & Marketing



- **Marketing support**
 - Website
 - Brochures
 - Presentations
 - Mailings
 - WinCC OA Newsletter
- **Reference support**
 - Reference reports
 - Reference visits
- **Events**
 - Customer events
 - Fairs, exhibitions
 - Road shows



Service & Support



- **More hotline support**

10 hours telephone support per year at ETM hotline

- **2nd line support**

Access to ETM's 2nd line support with WinCC OA specialists (only for certified WinCC OA Engineers)

- **Developer "Round table"**

Exchanging with WinCC OA product management (only for certified WinCC OA Premium Solution Partners with Engineering or Consultant training)

- **ETM Portal (<https://portal.etm.at>)**

Product News, Forum, FAQ, Gallery, Downloads, Lab



Free WinCC OA Developer License



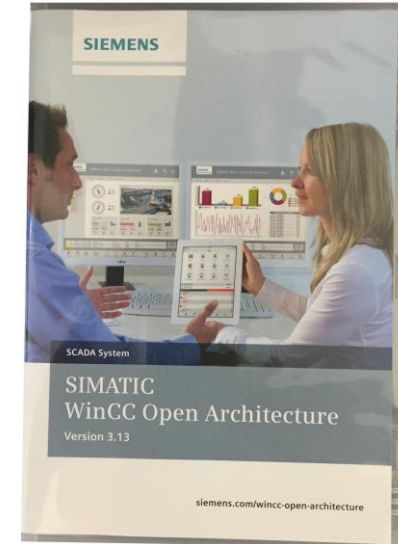
One complete WinCC OA Developer license environment for every new qualified WinCC OA Partner

Content

- 1 x WinCC OA Para license
- 1 x WinCC OA Server license
- 1 x Distributed systems
- 1 x WinCC OA Redundancy
- including all WinCC OA Add-On's
(except BACnet and VIDEO – can be ordered additionally)



**ALL-IN-SERVICE
Package**



- Only for use by the WinCC OA Partner
- Not for re-sale (licenses to use only)
- Hotline & upgrade service mandatory
- Qualification trainings mandatory
- Annual update training for major version

ALL-IN-SERVICE Package



Yearly service fee including
(for the duration of the Partner contract)

- Hotline & Upgrade service
- (+) Certification training
- (+) Yearly update training
- Package can be defined individually

Worldwide SIMATIC WinCC OA Partner

SIEMENS
Ingenuity for life



Customized OEM solutions based on SIMATIC WinCC Open Architecture

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SIMATIC

WinCC Open Architecture



Customers from all industries

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Security information



Siemens provides products and solutions with industrial security functions that support the secure operation of plants, systems, machines and networks. In order to protect plants, systems, machines and networks against cyber threats, it is necessary to implement – and continuously maintain – a holistic, state-of-the-art industrial security concept. Siemens' products and solutions only form one element of such a concept.

Customer is responsible to prevent unauthorized access to its plants, systems, machines and networks. Systems, machines and components should only be connected to the enterprise network or the internet if and to the extent necessary and with appropriate security measures (e.g. use of firewalls and network segmentation) in place.

Additionally, Siemens' guidance on appropriate security measures should be taken into account. For more information about industrial security, please visit <http://www.siemens.com/industrialsecurity>.

Siemens' products and solutions undergo continuous development to make them more secure. Siemens strongly recommends to apply product updates as soon as available and to always use the latest product versions. Use of product versions that are no longer supported, and failure to apply latest updates may increase customer's exposure to cyber threats.

To stay informed about product updates, subscribe to the Siemens Industrial Security RSS Feed under <http://www.siemens.com/industrialsecurity>.

WinCC OA Partner Program Contact page

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