

A photograph of an industrial facility, likely a refinery or chemical plant, at night. The scene is illuminated by warm artificial lights, creating a golden glow. In the foreground, there are large, cylindrical storage tanks with corrugated metal surfaces. Behind them, a complex network of pipes, walkways, and structural steel is visible. Several tall distillation columns or towers rise into the dark sky, some with ladders and platforms. The overall atmosphere is one of industrial activity and scale.

AVEVA

PROGRAM GUIDE

---

# AVEVA Customer FIRST for Your Operate and Optimize Software

Build, support, maintain, and evolve your systems with industry-leading software maintenance, support, and success services



## About AVEVA

AVEVA creates industrial software that inspires people to shape the future. We believe industry advancement should enhance the human experience. That is why we work hard to empower the people behind digital transformation to get ahead of what is next. Our comprehensive software portfolio provides everything you need to improve your asset and operations lifecycles. With our integrated solutions, you can knock down informational silos and drive increased collaboration across your business.

We put the Cloud, IoT, AI, and virtual reality to work for you in powerful ways. We carefully analyse how the latest innovations can be included in your business without disruption and offer seamless solutions that deliver meaningful results. Our end-to-end portfolio of innovative engineering and industrial software solutions make assets and operations safer, more effective, and more sustainable. From water and energy to food and infrastructure, our solutions turn opportunities into business value.



### Engineer, Procure, Construct

Our integrated engineering and design solutions lower the cost, time, and risk of capital project engineering and execution.



### Asset Performance

Our APM solutions increase asset longevity and performance while ensuring a safe, reliable working environment.



### Monitor and Control

The most flexible, open industrial HMI and SCADA solutions in the world empower your decision-makers to think boldly and advance smartly.



### Plan and Schedule

Maximize production profitability with planning and operations solutions that optimize supply chains and manufacturing.



### Operate and Optimize

Leverage tools that eliminate inefficiencies to synchronize production and operations with business goals.

50+ years  
of innovation

16,000  
customers globally

5,700  
certified developers  
delivering trusted solutions

4,200  
partners for  
collaborative insights





## AVEVA's Operate and Optimize Solutions

Our Operate and Optimize software helps you overcome the challenges in your operations value chain. Unlock possibility and build a better future with tools that help you align production and operations with business objectives. Our solutions provide speed and flexibility, enabling you to standardize operational processes and remain safety-focused across your enterprise. As a result, you'll eliminate inefficiencies, maximize profitability, and empower your teams.

Customer FIRST helps you get maximum value from our Operate and Optimize solutions that cover batch, hybrid, and continuous process operations management, operations optimization, and workflow management across these offerings:

- Ampla Operations Management
- AVEVA™ APC
- AVEVA™ Energy Performance
- AVEVA™ Gas Day Advisor
- AVEVA™ Off-sites Management
- AVEVA™ Pipeline Operations for Liquids
- AVEVA™ Production Accounting
- AVEVA™ Workflow Management
- Batch Management
- District Energy Management
- Insight Performance
- Integrity Operations
- Line Performance
- Manufacturing Execution System
- Measurement Advisor
- Pipeline Operations
- Recipe Management
- Refinery Operations Management
- ROMEo Process Optimization
- Water Network Management
- Water Network Optimization
- Workflow Management

50%  
reduction in  
operating costs

15%  
increased  
productivity

20%  
increased yield

80%  
shortend  
time-to-decision



## AVEVA Customer FIRST

---

AVEVA Customer FIRST is not just a cliché, it is a mantra that drives our everyday efforts to put our customers first – ensuring their overall success with our software is essential. We strive to deliver innovative, market-leading software coupled with a wide range of services and resources. The program is the foundation of your service and support relationship with AVEVA and our global partner network. It offers a comprehensive portfolio of services, including software version upgrades and maintenance, expert technical support and success-based services to help you get the most value possible from your investment in our software and keep your operations running smoothly from the application of AVEVA products. The program ensures that you get:

- Continuous software maintenance and innovation through version upgrades to keep your software “state-of-the-art” so you can respond quickly to challenges and opportunities
- Access to technical support experts to quickly remedy any technical issue you may experience as you install, fine-tune, and upgrade your software
- Optional services, resources, and system management applications to efficiently maintain and optimize the performance of your software and meet your changing business needs

With Customer FIRST, you get a continuum of investment protection and value with a program designed to proactively help you be successful, whether you are building, maintaining, supporting or evolving your Operate and Optimize software.

# Protect Your Operate and Optimize Software Investment

---

While your Operate and Optimize software investment may be substantial, it is only a fraction of your overall investment when you consider everything else involved in your project. Optimal value from your AVEVA software comes from successful integration with your business systems and continuous fine-tuning to extract every possible process efficiency. As a mission critical application, it is vital that there is minimal disruption or downtime and that all efforts are made to proactively keep your system running at peak performance to ensure continued growth, success, and profitability for your businesses.

Customer FIRST delivers in a number of important ways to help you get the most value from your software.

- **Software Version Upgrades and Maintenance**

– We encourage our customers to continuously innovate and harness the latest capabilities of our new versions that push the envelope of current technology. Our Operate and Optimize software is regularly upgraded to assure reliability, performance and security, to embrace new technology and standards, and to provide new functionality to meet evolving market demands. We have an unparalleled history of investing in software development, and customers using our software can maintain and extend their engineering investment and seamlessly upgrade from one version to the next. We are very proud of this deliberate effort as it provides a cost-effective approach for our customers to keep their software current without significant future capital and engineering costs.

- **Access to Exceptional Global Technical Support –**

Our customers have specific business objectives and responsibilities that rarely include troubleshooting industrial software technical issues. Customer FIRST provides streamlined access to support experts who have years of experience supporting diverse installations around the world. They are adept at understanding potential software implementation issues, replicating any problems and resolving them quickly. You also get access to extensive online,

24/7 self-help including a vast knowledgebase of technical tips, tools and best practices, and dedicated and collaborative web portals. With the Customer FIRST program, you can leverage our vast software experience and expertise to reduce operational risk, minimize downtime, save time and money, and proactively meet key targets and objectives. For our larger customers, we can provide a designated Technical Account Management team to take full accountability for your technical support activity and AVEVA escalation, overseeing your support issues all the way to resolution.

- **Customer FIRST Support App** – Our App brings AVEVA Operate and Optimize software resources to you, wherever you are, via mobile devices. You can use it to quickly access your support agreement, log and track service requests for convenient case management, learn new technical tips, and stay current on support-related events and software news.

- **Software Utilities and Services** – Customer FIRST also offers a number of system utilities and services designed to help you achieve even greater productivity:

- **Software Asset Manager** – This utility for Wonderware and Citect software provides convenient license inventory and patch management services. It easily discovers and reports on installed licenses and streamlines the process of patching and upgrading your software.

- **AVEVA™ System Monitor** – Installed at your plant and available through Customer FIRST, this application continuously monitors your Wonderware software and system hardware, identifies upset conditions and alerts you to potential issues before they manifest into real problems. Optional services give you access to experts to: install, configure and maintain AVEVA System Monitor onsite for you; monitor your Wonderware solutions 24/7/365; and fine-tune your applications annually for peak performance.



# AVEVA Customer FIRST Included Services

Our customers are increasingly purchasing diverse offerings from across our software portfolio, so Customer FIRST now focuses less on individual

products than in the past. The program features core included services and entitlements that apply across our suite of offerings.

Included Services	Standard	Premium	Elite*	Description
<b>Technical Support and Services</b>				
Business Hours Technical Support (Normal Local Business Hours)	✓	✓	✓	Access to expert technical assistance
Knowledge and Support Center Website	✓	✓	✓	Access to product information and downloads, technical support articles, security bulletins & case management
Customer FIRST Support App	✓	✓	✓	Our app helps you utilize and realize value from your support agreement with proactive notifications from AVEVA & your local support provider
En Route Response Plan for Billable Onsite Corrective Assistance	NBD	24 hrs	4 hrs	Within the committed time period, our support team will mobilize an expert resource to help remedy technical issues at your site
Discount on Technical Support Consulting Services	5%	10%	20%	Leverage AVEVA Software technical expertise even more ... for less
Level 2 Direct/Advanced Technical Support**	✓	✓	✓	Direct and immediate access to AVEVA Software Global Customer Support resources to resolve complex issues
Emergency 24-Hour Technical Support (24/7)		✓	✓	Support available around the clock to minimize impacts in emergency situations
Customer FIRST Program Reviews (Per Year)		1	2	A focused meeting with your sales or support partner to review utilization and value derived from your support agreement
Technical Support Priority Response Commitment			✓	Priority handling of your technical support call
<b>Software Maintenance And Utilities</b>				
Software Maintenance Releases, Service Packs, Patches, Updates and Hotfixes	✓	✓	✓	Stay current with the latest updates and fixes
Software Version Upgrades and Revisions	✓	✓	✓	Run the latest versions of AVEVA software and access the latest features.
Software Asset Manager (for Wonderware, Citect, Ampla)	✓	✓	✓	Software application that identifies and manages AVEVA software versions and licenses
License Assurance		✓	✓	Replacement or rehosting of a damaged or lost license(s) at no additional charge
Discount on Test and Offline Development System Licenses		✓	✓	Save on additional licenses for testing applications
AVEVA System Monitor			✓	AVEVA Support application that helps you proactively monitor your Wonderware systems (software, application and computers) and receive notifications of system health issues
<b>Additional Benefits: Minimum Contract Spend Required</b>				
Included Training seats for your AVEVA software product (Classroom or Virtual Instructor-led)		1	2	Increase productivity and sharpen your skills with our expert training
Block of Technical Support Consulting Services Hours		16	24	Expert guidance on best practices during initial rollout and on-going phases of your application
Complimentary Invitations to AVEVA Software Customer Events		2	5	Enjoy attendance and gain valuable insight at our annual user conference or other AVEVA-hosted customer event in your region
Dedicated Customer Portal		✓	✓	Cloud-based repository to securely store and share important documents and access all your plant's support activity, license and purchase history
Technical Account Management Team		✓	✓	A team of designated, senior-level support experts to resolve technical issues and liaise between you and the AVEVA Development team to ensure that your issues are receiving top priority
Annual Lifecycle Assessment and Upgrade Planning Roadmap		✓	✓	Understand the current state of your installed software and strategically plan for future software versions

NBD = Next Business Day

\* Elite level is only available through AVEVA Partners

\*\* Only available at Premium and Elite levels when purchased through AVEVA Partners

# Optional Services for Operate and Optimize Software

In addition to the core program elements, an extensive selection of optional services are available with the Customer FIRST for Operate and Optimize Software Program.

Optional Services	Standard	Premium	Elite*	Description
Generally Available				
Flexible Funding for Services	✓	✓	✓	Embed funds into your Customer FIRST Agreement for optimization and consulting services to use at your convenience during your agreement term
Upgrade and Migration Planning	✓	✓	✓	Detailed execution plan to upgrade your AVEVA software and application
Implementation Consultant	✓	✓	✓	Ensure the successful deployment of your software project with a dedicated technical expert to oversee your implementation
Technical Support Consulting Services (Onsite or Remote)	✓	✓	✓	Onsite technical support service to troubleshoot a Service Request (SR) related issue Utilize our experts to maintain your system, keep it running at peak levels, and implement new functionality as required
Custom Training Services	✓	✓	✓	Prepaid training services
Cyber Security Services	✓	✓	✓	Leverage our Cyber Security experts to analyze your cyber security preparedness and operational practices to identify areas that do not meet industry-recognized standards
Customer FIRST for Solutions		✓	✓	Application support and lifecycle maintenance for Advanced Solutions engineered / implemented by AVEVA
Technical Account Management Team		✓	✓	A team of designated, senior-level support experts to resolve technical issues and liaise between you and the AVEVA Development team to ensure that your issues are receiving top priority
Resident Engineer		✓	✓	Augment your technical staff with a skilled AVEVA engineer resident at your plant year-round to help you achieve your operational goals
Product Specific				
Services Evaluation Workshop: Mid-Complexity Refining Unit (ROMeO Process Optimization)	✓	✓	✓	Understand the current state of your system and receive a prioritized list of recommendations for improving performance
Online Modeling Solution Support: Bundled Engineering Hours (ROMeO Process Optimization)	✓	✓	✓	Simplify the process of making improvements to your online modeling applications
Proxy for Remote Access (ROMeO Process Optimization)	✓	✓	✓	Secure dedicated connection to your online system for effective and timely support
Performance Check of SimSci Refinery Reactor Model: FCC (ROMeO Process Optimization)	✓	✓	✓	"Preventive Maintenance" of the refinery reactor model
AVEVA System Monitor (Wonderware)	✓	✓	✓	AVEVA Support application that helps you proactively monitor your systems (software, application and computers) and receive notifications of system health issues
Annual System Health Review with AVEVA System Monitor (Wonderware)		✓	✓	Leverage AVEVA experts to baseline your system and maintain peak performance by utilizing AVEVA System Monitor
AVEVA System Monitoring Services (Wonderware)		✓	✓	AVEVA Support will receive, triage and coordinate resolution of AVEVA System Monitor alerts
Application Gap Analysis/Co-Engineering Services (SimSuite)	✓	✓	✓	AVEVA's easy to access sole source engineering program for customers for FEED studies, add on enhancements and technology adoption/evaluation

\* Elite level is only available through AVEVA Partners



## AVEVA Flex Subscription Offering Includes Customer FIRST

---

Our AVEVA Flex software subscription offering introduces a new era of business agility and flexibility to industrial software, empowering you to adopt our transformative technologies quicker and easier than ever. A range of subscription options give you complete flexibility in the procurement, design, management and

utilization of AVEVA software, helping simplify and accelerate digital transformation. AVEVA Flex includes the Standard level of Customer FIRST, with the option to upgrade to the Premium level.

## Simplify Your Business Complexities and Maximize Your Investment

---

Your business has enough challenges already, with constantly changing needs, market and competitive conditions, operational situations, rapidly changing technologies, and myriad other concerns. AVEVA Customer FIRST for your Operate and Optimize software is a cost-effective approach to help you manage and mitigate some of these complexities.

It is designed to give you the industry-leading software maintenance, support, and success services you need to get the maximum value from your AVEVA software. With a full complement of proven included and optional services, the program can be tailored to meet the specific needs of your business. Whatever industry you are in, let us help you get the most from your investment in AVEVA software.