Life Cycle Management
For ELSP Products
Agenda

Life Cycle Management

What is Life Cycle Management?
The concept
Life Cycle Management
Marketing tools -
How we communicate LCM to ELSP and Customers
Life Cycle Management for ELSP

What is Life Cycle Management?

What is Life Cycle Management?

“Product Life Cycle Management or LCM is a term used for the process of managing the entire lifecycle of a product from its conception, through design and manufacture to service. LCM is a set of capabilities that enable an enterprise to effectively and efficiently innovate and manage its products and related services throughout the entire business lifecycle.

All companies need to manage communications and information with its customers and its suppliers and the resources within the enterprise.

In addition, manufacturing engineering companies must also develop, describe, manage and communicate information about their products LCM.”
Policy
according to ABB policy in LCM

ABB’s products are designed for continuous evolution. It is ABB’s goal to protect our customers’ investment beyond the life-cycles of the platform products.

ABB will not "Remove from Active Sale" any product or "family" of products until an equivalent replacement to those products is available. Exceptions to this may occur if components or technologies needed are no longer available to ABB. Once a product has been removed from active sale it is in the “Classic” phase.

Products will continue to be supported by ABB for about 10 years from the start of the Classic phase, although exceptions to this may occur according to market request or if components or technologies needed are no longer available.

At least 6 months prior to any "Manufacturing End" declaration, ABB will announce a "Granted Last Buy” opportunity (except in cases where there is a direct form, fit and function replacement). It is ABB’s intention to provide support for as long as there are significant customer needs after the "Manufacturing End" through field service, repair and by making replacement spares or refurbished apparatus available.
Life Cycle Management for Low Voltage Products

The concept

- **Product is released for Sale**
  - **12 months**

- **Lifecycle announcement**
  - **6-12 months**

- **Last Buy**
  - **6 months**

- **Mass Manufacturing End**
  - **Guaranteed product Support**

- **Lifecycle announcement**
  - **Limited product Support**

**Annual lifecycle Status review**

- **Limited**
- **Classic**
- **Active**
- **Obsolete**

June 5, 2020
## Life Cycle Management for Low Voltage Products

### The concept

<table>
<thead>
<tr>
<th>ACTIVE</th>
<th>CLASSIC</th>
<th>LIMITED</th>
<th>OBSOLETE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Active development and promotion phase</strong></td>
<td><strong>Product maintenance phase</strong></td>
<td><strong>Primarily service support</strong></td>
<td><strong>Obsolete phase</strong></td>
</tr>
<tr>
<td>- Product has been released for sale</td>
<td>- No further enhancements</td>
<td>- The manufacture of spare parts and accessories is guaranteed</td>
<td>- ABB cannot guarantee availability of product support for technical reasons or within reasonable costs.</td>
</tr>
<tr>
<td>- Actively promoted</td>
<td>- Product is no longer actively Promoted, notification of LCM phase change is 12 months before the advance notice through sales channel</td>
<td>- new apparatus availability may continue, but is not guaranteed</td>
<td>- No longer manufactured as a complete product; only retrofit and/ or revamping solutions could be available</td>
</tr>
<tr>
<td>- Product is actively sold</td>
<td>- Product will be phase out</td>
<td>- increasing use of refurbished apparatus or retrofitting kits</td>
<td></td>
</tr>
<tr>
<td>- Product is actively maintained with enhanced through R&amp;D or product improvements</td>
<td>- It is still available for sale - mainly for spares and expansions of existing systems, supply under frame agreements, in case of space constrains, required functionality not yet covered by the new product, license agreements</td>
<td>- no new development to replace obsolete components</td>
<td></td>
</tr>
<tr>
<td>- Fully supported of after sales network</td>
<td>- Prices usually increase due to lower volume, higher vendor component costs, etc.)</td>
<td>- Technical support (field service, phone support, etc) continues, but may diminish over time with decreasing installed base</td>
<td></td>
</tr>
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Customer support over the lifecycle and beyond

**Lifecycle Services**

- **Active**
- **Classic**
- **Limited**
- **Obsolete**

Availability of service offerings is subject to local market conditions.

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**Start-up**

- Selection
- Installation
- Commissioning

**Operate and maintain**

- Training & e-Learning
- Technical Support & remote service
- Parts & repair
- Maintenance

**Rebuild or replace**

- Retrofit
- Replace & recycling

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Availability of service offerings is subject to local market conditions.
Life Cycle Management for Low Voltage Products

The concept

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</tr>
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<tr>
<td><strong>Active</strong></td>
<td>Normal production, sales and development Phase</td>
</tr>
<tr>
<td><strong>Classic</strong></td>
<td>Product maintenance Phase</td>
</tr>
<tr>
<td><strong>Limited</strong></td>
<td>Limited production and guaranteed availability of spares</td>
</tr>
<tr>
<td><strong>Obsolete</strong></td>
<td>Reduced availability of components and Supports</td>
</tr>
</tbody>
</table>

![Graph showing the stages of the life cycle with time axis and sales volume axis.](image-url)
Benefit

Total transparency of products life cycle
- Commercial offer optimized management (warranty, pricing, deliveries...)
- Product residual life visibility (long term supply agreement, declarations...)

Product management optimization:
- Product transition
- Availability of finished products, spare parts and retrofitting kits
- Production layout and material planning

Communication to the customer by Technical Information:
- Transition phase
- Residual life
- Alternative solutions

Better customer care/ service
Life Cycle Management for Low Voltage Products

"REPLACEMENT AREA"

Replacements
We help customers to replace the installed low voltage products with the latest or similar models in a matter of hours.

ABB’s products undergo continuous improvement. It is ABB’s goal to protect our customers’ investment beyond the life cycles of the platform products. For these reasons ABB has decided to use a strict Life Cycle Management policy.

Product Life Cycle Management or LCM is a term used for the process of managing the entire life cycle of a product from its conception, through design and manufacture to service. LCM is a set of capabilities that enable an enterprise to effectively and efficiently innovate and manage its products and related services throughout the entire business life cycle.

Highlights
- 2020 Life Cycle Management 2020 - 02
- 2018 Life Cycle Management 2018- 07
- 2018 Life Cycle Management 2018

Our products

Breakers
- Emax X1B-N will change to Obsolete phase from Jul. 2020 and will be available for sales up to Jun.2020
- Entellirguard G IEC changed to Classic phase on Jan.2020, will change to Limited phase from Jul. 2021 and will be available for sales up to end of Mar.2021
- Entellirguard L IEC changed to Classic phase on Jan.2020, will change to Limited phase from Jan. 2021 and will be available for sales up to end of Mar.2021
- Entellirguard G UL will change to Classic phase on Jul.2020 and will change to Limited phase from Jul. 2021

Switches & Fusegear
- Tmax 3A-T4/UL will change to Obsolete phase from Jan. 2021 and will be available for sales up to Dec.2020
- Record Plus IEC will change to Classic phase on Jul.2020
Last LCM update

Available docs.
Life Cycle Management for Low Voltage Products

Life Cycle Management plan

**Life Cycle Management**

ABB has defined for each products released the LCM status offering indication of the next phase change and indicating:

- The new product that replaces the old one
- Eventual Service solution to easily replace the old product

All products details are available in a simple table: