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
OEM Cooperation Program
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

Order trends

<table>
<thead>
<tr>
<th>Year</th>
<th>[%]</th>
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<tbody>
<tr>
<td>2000</td>
<td>100</td>
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<tr>
<td>2013</td>
<td>500</td>
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OEM Cooperation Program
Flexible value chain

ABB scope

OEM scope
OEM Cooperation Program
Cooperation needs

- Market analysis
- Design
- Test
- Production
- Market launch
OEM Cooperation Program
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

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

Lower investment
OEM Cooperation Program
Take advantage

- 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

- 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
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Take advantage

- 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

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

- 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

- Lower investment
- Short time to market (speed)
- ABB technology and brand

Ultra Fast Earthing Switch type UFES
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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
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Even more benefits

Solutions for every need

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

Network
- Global availability
- Partnership network
OEM Cooperation Program
Global availability

- ~145,000 employees
- Present in +100 countries
- 338% Business growth in the last 13 years
- +3000
- Global network of OEM customers
- 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™