

SoftSummit™ 2010

Electronic Software Delivery @ IOM

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FLEXERA
SOFTWARE

Invensys Operations Management (IOM)

- IOM is a leading provider of automation and information technologies, systems, software solutions, services and consulting to global manufacturing and infrastructure industries
- Premier brands – Avantis, Eurotherm, Foxboro, IMServ, InFusion, SimSci-Esscor, Skelta, Triconex and Wonderware
- IOM solutions are used by more than 40,000 clients in over 200,000 plants and facilities around the world
 - Include control and measurement instrumentation; safety, critical and distributed control systems; a wide range of real-time operations management software; and professional services
- Wonderware brand provides market leading software solutions for real-time operations management



About ESD @ IOM

- Electronic Software Delivery (ESD) was presented as the mechanism to deliver order fulfillment deliverables to customers electronically:
 - Product Software (1st time purchase)
 - Product Software version upgrades
 - License Files
 - License Certificates
 - Product Documents
- Simply put, ESD would replace physical shipments from IOM's Wonderware operations
- Initial scope was for Wonderware brand software products



Key Objectives

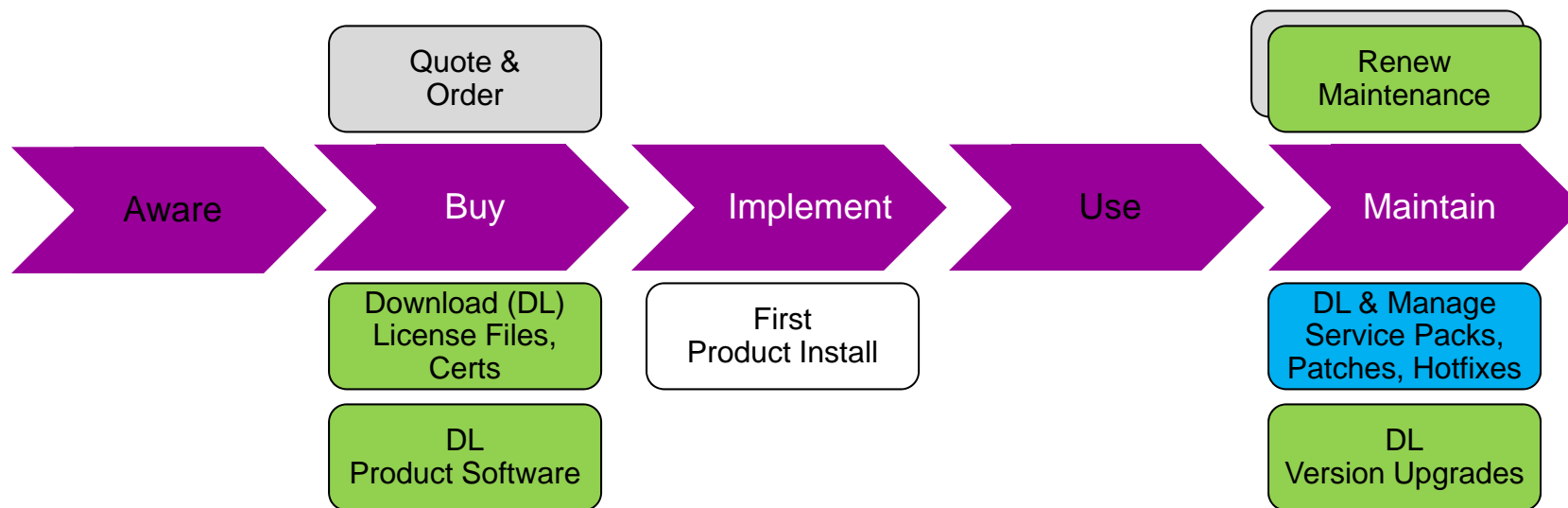
- Enhance customer experience
 - Streamline delivery/receipt of products
 - Simplify license asset management
- Reduce operational costs related to product delivery... for IOM, the Channel and the Customer
 - Media
 - Labor
 - License & Order Documentation
 - Packaging & Shipping
- Accurate and timely notification to the channel and customers regarding product availability and shipment & delivery
- Create and maintain registration and entitlement information for each customer
- Enhance export compliance are products



ESD and Other Projects

The Customer Experience – View by Functionality

Functionality provided by Electronic Software Delivery, Software Update Services and Sales Configurator



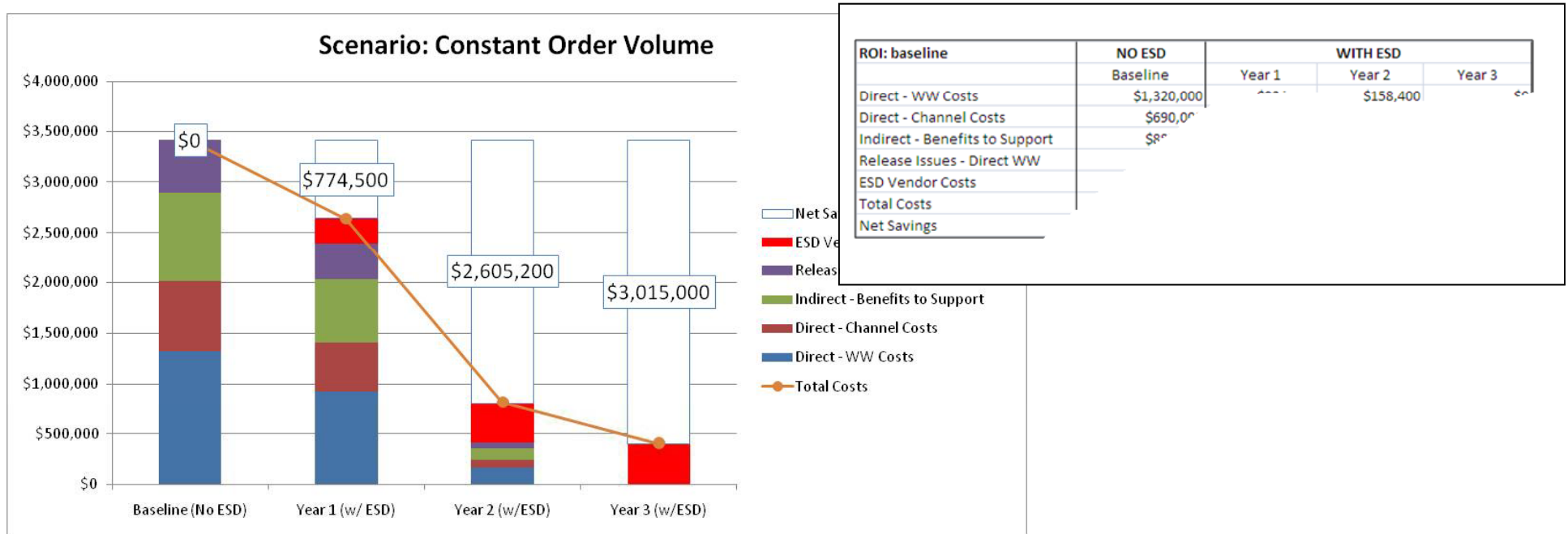
The Business Case ...

- Analyzed cost of doing business across the value chain – IOM, Channel, Customer
- Considered various tangible costs based on manual operations
 - Packaging
 - Shipping
 - Media creation
 - Raw materials
 - Resources (labor)
- Considered other costs
 - Customer support calls
 - Notification and reshipment (recall, product issues ...)
 - Maintenance renewals



The Business Case (illustration/sample) ...

Year 1 = \$775K Year 2 = \$2.6M Year 3 = \$3M

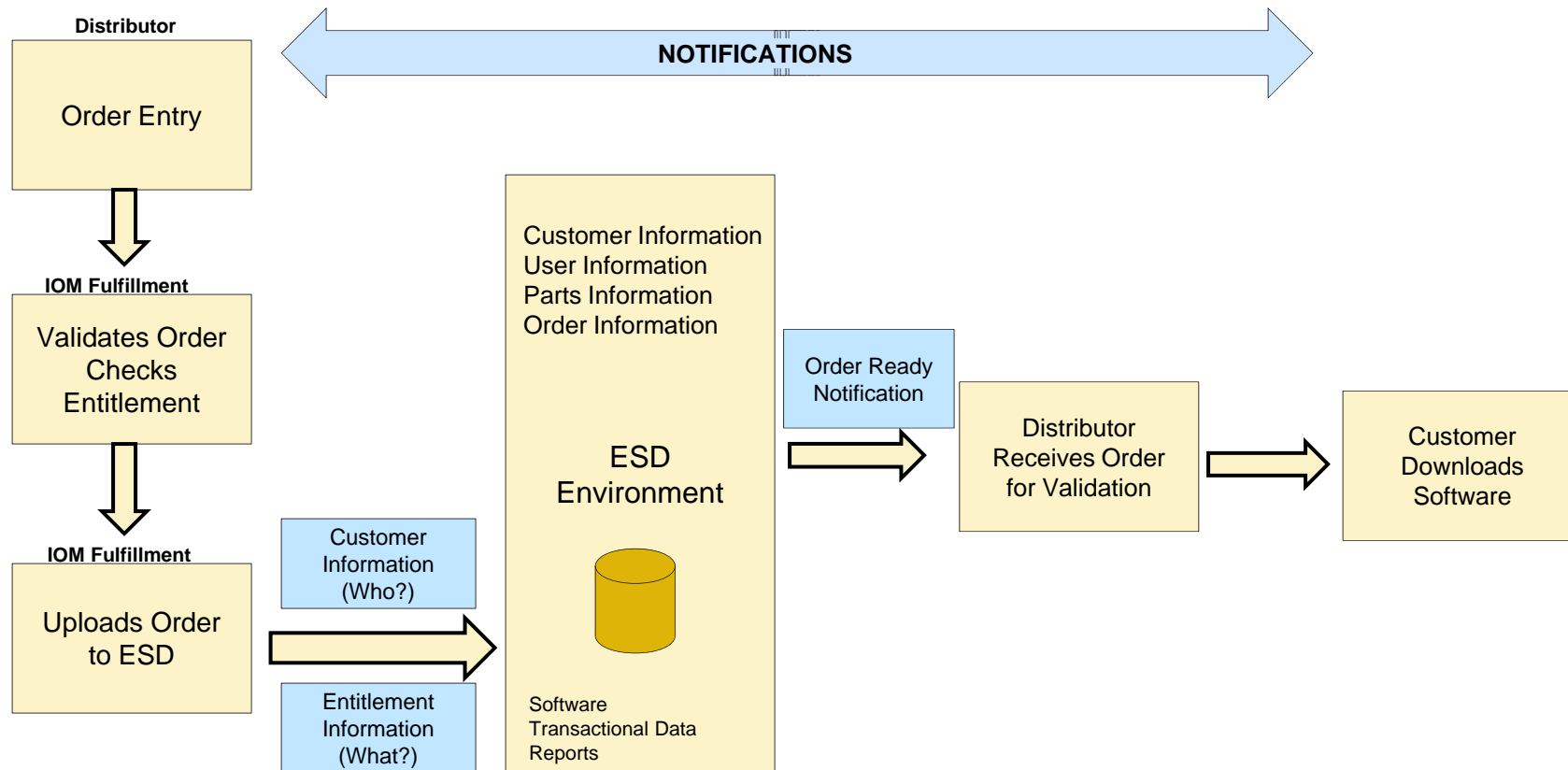


Assumptions:

- No growth, order volume flat over the 3 year period
- ESD adoption rate: Year 1 = 30% Year 2 = 88% Year 3 = 100%
- Approx. ESD Cost: Year 1 = \$250K, Year 2 = \$400K, Year 3 = \$400K
- ESD targeted to reduce attrition rate by 8.75%



Delivery Model



Channel plays a critical role in the validation of s/w before sending it to the end customer

The Distributor's Role ... (ESD notification email)

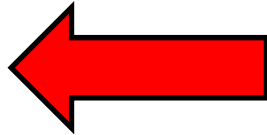
Order Type: Indirect

IOM Electronic Order Fulfillment for: Invensys Simsci

IOM Order Number: 1088368

Customer Name: Invensys Simsci

Distributor Purchase Order: 1099387



Distributor Instructions:

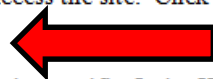
1. To access your Order, please visit: <https://iom.subscribenet.com>
2. Validate your Order – if you have any issues with the Order, please contact IOM Fulfillment (Wonderware Products) at 1-800-555-1212 or at iom-esd@invensys.com
3. Upon your validation and approval, you should **forward** this email to your Customer – follow the instructions given below (see Section: *End Customer Notification*)
4. **IMPORTANT: Your Customer must use the Authorization Code to access and download the software**
5. The email must be forwarded to the following Users:
iomcustomer@invensys-simsci.com
6. While forwarding this email to your Customer, you should delete information in this email that is not relevant to Customer – e.g. this Section called *Distributor Instructions*, IOM Purchase Order Number, etc.

End Customer Notification

IOM Electronic Order Fulfillment for: Invensys Simsci

Your Order for IOM (Wonderware Products) is ready for download at the IOM Software Download site.

1. To access your Order, please visit the software delivery site: <https://iom.subscribenet.com>
2. Use your login and password to access the site. Click on the "Register Order" link and enter the following information
Order ID: 1088368
Authorization Code: 623756
3. **IMPORTANT:** You have to use the specific Order ID and Authorization Code shown here – without this information, you will not have access to your Order
4. Download your order



Lost your password/login ID? Please use the [Password Finder](#) to have it emailed to you.

Implementation Success

- Thorough analysis - 'As Is' state
 - Resulting in fact-based business case + executive sponsorship
- Strong implementation team
 - Project leadership, IT support, partnership with channel & sales
 - Relationship with Flexera Software team – Sales, Support, Consulting
- Well defined and documented new/'to-be' business processes
 - Including roles & responsibilities
 - Governance team – KPI's, measurement metrics
- Communicate precise view of initial ESD release (set expectations) - Scope
- Development: product configuration, unit testing, systems integration testing, UAT
- Road show, demos – internal teams, channel partners
- PILOT phase for:
 - Fine tuning, buying, awareness
- Plan for add-ons, customization(s), production release plans, post implementation support

Phased Implementation over 3 years w/ Pilot Phase



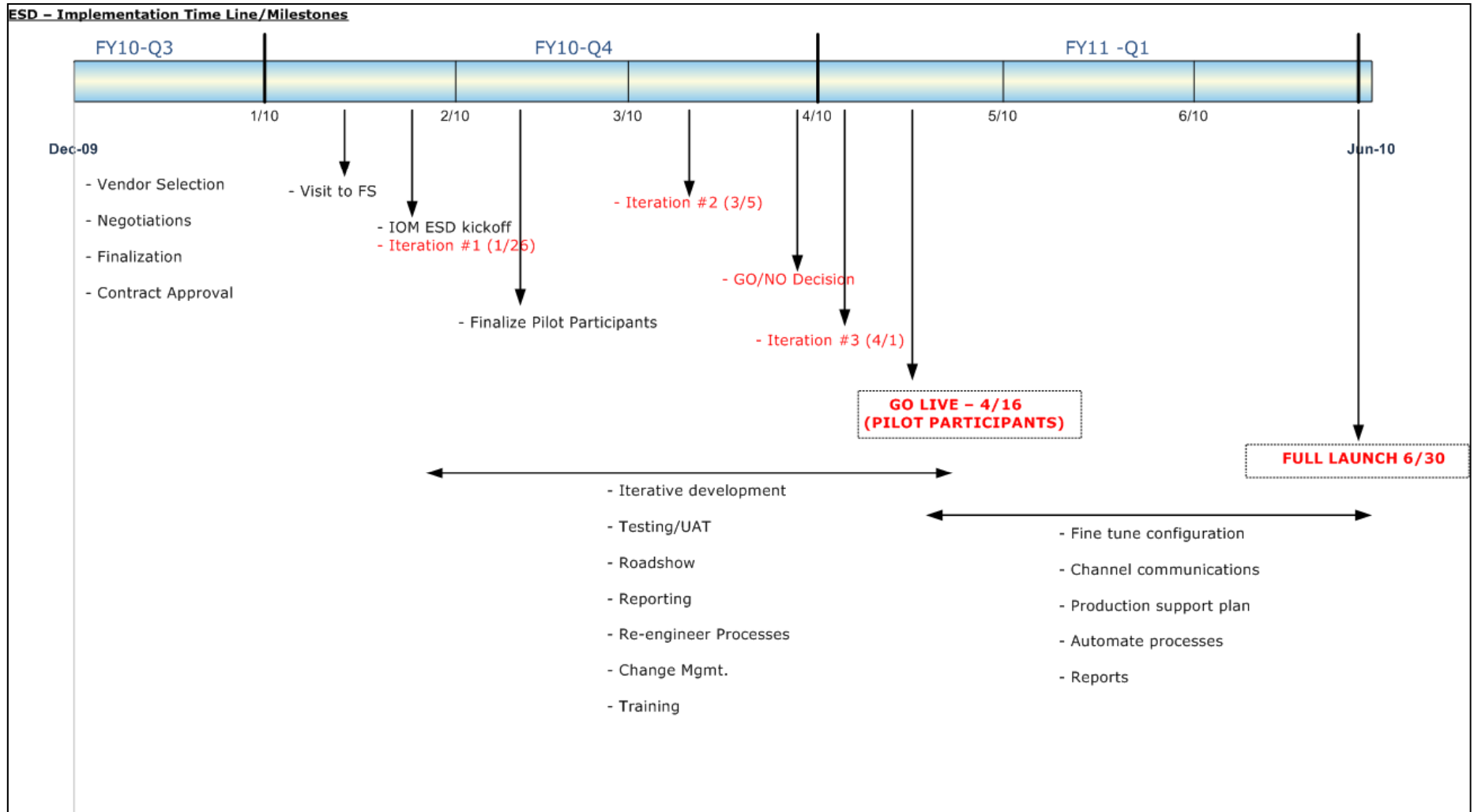
Issues, Risks, Opportunities ...

- Channel acceptance
 - Disturbance to the current role of the Distributor
- Customer acceptance
 - Reliance on Distributor
 - Exposure to new delivery mechanism
 - 'Member' vs. 'Customer' – more than a semantic difference
- Internal expectations for assisting Distributors
 - Scenario: Corporate offices vs. distributed factories and visibility
- ESD best practices – introduction to a hosted-environment service vs. product
- Configuration of FlexNet Delivery On-Demand for allowing Distributors to 'review' product
 - Customization required for our implementation
- Requirements related to specific regions
 - APAC reporting requirements for Customs

Availability of Accurate Customer and User Data



High-level Timeline (illustration/sample)



ESD Screen Shots

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Operations Management Real Collaboration. Real-Time Results.™

IOM Software Download Center (WW Brand Products)

Please log in.

Login ID

Password

Remember my password

Customer Support for IOM Software
For help with downloading software from the IOM Software Download Center, please contact iam@wonderware.com

i n v e n s y s
Operations Management Real Collaboration. Real-Time Results.™

Home > [IOM Software Download Center](#) > Account Members

Krishnan Iyer
Company: IOM (Wonderware)

Software

- Order History
- Register Order
- Software Home

IOM Software Download Center (WW Brand Products)

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Home > [IOM Software Download Center](#) > Order History

Krishnan Iyer
Company: Wonderware Irvine

Software

- Order History
- Register Order
- Software Home
- Product List
- Product Search
- Account Members
- Download Preferences
- Download Help
- User Manual
- FAQ

IOM Software Download Center (WW Brand Products)

Order History

Listed below are your orders. To view the details of a particular order, click on the order number. Canceled orders are not displayed.

Order ID	Customer Name	Customer PO	Order Date	Distributor PO	
1105937	ESD Customer FIRST		Sep 21, 2010	ESD CHECK 09212010 4	Download Order
1105783	test customer	CustPO_445	Sep 20, 2010	DistributorPO_123	Download Order
1105630	Hyrum City		Sep 16, 2010	ESD INTERNAL CHECK	Download Order
1105529	Hyrum City		Sep 15, 2010	ESD Internal Check	Download Order



The Flexera Software Team ...

Marc Gemassmer, Brent Pietrzak

Geneva Lake, Valerie Dowgaluk, Scott Najima, Sreedhar Tatavarthi,
Don Turtle, Andre Nel, John David, Allison Hennessy

THANK YOU

