





ABB INTERNAL ONLY


Low Voltage Motor Control Center Smart Starter Unit Competitive Comparison


Combining market drivers and our strengths to enable clear outcomes through our solutions

External market drivers

 Aging and growing installed base

 Global labor force dynamics

 Environmental sustainability

 Digitalization

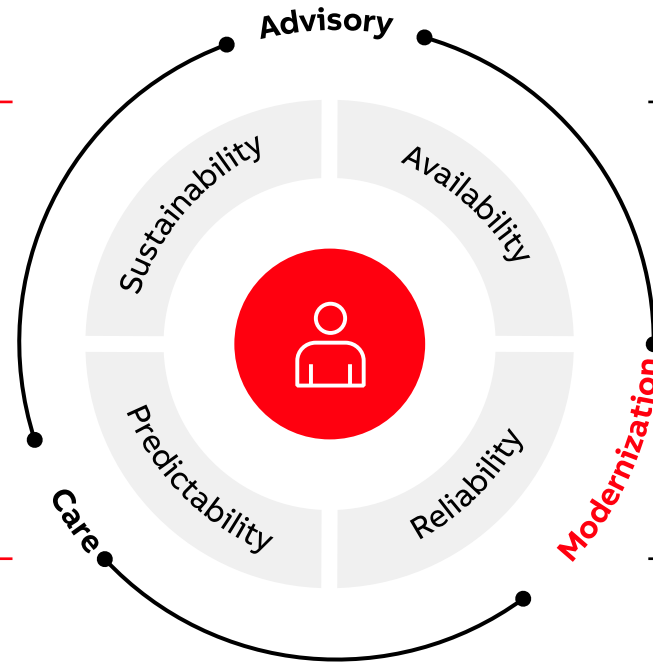
 Evolving business models

Our strengths


 **1**
Reputation, track record & global brand

 **2**
Scale & coverage


 **3**
Technology leadership and domain expertise



Strategic enablers


1
Digital 


2
Partnerships 


3
The ABB Way 

Our shared ambition

 Growth

 Complementary to ABB Offering

 Trusted service advisor

 Sustainability and innovation leader

Our solutions – enabling sustainability, availability, reliability and predictability

Across an installed base of >17 million and over for decades to come

LV and MV components
equipment and systems

Care services

- Installation & commissioning
- Training
- Spare parts; Repairs & maintenance
- Service agreements



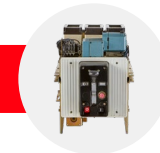
Advisory services

- Engineering & consulting



Modernization services

- Extensions, upgrades & retrofits
- End-of-life services
- Replacements



Year 1

Year 5

Year 10

Year 20++

Our success lies with partners

Core Competencies and Focus Areas



Care & Support

- Preventive Maintenance
- Installation and Commissioning
- Disaster & Emergency Recovery
- Testing & Evaluate and Repairs
- Spare & Aftermarket Parts
- Digital applications self service
- Remote support and asset manager
- Service agreements – Power Care 2.0



Modernization

- Circuit breaker Retrofits/Retrofills
- **Motor Control Bucket Retrofits**
- Digital & protection Upgrades
- Switchgear Add-ons and Upgrades
- End-of-Life Service
- Replacement



Advisory

- Site audits > electrical safety
- Systems studies > network reliability
- Arc flash studies > personal protection
- Net Zero Operations > sustainability
- Short Circuit Current Limiting Devices
- Safety Personnel Training

Marketing Tools

01.

Audience
Framework

02.

Value/Benefits
Ladder
Value
Proposition

03.

Competitive
Analysis

04.

Strategic
Positioning
Analysis &
Differentiation
* For NEW or STRATEGIC
products/offerings

05.

Price
positioning
* For NEW or STRATEGIC
products/offerings

06.

Buyers journey
map
* For NEW or STRATEGIC
products/offerings

Competitive Analysis

8000 Smart Starter



When

Gate 5



Who

GPM



Support

MRK - SLS

Major

Significant

Category

Features/Benefits/Values	ABB	Eaton	Other OEMs	ISPs
	Rating (1-10)	Rating (1-10)	Rating (1-10)	Rating (1-10)
UMC100.3 in UL bucket	10	5	0	10
SEL-849 in UL bucket	10	5	0	10
Maintain 8000 bucket height	10	3	0	10
UL 845 listed 8000 bucket	10	10	0	0
Door mount HMI	10	3	0	10
Ground fault protection	10	5	0	5
Under/over current protection	10	5	0	5
Sustainability – modernize IB	10	10	0	10
Lifecycle and spares mgmt.	10	10	0	10
ABB Ability™ ready	10	0	0	0

Competitive Analysis

8000 Smart Starter



Gate 5

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Features/Benefits/Values	ABB	Eaton	Other OEMs	ISPs
	Rating (1-10)	Rating (1-10)	Rating (1-10)	Rating (1-10)
Fast install / minor outage	10	5	0	10
7700 & Spectra compatible	10	10	0	10
Replace obsolete components	10	10	0	10
50% faster than new MCCs	8	8	0	10
Advanced motor protection	10	5	0	5
Remote comm options	10	5	0	5
Only OEM solution for GE IB	10	3	0	0

ABB