

The AVEVA logo is a teal triangle pointing upwards, containing the word "AVEVA" in white, bold, sans-serif capital letters with a trademark symbol. The background of the top half of the page is a photograph of a smiling female customer service representative wearing a headset, with other people blurred in the background.

AVEVA™

## CUSTOMER FIRST PROGRAM GUIDE FOR SIMSCI – PROCESS OPTIMIZATION SOFTWARE

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Best-in-Class Software Maintenance,  
Support and Services – Realize  
Maximum Value from your SimSci  
Process Optimization Software

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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 SimSci™ Process Optimization is the first step in driving process excellence, achieving spectacular enterprise-wide business results, and stay ahead of your competition. However, the right technology is just one factor of your overall success.

**Customer FIRST**



The Customer FIRST Program for SimSci Process Optimization is a refined solution maintenance and application support program pivotal to your success. It offers a rich portfolio of services including award-winning application support, continuous software and application maintenance, and optional services to help you protect and extend the value of your SimSci investment and keep your solution running smoothly. The Customer FIRST Program for SimSci Process Optimization ensures that you get:

- Access to application support experts that are adept at resolving issues quickly, capitalizing on years of experience
- Continuous software application maintenance, and a formal mechanism and resources for application enhancements to evolve your SimSci solution and best address changing business needs
- Optional services to help you manage, evolve, optimize and extract the most value from your SimSci solution

Your SimSci solution helps deliver improved profits and operational excellence – the service elements provided through Customer FIRST are available to leverage and ensure your success.



## Why Customer FIRST?

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

Customer FIRST for SimSci Process Optimization offers exceptional customer-focused software maintenance, services and support and is specifically designed to help you:

- **Improve Operational Performance** – Helps drive adoption of your application and maximize the return on your investment
- **Protect Critical Investments** – Provides access to product enhancements and the newest technologies to keep your SimSci software current and "state-of-the-art"
- **Maximize Asset Performance** – Maximizes performance levels of your SimSci solution
- **Reduce Total Cost of Ownership (TCO)** – Reduce TCO by minimizing application downtime and improving user productivity



## Select the Optional Services You Need

With a choice of service levels and options, you choose the program level that best suits your specific needs. Whether you are planning anew installation, optimizing and fine-tuning a mature system, or evolving your system with the latest software upgrades to take advantage of rich new capabilities, one of our service levels coupled with optional services can be leveraged to ensure your success.

Included Services	Standard	Premium	
<b>Technical Support And Services</b>			<b>Description</b>
Business Hours Technical Support (8am to 5pm Central Standard Time)	X	X	Access to technical experts to resolve issues quickly
Global Customer Support Website Access	X	X	Search for answers to your questions and log and track cases online
Customer FIRST Benefits App	X	X	A mobile app designed to help realize value from your software/application maintenance agreement
Electronic Software Delivery (ESD) Download Access	X	X	Conveniently download your software and licenses on demand
Support Usage and Summary Reports	X	X	Automatically receive a monthly summary of all your support activity
Annual Lifecycle Assessment	X	X	Understand the current state of your software
24 Hour Technical Support (24/7/365)		X	Support available around the clock, when you need it!
<b>Software Maintenance And Utilities</b>			
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
<b>Additional Benefits: Minimum Contract Spend Required</b>			
Advisory Board Membership	X	X	Be a trusted advisor and provide us with your input on our strategic and product roadmap
Technical Account Management Team	X	X	Expert, designated technical support resource specifically assigned to bring your operations back on track
Contract Management / Performance review	X	X	Personal review with your sales or support partner to review support utilization and value to you



	Standard	Premium	
Optional Services			
Training Program Services	X	X	Expert training and certification for your system operators
Services Evaluation Workshop: Mid-Complexity Refining Unit	X	X	Understand the current state of your system and receive a prioritized list of recommendations for improving performance
Online Modeling Solution Support: Bundled Engineering Hours	X	X	Simplify the process of making improvements to your online modeling applications
Resident Engineer	X	X	Augment your technical staff with a skilled AVEVA engineer resident at your plant year-round
On Site Engineering Services	X	X	Utilize our experts to maintain your system, keep it running at peak levels, and implement new functionality as required
Proxy for Remote Access	X	X	Secure dedicated connection to your online system for effective and timely support
Performance Check of SimSci Refinery Reactor Model: FCC	X	X	"Preventive Maintenance" of the refinery reactor model

\*This is the base quantity provided to customers meeting the minimum spend. Depending on your spend, you may qualify for additional quantities.

## For Your Consideration When Selecting Service and Support Resources

The Customer FIRST Program for SimSci Process Optimization software 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 SimSci Process Optimization best fits your needs:

- How quickly can you identify an application 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?
- Do you need better coordination for your support-related issues and problem resolution?
- Are application maintenance costs difficult to budget?
- Is your team trained for maximum utilization of your SimSci solution?
- 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 SimSci Solution Makes Good Business Sense

Your industrial software expenditure may be substantial, but it is typically only a fraction of your overall Investment when you consider everything else that is involved in your project (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 Support Resources –** AVEVA clients have specific business objectives and responsibilities that rarely include troubleshooting critical application issues. The Customer FIRST for SimSci Process Optimization program provides you with streamlined access to support experts who have years of experience supporting diverse SimSci installations around the world. They are adept at understanding potential application issues, replicating problems and resolving them quickly. 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. With the Customer FIRST program, you can leverage this vast AVEVA experience and expertise, saving you time and money.

**Application Maintenance –** SimSci Optimization applications are far more complex than simple product configuration. Typically these applications require incorporating unique rules and processes, developing custom models and user interfaces, reports and analytics, and integrating with legacy systems or other applications.

**Global Customer Support (GCS) Website –** The GCS Website is an online case management system and collaborative information repository supporting SimSci software applications. From the latest news, patches and updates, application notes, 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 training, dedicated and collaborative web portals, and a vast knowledgebase of technical tips, tools and best practices.



Our optional services for SimSci Software helps clients achieve even greater productivity, including:

- **Training** – Take advantage of our expert training for YOUR application to quickly become adept on your solution and get certified!
- **Online Modeling Solution Support** – Achieve a high stream factor for online modelling applications and simplify the process for making incremental improvements that have high marginal value
- **Application Performance Check of SimSci Refinery Reactor Model: FCC** – “Preventive Maintenance” of the refinery reactor model, understand the operating range of the model and the source of deviations from plant operation as well as update the model

## 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 myriad 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 SimSci software.



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