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# ABB Value Provider Program for control systems



- Trained and assessed
- Specialized
- Authorized

# Partnership for growth and profitability

As a company with international reach, we are committed globally and locally, to extend our reach into key target markets, where process automation systems have significant growth opportunities.

The ABB Value Provider Program is a global channel partner program for system integrators, distributors or panel builders. Authorized members of this premium program are called **ABB Value Providers**.

The authorization program is a procedure to guarantee that the services the customer receives from the ABB Value Providers are on the same leading level as the quality of the ABB products, both globally and locally. Once certified as ABB authorized channels, our partners have indepth knowledge of local markets and are conversant with the defined ABB products and processes.

ABB is a leading global engineering company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels. With a history of excellence stretching back more than 130 years, ABB's success is driven by 144,000 talented employees in over 100 countries.





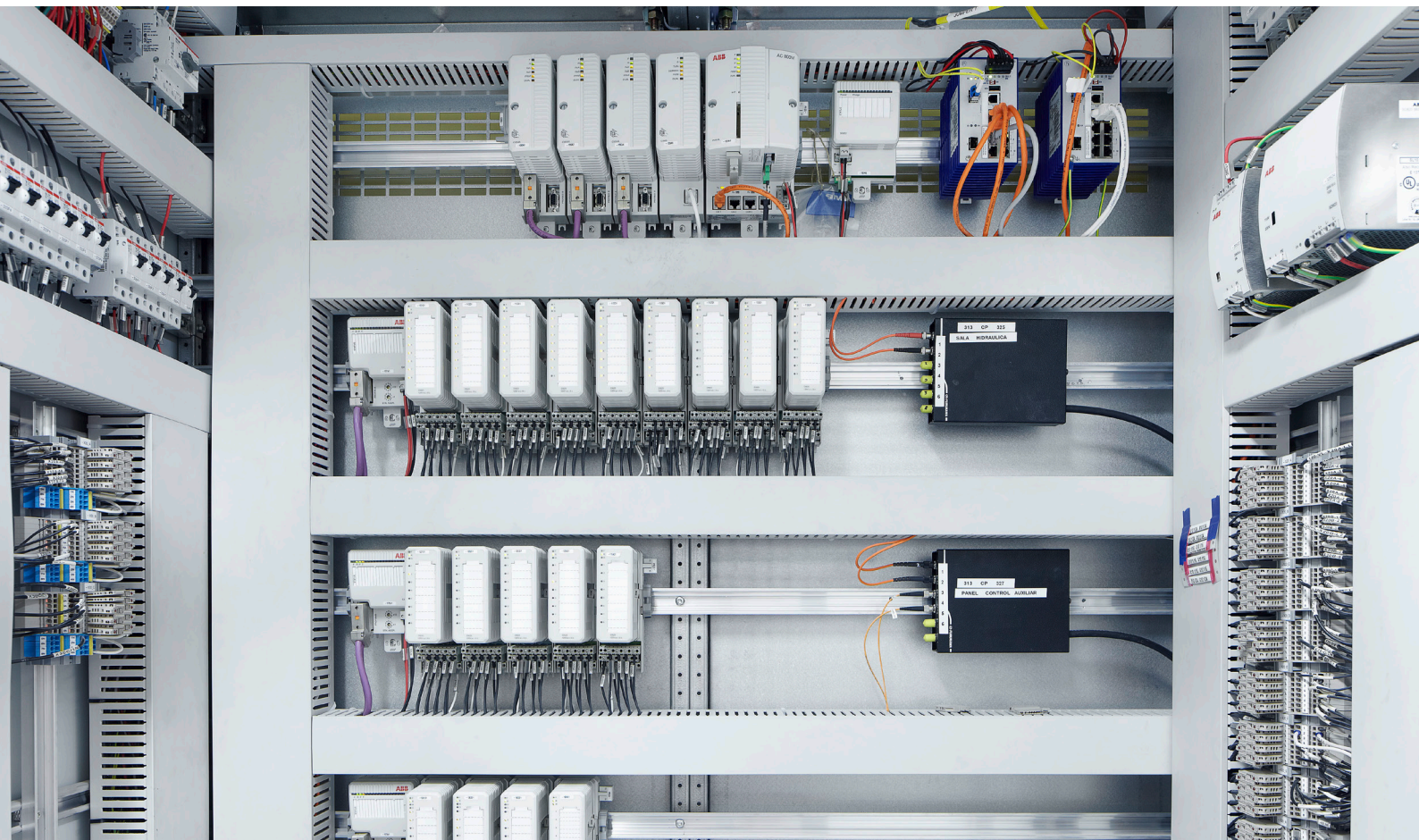
## Why become an ABB Value Provider?

Our Value Provider Program enables you to sharpen your competitive edge by using ABB market-leading products, systems, services and software. As a result, you can serve your customers better, quicker and more efficiently. Leveraging on this program, you will get several benefits.

ABB has a long-standing history of providing integrated automation solutions to industry and utility customers. We are confident in the growth potential of the automation business as a whole and to harness this potential, a strong network of channel partners is vital. That is why ABB partners with top system integrators and distributors with deep vertical experience and expertise. For end-users, working with an ABB channel partner means having immediate access to experts with world-class skills and resources, plus an in-depth understanding of local business needs and conditions. A local supplier can help optimize implementation costs and speed.

For system integrators and distributors, becoming an ABB channel partner means greater market exposure and business opportunities, participation in joint strategic sales and marketing initiatives, and access to a broad and growing customer base. Being a channel partner also means having support in the areas of marketing, sales, technical services and training.

Our vision of growth with channel partners is rooted in ABB's history of performance, mutual respect and strong collaboration.



## Partner benefits



### Visibility and market recognition.

ABB is the number one supplier of distributed control systems globally according to reports by ARC. We have a footprint across a broad range of industry verticals, more than any other player in the industrial space. As an ABB value provider, you will benefit from that.

Access to a market leading product portfolio

Visibility and promotion as an ABB Value Provider in our website as well as in local and global marketing campaigns

Use of the ABB Value Provider Program label



### Long-term relationship as a foundation for growth.

ABB is purposeful - we nominate ABB Value Providers under a rigorous selection process. We employ this selection process because we treat ABB Value Providers as partners and equals by engaging in:

Joint business planning

Joint marketing and sales activities

Channel partner events

Support and transfer of knowledge



As an ABB Value Provider, you have the **most current and relevant information on ABB products and solutions.**

That is why we certify your engineers and sales people as part of our authorization process. You will then have access to the following channels and platforms:

Access to our local and global support network

Access to high quality, channel focused product training

Access to sales and quotation tools

Access to the ABB Channel Partner Portal as the one-stop shop for information on ABB Control Systems

## When partner choice is critical

We are looking for best-in-class automation providers dedicated to developing business with ABB. We want professional solution providers to add more strength and bring even greater success to our control products and systems, and join us in a partnership for growth and profit.

### Join us

To ensure we succeed, we have taken our long-standing business reputation and added an industry leading, market-oriented third party channel partner program committed to strong, revenue driven relationships based on agreed strategies and objectives. It's a serious undertaking that lays the foundation for many mutually successful business ventures.

We have room for several categories:

- International leaders able to deliver complex projects
- National or regional firms with documented engineering capability
- Local value providers with proven automation skills and domain expertise

A legally and financially-sound business, demonstrated growth, plus documented engineering capabilities are good starting points. As is ambition and determination. If you fit the bill, start by getting in touch with us. You could soon enjoy the privilege of introducing yourself as an ABB Value Provider.

### Get authorized

ABB Value Providers are authorized according to a global program and provide knowledge and services that are world-class and globally consistent. All ABB Value Providers are authorized for specific ABB products as well as for specific channel type offering covering sales, support and engineering. They are regularly trained, audited and re-authorized. Together ABB and the ABB Value Providers pursue continuous quality improvement.

Application know-how and high quality services  
The ABB Value Providers are fully conversant with defined ABB products and processes and many have thorough application knowledge as well. They can help with all kinds of product related issues and offer support whenever it is needed.

### Authorization process

The authorization program has a procedure to guarantee that the services the customer receives from the ABB Value Providers are on the same leading level as the quality of the ABB products, both globally and locally. The authorization process and the engineering certification are aligned; hence the partners are authorized by product line.

These are the steps you have to take to become a control systems authorized value provider:



#### Step 1: Scope

- Pre-qualification



#### Step 2: Preparation

- Business planning
- Channel training
- Engineer authorization
- Tools and databases
- Channel agreement



#### Step 3: Finalization

- On-site audit



#### Step 4: Confirmation

- Global product authorization management



#### Step 5: Trademark approval

- Confirm trademark authorization with ABB HQ



#### Step 6: Operation

- ABB Value Provider

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## **World's #1 DCS vendor at your disposal**

ABB is among the leading global suppliers of industrial automation. Whatever sector your company serves, our automation solutions and products will help it run as efficiently and as profitably as possible.

In addition to the product lines introduced below we offer a wide range of additional products, industry specific solutions and more to our Partners. Discuss with your local ABB sales contact what is right for you.

### **ABB Ability™ System 800xA**

ABB Ability™ System 800xA is not only a DCS (Distributed Control System), it's also an Electrical Control System, a Safety system and a collaboration enabler with the capacity to improve engineering efficiency, operator performance and asset utilization. Assessing, automating, optimizing and collaborating – that's the value digitally connected products and services can create for our customer.

### **Freelance DCS**

Freelance is a full-fledged distributed control system that combines the advantages of DCS and PLC: the small footprint of a PLC, together with the full functionality of a DCS. The integrated environment simplifies engineering, commissioning, maintenance and fieldbus management. The intuitive operator interface enables easy operation and diagnosis of the entire system. Freelance is in the market for over two decades and straight forward to upgrade to the latest version.

### **Compact Product Suite**

The Compact Product Suite is a comprehensive set of automation and control products that can be used in combination as a tailored, customer specific cost-effective control solution or, stand-alone to complement an existing solution to increase production, maximize availability, improve efficiency and drive profitability.

### **Safety Systems**

The ABB Ability™ System 800xA High Integrity safety system is TUV certified for SIL3 and was designed with a flexible architecture, in a single configuration. It can be fully integrated with ABB Ability™ System 800xA, installed on a separate network from 800xA. Process control and safety can be combined in the same controller and it can be installed independently and interfaced with any other DCS or HMI.

### **ABB Ability™ Symphony® Plus**

ABB Ability™ Symphony Plus is designed to meet the requirements of plant owners in all geographic markets and in all types of power generation and water treatment. Symphony Plus is a distributed control system designed to maximize plant efficiency and reliability through automation, integration, and optimization of the entire plant.

### **Control Room Solutions**

We provide unique, modular, space-saving and ergonomic control room designs for critical 24/7 processes in any industry, utility or public facility. The control room is the most important room in your facility - it's where daily decision-making affects corporate goals and return on plant assets. Integrative, individual and ergonomic control room design enables the operator to become a key part of the process.

### **ABB Ability™ Manufacturing Operations Management (MOM)**

MOM is a comprehensive, highly scalable and modular software suite that connects the product and production lifecycle by turning raw data into information upon which real decisions can be made. The result: increased speed, quality and accuracy in response to customer's ever changing demands.

MOM closely integrates production planning, production engineering, factory automation and production execution systems, while capitalizing on deep domain knowledge in various industries. It connects the shop floor's automation and control systems to the decision makers in product development, manufacturing, production and enterprise management.



**[abb.com/systemintegrators](http://abb.com/systemintegrators)**

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