



## ABB Process Automation – Focusing on customer needs

ABB is a global leader in the supply of electrical and automation technologies. Our Process Automation team is charged with delivering products, services, and complete industry solutions through a variety of channels. However what we deliver is only valued if we can clearly demonstrate how it meets the critical business needs of customers, in particular in the areas of operational profitability, capital productivity, risk management and global responsibility.

Many customers would suggest that maximizing production efficiency is the most important requirement of a process automation solution. To that end, our industrial business units are constantly developing applications that allow plants or equipment to run at maximum output, consistently producing high-quality products. Our IndustrialIT solutions integrate engineering, operations and maintenance activities on a common technology platform, thus improving overall plant efficiency and safety. Our Asset Management and Performance Service solutions minimize downtime and help to reduce variable costs such as labor, maintenance and consumables. In this era of record energy consumption, our solutions for energy management help plant operators to reduce both cost and environmental impact.

ABB customers expect a high return on their automation investments, and we offer many ways of improving the productivity of capital. Our early involvement in projects helps to optimize engineering and design cycles, thus lowering project costs while meeting or exceeding design goals. Overall procurement and commissioning costs are further lowered by customers who select ABB as their main electrical, automation, analytic or instrumentation partner. To ensure both performance and longevity for these investments, we offer industry's most comprehensive lifecycle management program.

Risk is a major characteristic of any process automation project. Project inefficiency or poor product quality can add cost, delay schedules, or increase project hazards. To reduce these risks, our Centers of Excellence develop tested, certified and reusable industrial applications for repeatable performance, shorter project schedules and

smoother start-ups. Through our global account program, we also develop customer-specific “best practices” to ensure consistent project delivery regardless of size, complexity, scope or geographic location.

Like ABB, most companies today are embracing a renewed commitment to social responsibility. Customer investments in our integrated safety and control systems help ensure safe and secure working conditions for employees, protection of the environment, and the re-use of installed assets. This approach helps customers protect their reputation and license to operate, while meeting ever more demanding regulatory and compliance requirements. ABB's commitment to social responsibility reflects well on customers who share our high standards for business ethics, health and safety, and community spirit.

Viewed collectively, the business needs of our customers are complex. Viewed individually, each one is yet another opportunity to deliver proven solutions for power, productivity and sustainability that help make the world a better place. Many of the products, applications and services that fulfill these business needs are showcased in this ABB Review Special Report. I hope you find the collection of articles informative and interesting. Most importantly, I invite you to explore the world of ABB Process Automation, and to learn of the many products, services and solutions on offer to help improve your productivity.

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