eBAT™

online Benefit Analysis Tools for ABB customers

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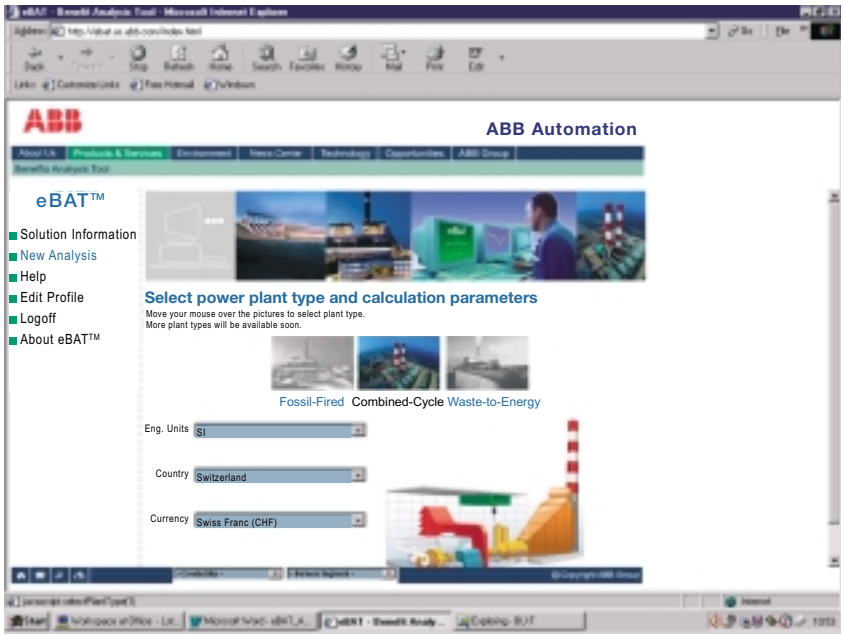
How can ABB be sure that it is adding value to its customers' operations? Which of the possible solutions will bring the highest financial returns? Answering these questions is key to ABB's customer-centric approach. Some pioneers of value-based selling developed spread-sheet models for exploring these issues with their customers. However, they were not widely used and were hard to maintain. ABB has turned to the Internet for effective and transparent modeling of solutions and the benefits they offer customers and ABB alike.



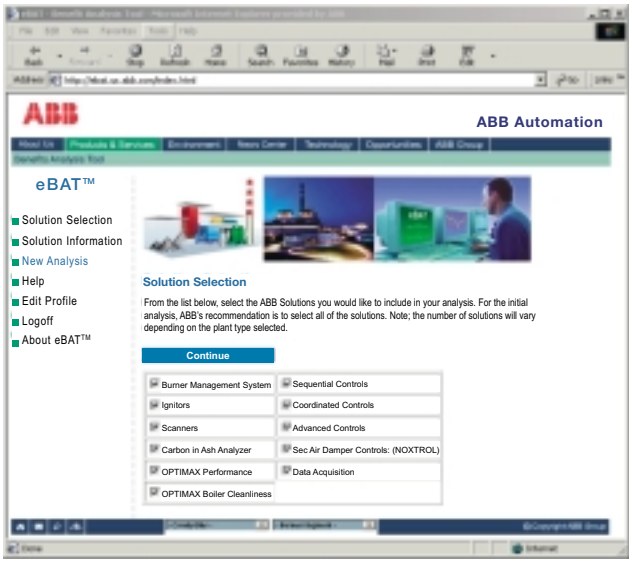
1 Users have to enter only minimal information to register. Afterwards, eBAT™ is fully accessible.

In 2000, ABB launched a series of web-enabled Benefit Analysis Tools, called eBAT™, for use by ABB customers and account managers. These tools use ABB's know-how in the area of industrial processes and automation solutions to estimate the financial benefits of implementing such solutions in a specific plant. The first solutions to profit from this are for fossil-fired power plants, combined-cycle power plants and waste-to-energy plants [1]. Oil and gas well tools have also been launched [2]. The models that are used consider specific financial operating values, including fuel, operating costs, environmental costs, unit availability, production rates, as well as other inputs. The calculated financial benefits are analyzed across available solutions and typical operating issues in the customer's industry.

Collaboration and customer feed-back

eBAT is a result of cooperation between various ABB Business Areas and ABB Corporate Research. To make sure that

2 The user enters those ABB products and solutions in which he is interested. Links provide brief descriptions of each of the ABB offerings.



3 Specific plant data are entered here. Seven data categories are given in this example. The user clicks on 'Perform Analysis' to obtain an overall benefit estimate.

the eBAT tools accurately reflect the actual industry environment, expert know-how and field data were collected for the thousands of automation systems installed by ABB in the selected plant types. Experts from Germany, Switzerland, Norway and the USA joined together to develop and check the models. These experts support the tools and use feedback from customers to modify and update them as necessary. Customers will be able to get support and advice on using the tools for project analyses from their local account managers.

Efforts are under way to expand use of the tool to paper mills and wide-area protection systems. Additional oil and gas models are planned, as are models to cover more of ABB's offerings for utilities.

Using eBAT

User registration is designed to be quick and easy, and requires minimal information. Some of the information entered by the user, such as the plant location, is used internally by the tool (eg, to select the currency and engineering units 1) while some is essential for fast follow-up by ABB if the customer requests it. After registering, the customer can immediately access the tool.

Next, the customer selects those ABB products and solutions in which he is interested 2. Links are also provided here to ABB Power Plant Automation's Internet pages [3], where a brief explanation of each of the offerings can be found.

In the next step, the user enters the relevant plant data. The categories and specific plant data will, of course, depend upon the actual type of plant being evaluated. In the example shown in 3 – a fossil-fired plant – seven different categories of data have to be entered.

After entering the data, the user clicks on 'Perform Analysis'. eBAT then provides an overall estimate 4 of the benefits for the plant in question, broken down into key operating variables used in the industry. Detailed results for each selected solution are also provided.

Although eBAT can be accessed by any authorized user via the Internet, the target is to get customers and their account managers to begin collaborating through use of this tool. Advanced capabilities are available to support customers working with their account manager in this way. Experience shows that eBAT promotes the natural involvement of the whole decision-making team in discovering the respective values of ABB solutions, which can smooth the way when proceeding with one of them. In some cases, ABB supports this approach with performance-based financing supported by eBAT calculations. eBAT therefore gives new impetus to ABB's thrust of value-based selling.

4 The benefit estimate is broken down into key operating variables used in the respective industry.

Technical architecture

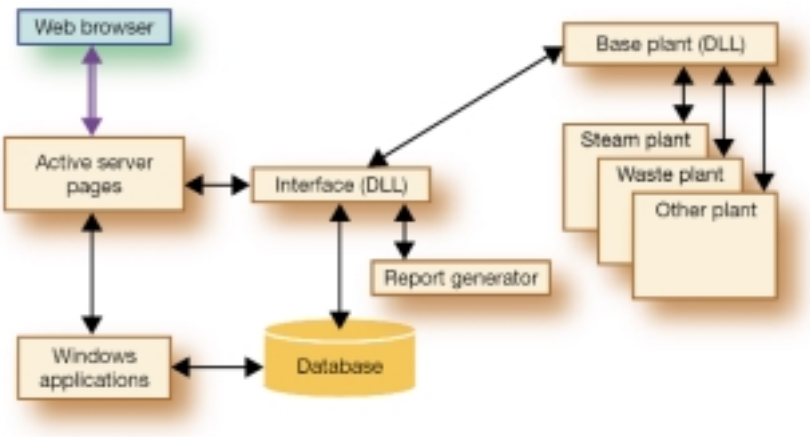
All the eBAT tools share a common IT architecture 5 and common look and feel. Because of the common architecture, ABB can quickly add new benefit calculation algorithms to upgrade existing models, or models of entirely new, different types of plant. The common look and feel ensures a consistent user experience.

Payoff for ABB customers

eBAT is part of an ongoing and constant effort ABB is making to improve the way it interacts with customers. In addition to the customers being able to evaluate ABB products, solutions and service offerings themselves, the collected information provides the basis for a richer, faster dialog between customers, who are better informed, and ABB technical representatives. Users of eBAT can print out reports from the system for use in discussions with other partners. They can also send an ABB representative an e-mail with the data set from the tool as advance information for a follow-up discussion.

eBAT was developed as part of ABB's strategy for improving user experience, from value-based selling through customer guidance to direct customer-driven preliminary design. It has a clear goal: to make ABB the easiest company to do business with.

5 A common IT architecture is shared by all eBAT tools to ensure a consistent user experience and enable easy maintenance.



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