



AVEVA™

CUSTOMER FIRST PROGRAM GUIDE FOR eDNA ENTERPRISE DATA MANAGEMENT

Best-in-Class Software Maintenance,
Support and Services – Extract
Maximum Value from Your eDNA
Enterprise Data Management Software

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

Customer **FIRST**



The Customer FIRST Program for eDNA Enterprise Data Management is a comprehensive software maintenance and support program that can be pivotal to your success. It offers a rich portfolio of services including award-winning technical support, continuous software maintenance, system management tools and optimization services to help you protect and extract the maximum value from your eDNA Enterprise Data Management software investment. The Customer FIRST Program for eDNA Enterprise Data Management ensures that you get:

- Access to technical support experts that are adept at resolving issues quickly, capitalizing on years of industry experience
- Continuous software maintenance and innovation through software version upgrades to ensure the best performance of your eDNA Enterprise Data Management software and to address changing business needs
- System management applications and optional services to help you manage, optimize and harness the full value of your eDNA Enterprise Data Management software

The Customer FIRST service elements for eDNA Enterprise Data Management are available for you to leverage, helping you achieve operational excellence and deliver improved profits.



Why Customer FIRST?

A Customer FIRST Agreement for eDNA Enterprise Data Management is the foundation of a formal service and support relationship with AVEVA. It provides continuous software maintenance and convenient access to highly skilled resources to remedy any technical issue that you experience as you install, fine-tune, and upgrade your eDNA Enterprise Data Management software. Additionally, a Customer FIRST agreement provides an assortment of service entitlements designed to maintain and optimize the performance of your eDNA Enterprise Data Management software through its entire lifecycle.

Customer FIRST for eDNA Enterprise Data Management offers exceptional customer-focused software maintenance, services and support and is specifically designed to help you:

- **Improve Operational Performance** – Helps accelerate eDNA Enterprise Data Management deployment and maximize return on investment
- **Protect Critical Investments** – Provides access to product enhancements and the newest technologies to keep your eDNA Enterprise Data Management software and application current and “state-of-the-art”
- **Maximize Asset Performance** – Maximizes performance levels of your eDNA Enterprise Data Management software
- **Reduce Total Cost of Ownership (TCO)** – Reduce TCO by minimizing downtime and process interruption and improving user productivity



Select the Support Level and Optional Services You Need

Whether you are planning a new eDNA Enterprise Data Management installation, optimizing and fine-tuning a mature system, or evolving your system with the latest software upgrades, the Customer FIRST program coupled with optional services can be leveraged to ensure your success.

| Included Services | Premium | Elite | |
|---|---------|---------|---|
| Technical Support And Services | | | Description |
| Business Hours Technical Support (8am to 5pm Central Standard Time) | X | X | Access to expert technical assistance for the eDNA solution |
| Global Customer Support Website Access | X | X | Search for answers for your questions and log and track cases directly |
| Customer FIRST Benefits App | X | X | A mobile app designed to help utilize and realize value from your support and services agreement |
| En route response commitment for Billable Onsite Corrective Assistance | NBD | 24hrs | Technical support and subject matter expert at your doorstep on demand, dispatched within hours |
| Application Support | | X | Technical support for your configured solution |
| Emergency 24 Hour Technical Support (24/7/365) | | X | Support available around the clock for emergencies! |
| Software Maintenance And Utilities | | | |
| Software maintenance releases, service packs, patches, updates and hotfixes | X | X | Stay current with the latest updates and fixes |
| Software Version Upgrades and Revisions | X | X | Run the latest versions of your software for optimal capabilities |
| Discount on Test and Offline Development System Licenses | | X | Save on additional licenses for testing your applications |
| System Management Tools | | X | Monitor and manage your eDNA system |
| Additional Benefits: Minimum Contract Spend Required | | | |
| Included Training | | 1 Seat* | Take advantage of our expert training to quickly gain advanced knowledge |
| Block of Technical Support Consulting Services included | | 24hrs* | Expert guidance on best practices during initial rollout and on-going phases of your application |
| Complimentary Invitations to AVEVA Customer Events | | 2 | Enjoy attendance at our annual User Group and Wonderware Premium Support Symposium |
| Dedicated Customer Portal | | X | Access all your plant's support activity, license and purchase history, private content library, and dedicated forum online! |
| Technical Account Management Team | | X | A designated, senior level support team ensures that your issues are receiving top priority and gets your operations back on track! |
| Annual Lifecycle Assessment and Upgrade Planning Roadmap | | X | Understand the current state of your software and plan for the future |



| | Premium | Elite | |
|-----------------------------------|---------|-------|---|
| Planning and Technical Advisement | | X | Counsel and strategic direction for software lifecycle management and multi-site software rollouts |
| Optional Services | | | |
| Flexible Funding for Services | X | X | Embed funds into your Customer FIRST Agreement for optimization and consulting services to use at your convenience during your agreement term |
| Product Training (AVEVA Office) | X | X | Take advantage of our expert training to quickly gain advanced knowledge. Training is hosted at our corporate office in Chicago |
| Product Training (Customer Site) | X | X | Take advantage of our expert training to quickly gain advanced knowledge. Training is hosted at your local site |
| Upgrade and Migration Planning | X | X | Detailed material and execution plan upgrades your Wonderware application to current Wonderware technology |
| Customer FIRST for Solutions | X | X | Lifecycle maintenance (sustaining maintenance and solutions enhancements) for Advanced Solutions engineered / implemented by Wonderware |
| Resident Engineer | X | X | Augment your technical staff with a skilled Wonderware engineer resident at your plant year-round to help you achieve your operational goals |
| Implementation Consultant | X | X | Ensure the successful deployment of your software project with a dedicated technical expert to oversee your implementation |
| System Monitoring | X | X | Advanced technology and messaging services monitor your Wonderware software components, application(s), and overall system health |
| Technical Account Management Team | | X | A designated, senior level support team ensures that your issues are receiving top priority and gets your operations back on track! |

For Your Consideration When Selecting Service and Support Resources

The Customer FIRST Program for eDNA Enterprise Data Management offers you the flexibility to tailor your support and services to the specific needs of your business by layering optional services on top of the core program level. Listed below are some questions to help you determine which level of Customer FIRST for eDNA Enterprise Data Management best fits your needs:

- How quickly can you identify a system (or software) issue if an unexpected malfunction occurs?
- Do you have in-house experts on staff to quickly troubleshoot and resolve issues?
- Can you benefit from a single AVEVA point of contact for technology-related questions and to help ensure on-time commissioning of the solution?
- Do you need better coordination for your support-related issues and problem resolution?
- Are software upgrade costs difficult to budget?
- Is your team trained for maximum utilization of your eDNA Enterprise Data Management system?
- How quickly do you require corrective assistance?
- How secure is your system against cyber security threats?
- Do you need an AVEVA System Expert to augment your engineering staff?



A Customer FIRST Agreement for Your eDNA Enterprise Data Management Software Makes Good Business Sense

Your software investment for your enterprise may be substantial, but it is typically only a fraction of your overall investment when you consider everything else that is involved in your operations (requirements specification, design and engineering, integration, hardware, training, etc.). A Customer FIRST agreement protects your entire investment by delivering in the following critical areas:

Access to Exceptional Global Technical Support – AVEVA clients have specific business objectives and responsibilities that rarely include troubleshooting industrial software technical issues. The Customer FIRST Program for eDNA Enterprise Data Management provides you with streamlined access to support experts who have years of experience supporting diverse eDNA Enterprise Data Management installations around the world. They are adept at understanding potential software implementation issues, replicating problems and resolving them quickly. With the Customer FIRST program, you can leverage vast AVEVA experience and expertise, saving you time and money.

Software Upgrades – eDNA Enterprise Data Management software is generally upgraded twice a year to further improve performance and security, embrace new technology, and provide new functionality to meet evolving

market demands. Software upgrades give you the power to improve the reliability and capability of your software application and extend new functionality to others in your company.

Global Customer Support (GCS) Website – The GCS Website is an online case management system and collaborative information repository supporting eDNA Enterprise Data Management software applications. From the latest news, patches and updates, to compatibility information, demo applications, best practices, blogs and forums, the GCS Website is invaluable. You also get access to extensive online self-help, online product training, dedicated and collaborative web portals, and a vast knowledgebase of technical tips, tools and best practices.

System Management and Optimization Services – Our optional services for eDNA Enterprise Data Management Software help clients achieve even greater productivity, including:

- **System and Application Management Tools** – Become a true eDNA Enterprise Data Management system administrator with access to advanced system management and maintenance tools.
- **eDNA Enterprise Data Management System Monitoring** – Our trained professionals ensure that your eDNA software application is running at peak performance and proactively monitor and inspect your system to avoid potential system downtime.



Maximize Your Investment and Simplify Your Business Complexities

Your business has enough challenges already, with constantly changing needs, market and competitive conditions, operational situations, rapidly changing technologies and a myriad of other concerns. The Customer FIRST Program is a cost-effective approach to help you manage and mitigate some of these business complexities. When you leverage its many valuable aspects — software upgrades, technical support, and optimization services — your membership will provide a significant return. The program is specifically designed to help clients improve operational performance, protect critical investments, maximize asset performance and reduce total cost of ownership — to get maximum value from an investment in eDNA Enterprise Data Management software.



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