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ABB OEM Days 2014

OEM Cooperation Program – more than products

OEM Cooperation Program Contents

- Introduction
- Multichannel strategy
- Flexible value chain and cooperation needs
- Cooperation concept set-up
- Cooperation program advantages
- Summary

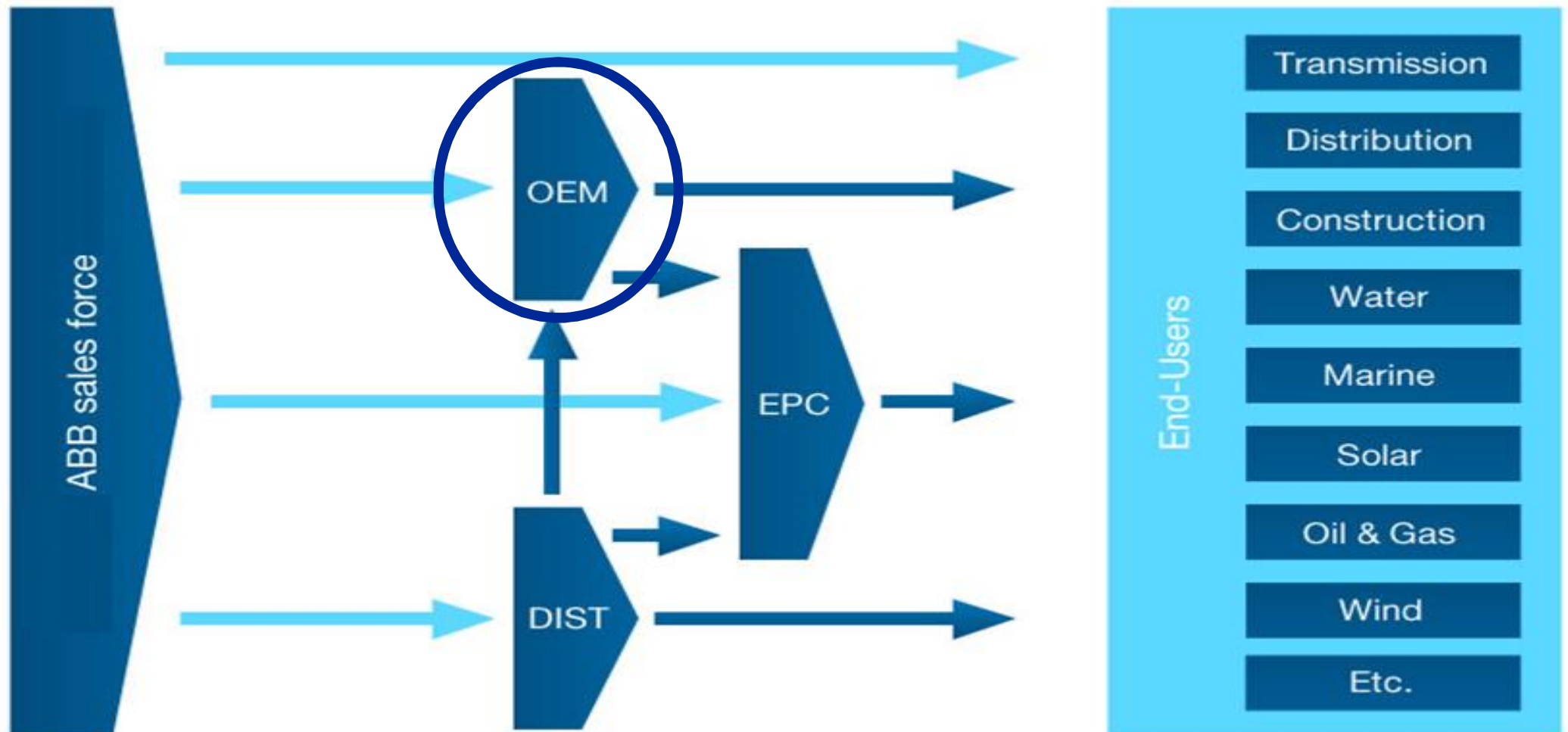
- Showroom – presentation of different concepts
- Q and A session



30 min.

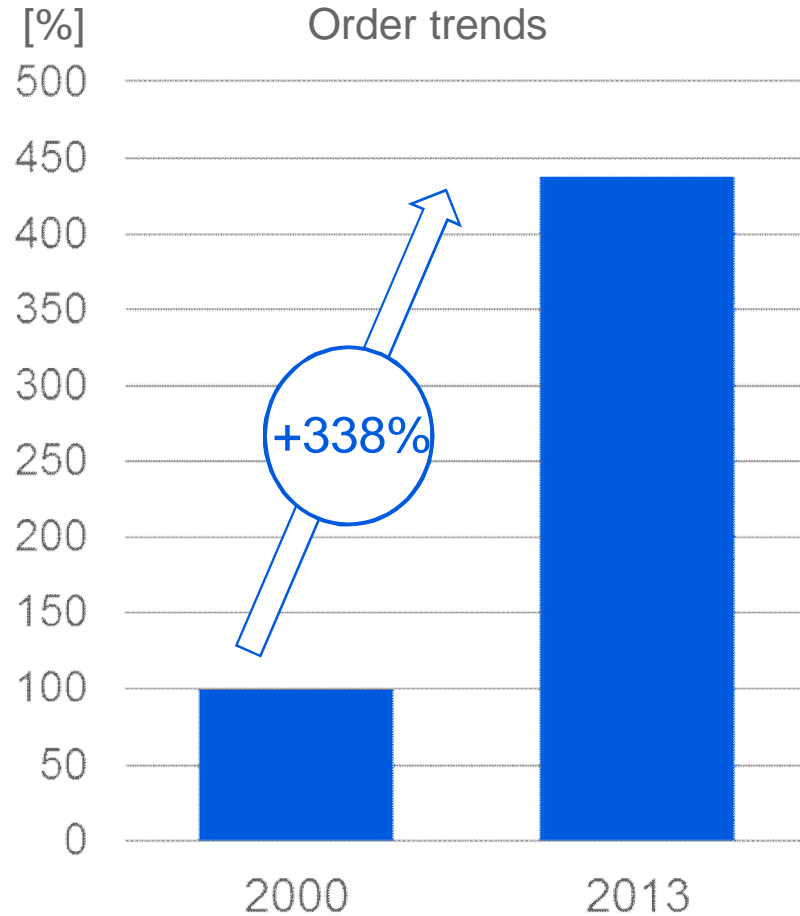
30 min.

OEM Cooperation Program Multi-Channel Strategy



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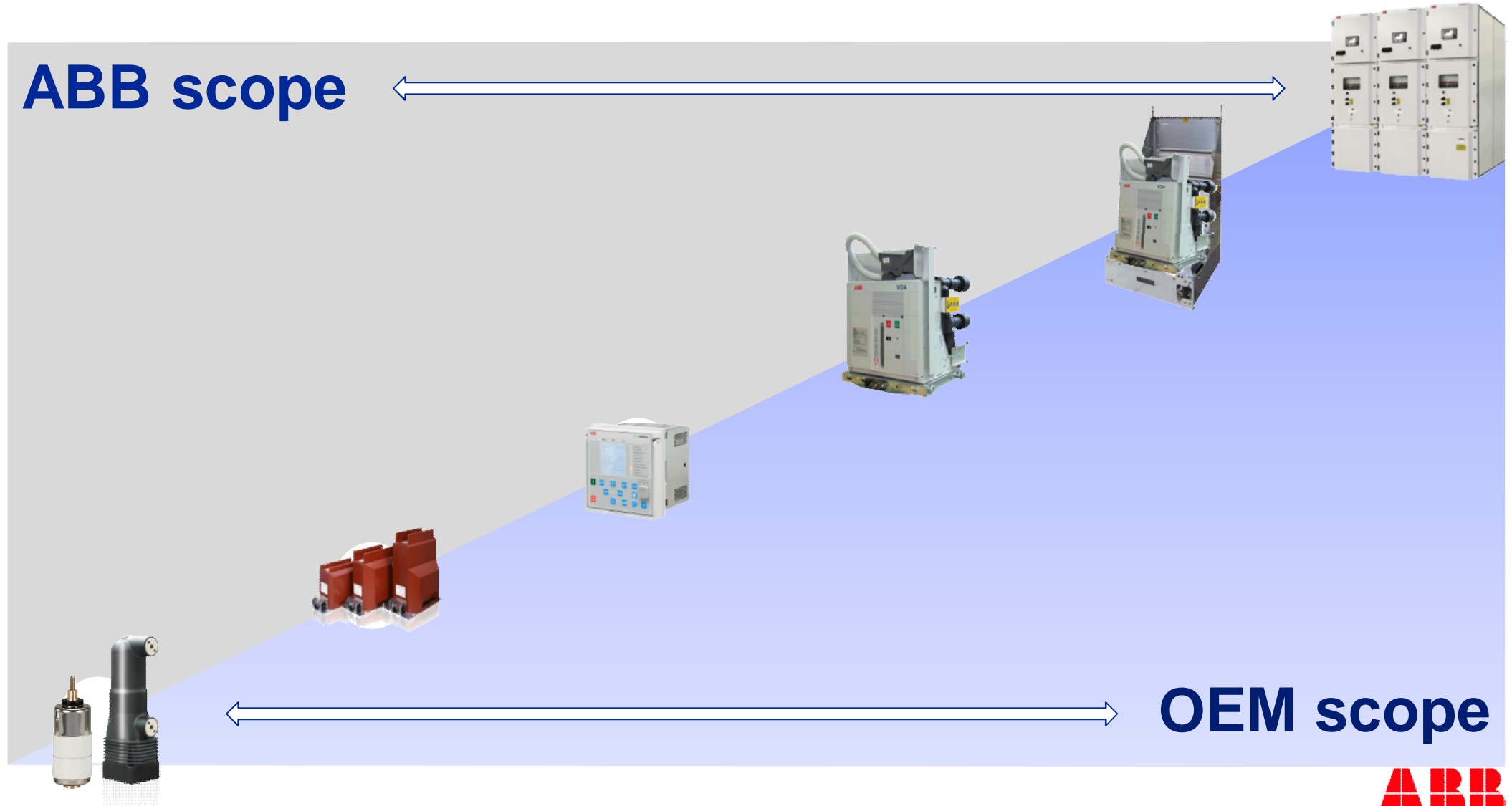
OEM channel growth for power products



- Business has grown 338% in 13 years
- Geographical coverage, value added enlarged
- More successes, more partners all around the world

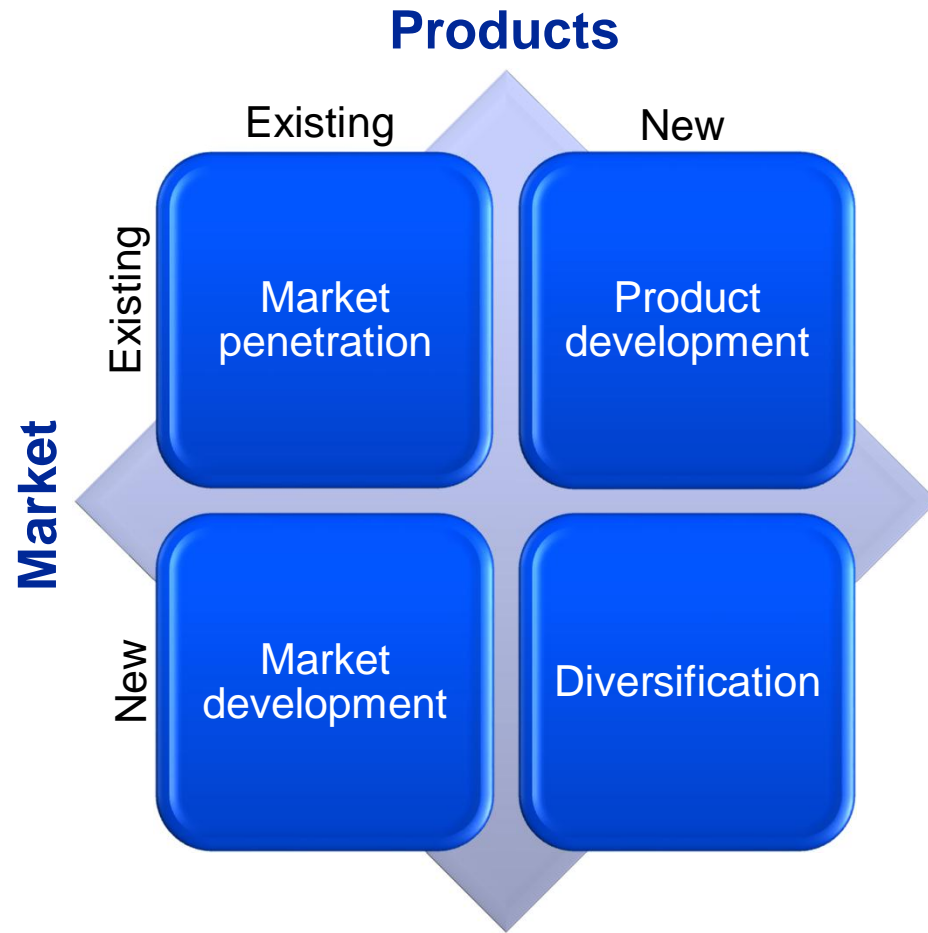
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Flexible value chain



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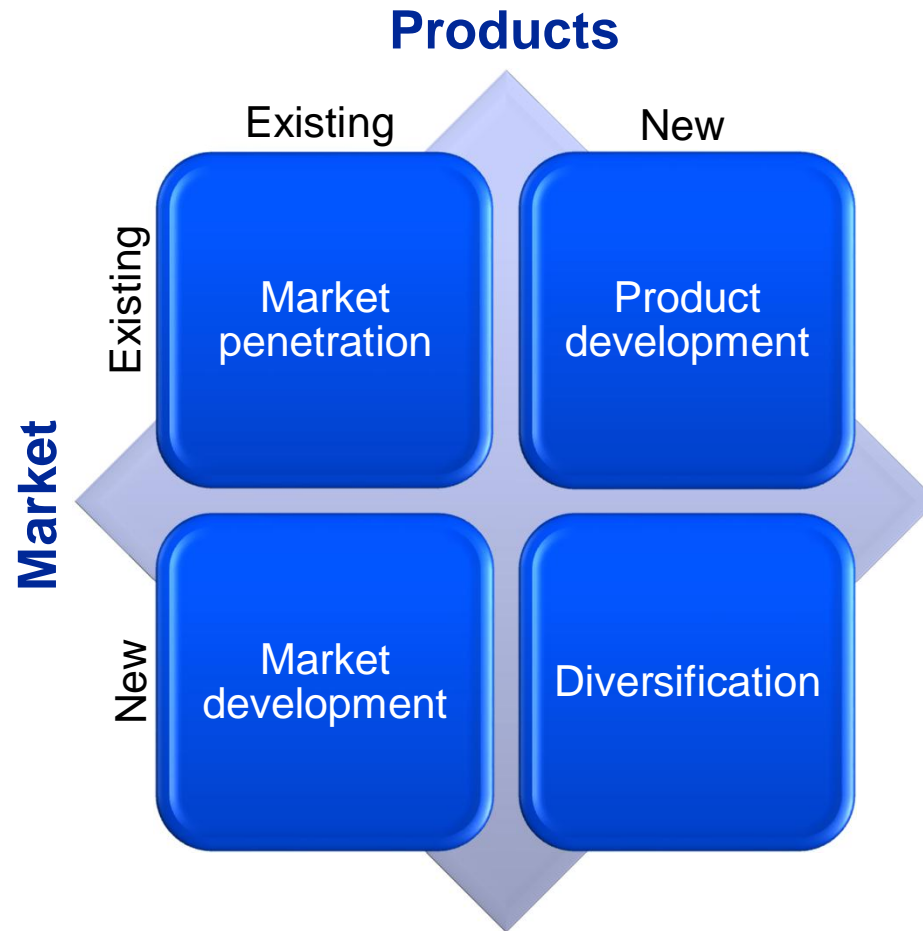
Cooperation needs



- Market analysis
- Design
- Test
- Production
- Market launch

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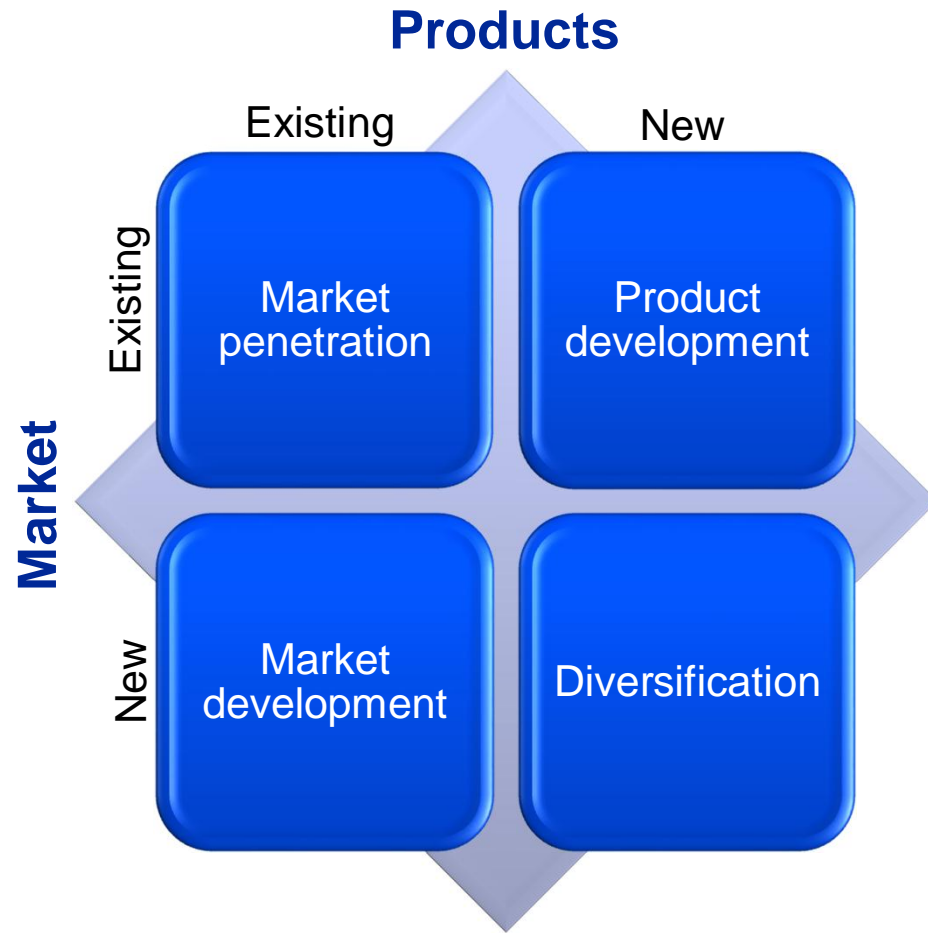
Cooperation needs



- Market analysis
- Design and Test
- Production
- Market launch
- Promotion
- Portfolio management

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Cooperation needs



- Market research
- Promotion
- Sales
- Portfolio management

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OEM cooperation concept set-up



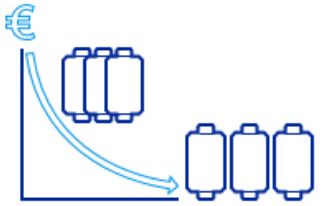
- 4 elements of a strategic partnership
- Cooperation based on a modular concept
- Results
 - Capture more business opportunities
 - Penetrate more markets

Three main types of agreements:

- Commercial
- Trademark
- Technology

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Take advantage

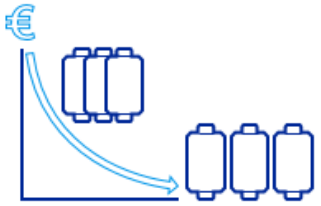


Lower investment

- **Reduced R&D expenses**
 - Use of existing designs
 - Safe on type tests costs
 - Use of technical documentation and tools
 - R&D support

OEM Cooperation Program

Take advantage

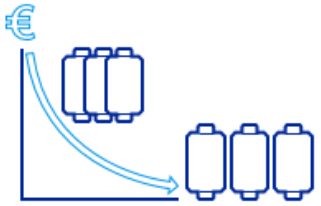


Lower investment

- Reduced R&D expenses
- **Reduced manufacturing costs**
 - Drawings for direct loading into CNC machines, etc.
 - Manufacturing documentation
 - Production instructions

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Take advantage

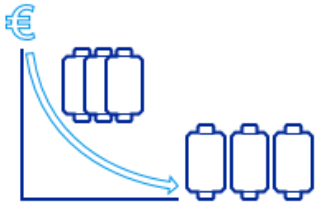


Lower investment

- Reduced R&D expenses
- Reduced manufacturing costs
- **Reduced marketing and support expenses**
 - Marketing and promotion materials
 - Training and support materials
 - Co-promotional / marketing events / activities
 - Tools and documentation

OEM Cooperation Program

Take advantage



Lower investment

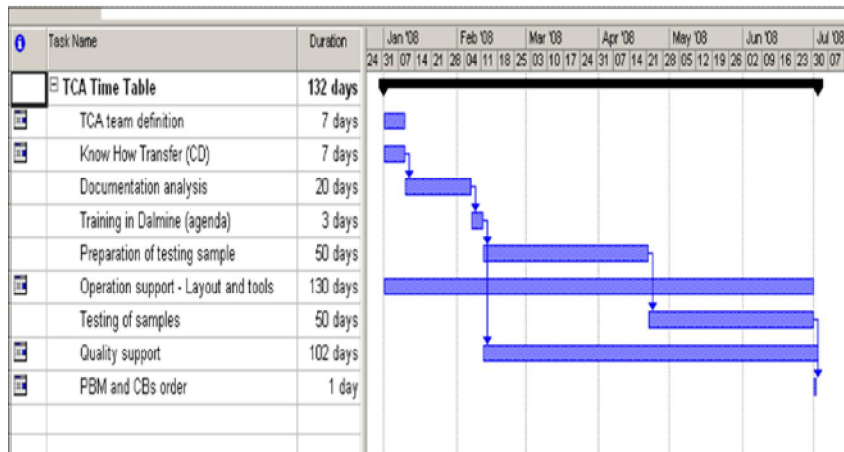
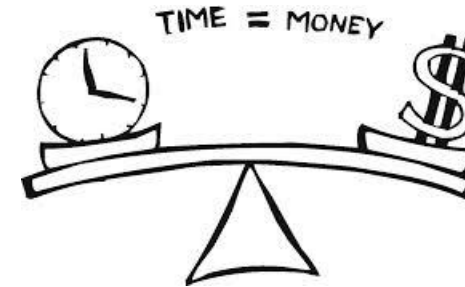
- Reduced R&D expenses
- Reduced manufacturing costs
- Reduced marketing and support expenses
- **Reduced engineering costs**
 - Simulation and calculation tools
 - Project management support

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Take advantage

Lower investment

Short time to market (*speed*)



- Time to market decreased up to **75% (!)**
- Example: new switchgear can be developed within 2 months

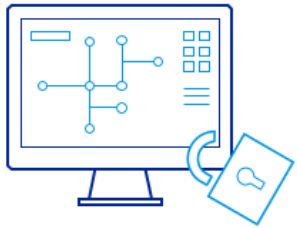
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Take advantage

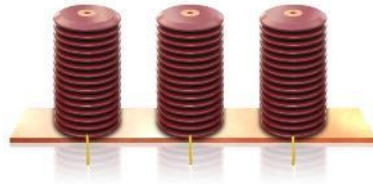
Lower investment

Short time to market (*speed*)

ABB technology and brand



Ultra Fast Earthing Switch type UFES



- Comprehensive and state-of-the-art product portfolio
- OEM products based on standard ABB solutions
- Latest innovations embedded in partner programs
- Technology and market leader
- ABB brand
- Offering of branding concepts

OEM Cooperation Program

Take advantage

Lower investment

Short time to market (*speed*)

ABB technology and brand

Risks limitations

- Well-proven, accepted products and technology
- Large installed base
- Wide partner network
- Type-tested products and solutions



OEM Cooperation Program

Even more benefits



Solutions for every need

- Wide range of applications
- Applicable for different standards
- Designed for different customers types

OEM Cooperation Program

Solutions for every need



Three main types of agreements:

- Commercial
- Trademark
- Technology



Solutions for:

- Every market segment
- Any market
- Different standards and homologations

OEM Cooperation Program

Even more benefits



Solutions for every need

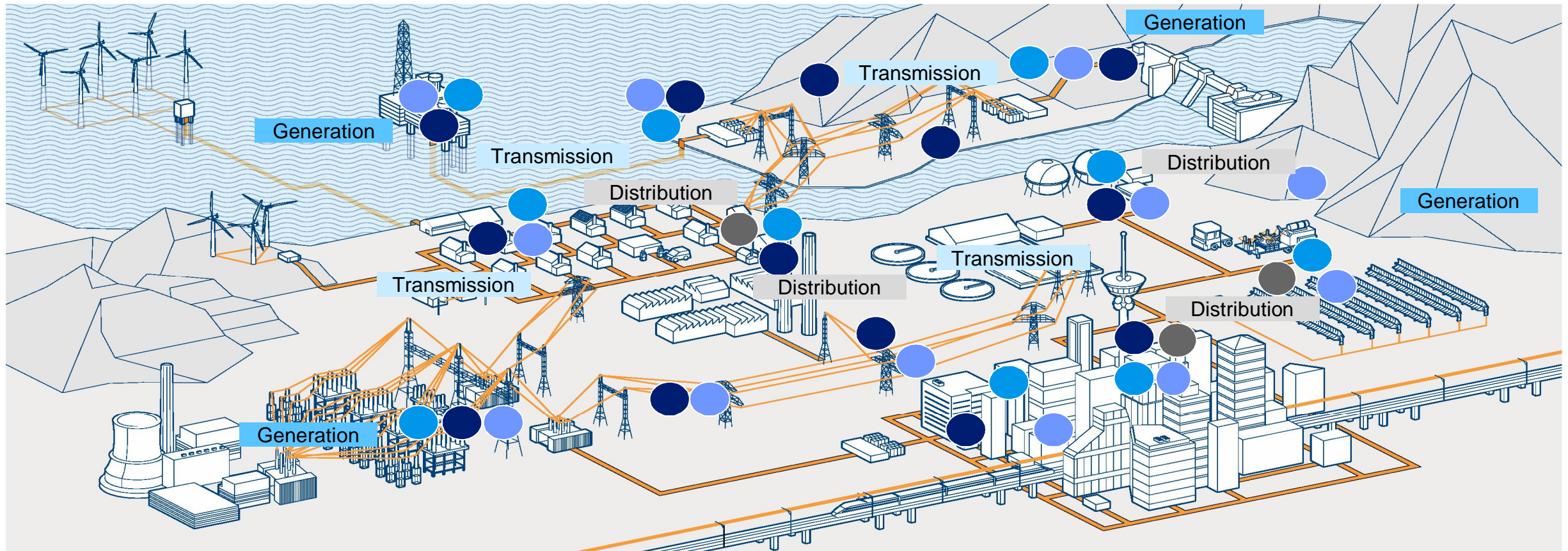
- Wide range of applications
- Applicable for different standards
- Designed for different customers types



One stop shop

- Comprehensive and complete power products portfolio

OEM Cooperation Program Complete Power Product Portfolio



● High Voltage Products

● Medium Voltage Products

● Transformers

● Low Voltage Products

OEM Cooperation Program

Even more benefits



Solutions for every need

- Wide range of applications
- Applicable for different standards
- Designed for different customers types



One stop shop

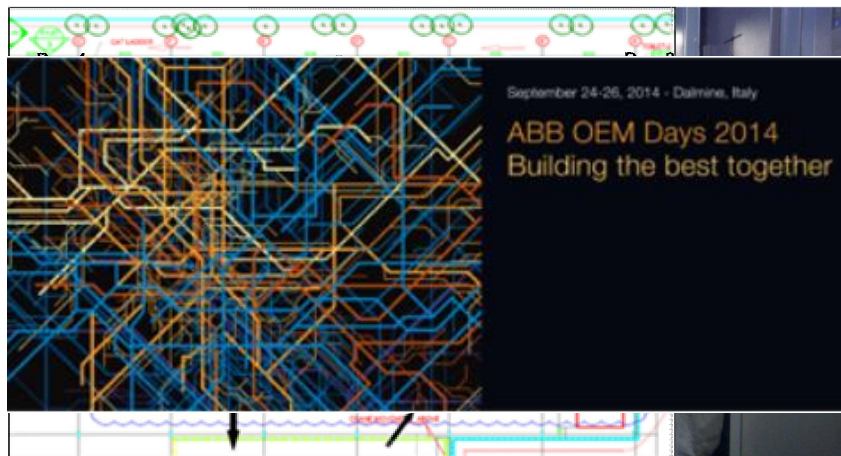
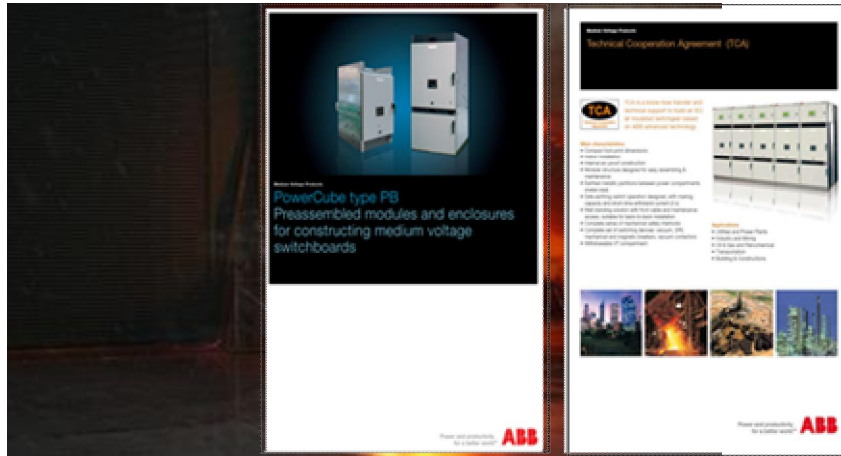
- Comprehensive and complete power products portfolio



Knowledge

- Product, market and application expertise
- Support programs
- Training
- Tools and documentation

OEM Cooperation Program Knowledge



- Training programs
- On-site support
- Access to certified laboratories with ABB experts
- Production layout and operation processes support
- Type tests, configurators, simulation tools, marketing materials
- Factory visits showcasing operational excellence
- Partner events

OEM Cooperation Program

Even more benefits



Solutions for every need

- Wide range of applications
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One stop shop

- Comprehensive and complete power products portfolio



Knowledge

- Product, market and application expertise
- Support programs
- Training
- Tools and documentation



Network

- Global availability
- Partnership network

OEM Cooperation Program

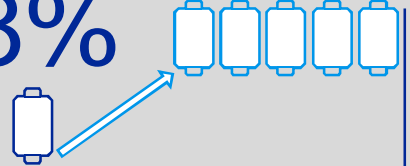
Global availability

~145,000 
employees

Global network of
OEM customers



+3000

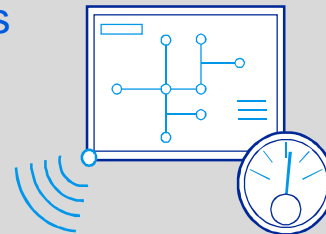
338% 

Business growth
in the last 13 years

Present
in
+100 
countries

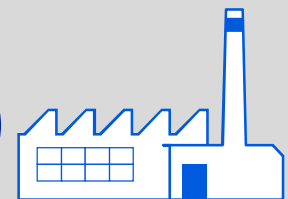
Products Cooperation
Concepts

9



Technical Cooperation
Partners

>80



OEM Cooperation Program

Building the best... together!



Partner programs

- Extensive experience
- Dedicated organization
- Global availability – close to you!
- Flexible and modular offerings
- Quick market entrance
- Competitive edge



Technology and innovation

- Leading technology
- Comprehensive products, services and solutions
- Continuous innovation with ABB brand quality
- Customized products per OEM demands



Safety and reliability

- Excellent performance
- Engineered for safety and reliability
- Sustainable and energy efficient solutions

Power and productivity
for a better world™

