# Value of Certification for the Software Partner Community

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### Executive Summary

Customers today pay attention to certification because they need to minimize their exposure to risks in project delivery combined with a migration from in-house built solutions to leveraging the system integrator community of design and delivery experts.

Active involvement by Solution Provider companies in our competency programs provides customers and our AVEVA Distributors with the assurance that they have met specific technical standards in the use of our software technologies through product certification validation.

# PARTNER COMMUNITY OVERVIEW

## A Global Network of Industrial Manufacturing Technology, Sales, Delivery & Solutions Experts

Our AVEVA Partner Community is comprised of Strategic Technology Alliances, authorized Regional Distributors, Solution Providers, Systems Integrators Value Add Resellers, Software and Hardware developers and Original Equipment Manufacturers, that together create one of the largest value-add partner networks in the industrial automation industry today.

Working with our network of worldwide Partners enables our company to address performance improvements in a wide range of operational areas such as quality, throughput, regulatory and environmental compliance across many industry sectors. More than 200,000 plants worldwide have come to rely on our Partner community to help execute on their company's manufacturing operational vision.

The concept is simple: the more partners working with our technologies the more innovation and choice for our customers.

## Partner Constituents

The AVEVA Partner Community is comprised of multiple partner types, each one representative of distinct areas of specialization in the industrial automation market.





## Distribution Partners

With more than 140 Distributors and sales offices located around the world today our Distributors focus primarily on sales and support of Wonderware software products and solutions. Their value-add is to provide breadth and depth of reach and coverage for sales, technical and training support in areas where we have minimal physical presence.

This established network of Distributors function as the primary support arm for our System Integrator and Value Add Reseller (VAR) community. They are also the primary point of contact in their region for product demonstrations, pricing information, product training and product support in their local language.

Some Distributors are also Certified Training Centers (CTP) providing training in addition technical support to partners and customers.

## Further information

If your company has sites that span different regions or countries, please contact a Wonderware Global Sales Representative at the nearest Wonderware Regional Office. Reference the Distributor listing of authorized distributors globally.

# Delivery and Solution Partners

Choosing the right partner for your solutions and integration work is paramount for ensuring timely and successful delivery on the project.

Our Partner Competency and Certification Programs provide a platform to comprehensively train and certify system integrators, delivery and solutions partners across multiple products and software platforms. This provides your organization with an objective quantitative means for measuring the business skills of a company and the technical skills of their developers and engineers when you are evaluating companies to work with.

## System Integrator Partners

We recognize that our community of fully-vetted System Integrators is critical to delivering our technologies. Our System Integrator Program comprehensively trains and certifies SIs in multiple levels, providing end-users with an objective quantitative means for measuring the skills of a solution provider and thus avoiding situations where the customer has to pay that provider while they "learn on the job".

Only System Integrators with proven technical excellence, customer service and integrity participate in our Endorsed and Certified SI programs. We maintain strong relationships with this community to ensure that they are knowledgeable about upcoming product releases, support updates and other information critical to the successful delivery of customer projects globally.

## Specialist Solutions Provider Partners

Specialist Solutions Provider (SSP) Partners are a select group of system integrators with validated in-depth experience and expertise in the sales, delivery and support of advanced application industry specific solutions and business process solutions in the major Manufacturing Industry sectors.

Customers have the comfort in knowing that all Specialist Solutions Providers adhere to the highest level of business and delivery practice providing a one stop resource for sales, consulting, solutions design, delivery and support.

All SSP Partners meet global anti-bribery and regulatory compliance standards. Backed by our market reputation and combined with an open solutions platform, SSP Partners have the ability to expand the capabilities of customer's discrete and process operations. With in-depth industry knowledge, they understand the unique challenges and pain points of their industry sector focus.

## Industry Solution Partners

Industry Solution Partners are comprised of Original Equipment Manufacturers (OEM), Machine Builders Partners and Value Added Reseller (VAR) Partners. These Partners deliver qualified industry applications and equipment solutions that are integrated with our technology.

We work closely with our Industry Solution Partners providing access to product roadmaps, beta programs, toolkits and senior technical support consultants. This enables these Partners to deliver innovative products and solutions that are easily integrated and scalable and with a lower total cost of ownership.

## Technology Alliance and Product Partners

With the ongoing convergence of business and operational information systems, competitive success depends upon implementing a measurable operations management strategy. As the leader in the automation and information space, we are committed to providing that critical, competitive advantage to customers. We do so in part by creating formal alliances with other key, top-flight technology vendors and partners who develop applications built on our software that extend the portfolio of application solutions available to customers world-wide. The result is a provision of the fullest range of state-of-the-art products and applications to meet critical manufacturing operational needs.

### Strategic Technology Alliance Partners

Technology Alliance Partners have the expertise in developing strategic roadmaps for product development and deployment and knowledge to lead customers challenged with integration issues to a solution that will ensure their success. Our Alliance Partners provide the best, most innovative platform and technology developments on the market, facilitating that seamless business process integration.

We offer our Strategic Alliance Partners a competitive advantage through joint product development, shared intellectual property, cooperative event and campaign marketing expertise and execution, on-going training and employee development and shared go-to-market strategies for greater sales engagement. Together, we work with our Strategic Alliance Partners to provide technologies that span our customer's Enterprise and Operations functions and result in measurable business results.

### Technology Product Partners

Product Partners are members of the Product Partner Program and to participate in this program undergo an extensive company and product qualification process to ensure that they are able to provide joint customers with the high-value solutions, implementation and on-going service that our customers require.

We support our Product Partners in meeting these stringent requirements by providing access to beta programs, toolkits and the expertise of senior technical personnel to help ensure that they are able to deliver the most innovative, comprehensive solutions available on the market and provide unsurpassed value to our customers.

### Further Information:

- Delivery and Solutions Partners
- Strategic Technology Alliance Partners
- Technology Product Partners

# VALUE OF CERTIFICATION

## Who Pays Attention to Certification?

**Our customers care about certification!**

Customers today pay attention to certification because they want to minimize their exposure to risks in project delivery combined with a migration from in-house built solutions to leveraging the system integrator community of design and delivery experts.

Even more significantly, they want to avoid situations in which a solution provider is "learning on the job" at their expense. These companies also want to be sure that the software solutions work once they're deployed, and get finished on-time.

Our Distributor Partners also put a premium on certification, and are increasingly working with Certified Solution Providers winning major projects for major manufacturing customers. They too want to ensure successful project implementation to ensure customer satisfaction leading to repeat business.

Active involvement by Solution Provider companies in our competency programs provides customers and Distributors with the assurance that they have met specific technical standards in the use of our software technologies.

## Value of Certification for the Customer

When industrial organizations evaluate potential solution providers for their automation projects, they must carefully weigh the technical capabilities of the firms being considered. They recognize that not all partners are equal. Some provide better services than others; some have more technical expertise.

Moreover, these companies benefit from using an objective measurement for evaluating potential System Integrators (SIs), Value-added Resellers (VARs) and Original Equipment Manufacturers (OEMs) for their projects.

When industrial companies evaluate potential solution providers, they must carefully weigh the technical capabilities of the firms being considered. At the same time, solution providers must carefully nurture the skills and expertise of their employees, which gives them a competitive edge in delivering successful projects. Both of those tasks are more manageable when there is an objective, quantitative way to measure and reward the technical skills of the developers who implement complex systems using today's advanced technologies. Certification provides this measurement of competency for both the company and the individual application developers.

Our Certification and Competency Program gives industrial and manufacturing companies using Wonderware industrial automation and information software solutions the peace of mind that the solution providers with whom they collaborate with on projects know how to get the most functionality and capabilities from Wonderware software.

## Value of Certification for the System Integrator Company

The Partner Competency Program gives solution providers opportunities to earn prestige for the company as a whole and to enhance the individual careers of the application developers they employ.

- Benefits recognized by the customer and partner community worldwide: recognized by the customer and partner community worldwide.

- Measure of a Company and Employee Technical Skills: Certification programs offer an objective, quantitative means for measuring and rewarding the technical skills of the solution providers.

- Customer Selection Criteria: Certification gives customers using Wonderware the peace of mind that SIs with whom they engage know how to get the most functionality and capabilities from Wonderware software.

- Market Branding: Being certified gives SI application developer's opportunities to earn prestige for the company as a whole and to enhance their individual careers.

## Value of Certification for Developers

Certification within the Software Partner Community offers individual developers with a range of benefits:

- **Career Advancement:** Technical career advancement includes mastering technologies and always staying one step ahead in the use of state-of-the-art software products and development techniques. The Developer Competency Program provides a meaningful credential to celebrate an important technical milestone for control systems and automation engineers and developers.

- **Program participation:** enables developers to upgrade and improve their skills using the most current versions of Wonderware software.

- **Access to Global Customer Support Technical Support Staff:** Our award-winning Technical Support staff provides invaluable advice and quick and easy access to problem-solving techniques. Participants in the program are also given access to advanced problem-resolution information in the Technical Support database.

- **Participation in Product Beta Testing Cycles:** Wonderware Certified Partners are given opportunities to participate in the Beta Testing Cycle for Wonderware products. Participants get a preview into the latest Wonderware product enhancements and can thus stay ahead of the market. They're also the first to learn about new features and techniques associated with new product releases, and can provide feedback on the new products prior to release. Participants in the program are given access to advanced problem-resolution information in the Technical Support database.

- **Branding to Market:** Both the company and the individual developers will earn rights to use the Wonderware Certified logos. Official Product specific certificates are issued to individual developers who become certified in the use of specific Wonderware products. Developers receive a Certified Developer Credentials card listing their name, company, distributor and all of their current product certifications.

## Value of Certifications to AVEVA

We are continually focused on enhancing and expanding our certification program because an investment in our Partners technical expertise is an investment in our customers. Our go-to-market strategy initiatives for our key customers require the direct involvement of properly trained and certified solution providers with the expertise to deliver what is needed in multi- plant projects.

Furthermore, we recognize that our solution provider community is an important part of our success, and we rely on their services and expertise to pursue new opportunities and markets.

## Certified Partners

Ever since the January 2003 release of the Wonderware Industrial Application Server – the first product built on ArchestrA industrial automation and information software architecture – we immediately began to see a shift in application opportunities, as well as the increasing role of solution providers in delivering more comprehensive Wonderware software solutions to end user customers worldwide.

The industrial automation and information industry has adopted the Industrial Application Server built on the ArchestrA software architecture. Many of our customers plan to enhance their legacy systems with Wonderware products that leverage ArchestrA technology, or to completely migrate their out-of-date technology to systems built around the richly featured Industrial Application Server.

The flexibility and power of the Industrial Application Server has opened up new opportunities for creating even more powerful applications and solutions. Yet these more powerful applications also resulted in new, multifaceted concerns such as system framework, security, system infrastructure and scalability issues. In addition, IT departments are increasingly more involved in implementing automation systems - especially in key industries and strategic accounts that require production and performance management systems that integrate the business and plant-floor systems. Sometimes, in-house engineering groups just don't have the resources or experience to cope with the new requirements.

As a result our customers now rely increasingly more on solution providers to assist them with these large-scale multi-plant challenges. They need solution providers that know how to integrate enterprise and manufacturing systems, manufacturing execution systems and mobility solutions as part of multi-level projects.

The Partner Certification Program gives the solution providers who want to go after these new opportunities the requisite skills and expertise. Today our Community includes more than 3,500 engineering firms worldwide.

# TYPES OF CERTIFICATIONS

## Company Site Location and Developer Certifications

**Achieving certification within our Software Partner Community involves both the company as a whole and the individual application developers.**

In order for a system integrator company to achieve Certified System Integrator status, a prescribed number of developers must complete and pass product examinations and earn Certified designations for specific Wonderware products. In addition the company must provide validation that the engineers have also delivered projects for customers working with products for which they are certified. This is further validated with customer reference checks.

The Software Certification Competency Program ensures application developers' skills are current and emphasizes the importance to developers in maintaining the most current versions of software products to continually build on their technical skills.

Solution Provider certification accreditations validate their delivery capabilities and technical expertise providing the company with a clear competitive advantage.

## Company Level Certification

The Wonderware System Integrator Program is divided into three tiers that are based on product certification and project experience. Each tier has varying degrees of requirements and benefits designed to fit the different business models of each group.

### Endorsed Level:

Endorsed status is the top tier of the Systems Integrator program and is an invitation only level. The Endorsed SI partners have demonstrated their commitment to providing superior solutions and service to Wonderware customers, and to building a strong Wonderware practice within their businesses. These SIs have been certified for a number of years on ArchestrA technology, and are among the best in class in providing our customers with comprehensive software solutions that increase customer efficiency, reduce costs and maximize customer profits.

### Certified Level:

We have expanded our Certified Program over the years to cover our growing product portfolio which includes validation of not just product skills, but also of projects delivered at customers sits. Your company will be required to provide evidence of two installations featuring Wonderware software and you must also maintain a minimum of two Wonderware Certified Application Developers on staff, both of whom are certified on the InTouch HMI and Historian (InSQL). Because many customers prefer to use Solution Providers who have earned product certification on all of the products featured in their Wonderware solution, we now offer certification for InTouch/Historian, System Platform, Operations and Performance and Mobility products. We strongly encourage developers to pursue testing and certification on the entire Wonderware product family.

### Registered Level:

In this entry-level tier of the program, there are no certification requirements, nor is there any recognition for certification. To become a Wonderware Registered Partner, simply contact your local Wonderware Distributor, who can be found at software.schneider. com/partners/authorized-distributors

## Application Developer Certification

Application developers can become certified on specific Wonderware products by taking and passing online examinations. Certification testing challenges individuals to strengthen their capabilities with Wonderware software and other related skills that can make an impact in successful installations. The program helps solution providers solidify their skills.

### How to Become a Certified Application Developer

A prospective Certified Application Developer can apply for certification by submitting an application form through a Wonderware Distributor. The applicant can then take the appropriate online certification exam. These exams are designed to challenge application developers, and to reliably measure their mastery of the technology area being evaluated. Attendance at the corresponding Wonderware product training course(s) is not necessarily a prerequisite for application, but should certainly be considered.

### Responsibilities

To remain a Certified Application Developer, individuals must:

- Notify the Community Partner Team if their employer or employment status changes
- Comply with the program policies, procedures and guidelines
- Remain certified on the current version of new Wonderware products

### Re-certification

Individuals are required to re-certify 90 days following the release of new Certified Application Developer examinations. The end date of the grace period will be sent to all Certified Application Developers and their managers via email upon release of a new product/version examination. This grace period gives developer's time to learn the new product(s) before taking the re-certification test. Interim component updates and feature enhancements (i.e., service releases) do not require re-certification.

For information about Product Certifications for other Partner Types send an email to siprogram@aveva.com or contact your local authorized Distributor.

# COMPETENCY PROGRAM

## Certified Developer Training and Development

This program provides your company with a meaningful credential to celebrate an important technical milestone for control systems and automation engineers and developers.

We continue to develop and enhance the Wonderware Certification Program providing you with an opportunity to learn and gain accreditations that you can promote as a key differentiator to your customer prospects.

## Certified Application Developer Recommended Training Path

Your authorized Wonderware Distributor sponsor will work with you to develop a plan suited to your technical team's needs.

## Certified Application Developer Program Requirements

You may apply to be a Certified Application Developer at any time by submitting the application form found on TEAM AVEVA or through your regional Wonderware Distributor sponsor.

As an accepted applicant you then take the appropriate online Certification exam. These exams are designed to challenge you and to reliably measure your individual mastery of the Wonderware technology area being evaluated. Attendance at the corresponding Wonderware product training course(s) is not necessarily a prerequisite for application, but it should certainly be considered. Training along with practical experience with the Wonderware products provide the necessary background to successfully pass the exams.

### Certified Application Developer Responsibilities

To remain a Certified Application Developer, each individual is responsible for the following:

- Notifying the AVEVA Partner Community team of employer status changes. Non-compliance could result in de-certification. Your company also needs to contact your local Wonderware distributor or email SIprogram@schneider-electric.com.

- Staying current and complying with the SI Program policies and procedures, and any other Program policies/guidelines that exist from time to time.

- Remaining certified in the current version of new Wonderware products.

- Representing our company and our software products in a professional manner.

## Application for Certified Developer Certification

The certification process is governed by our Certified Developer program, which provides examinations on a broad array of products ranging from Wonderware InTouch HMI to Wonderware Operations and Wonderware Performance, as well as Toolkits, Industry Applications and other software brands. Exams are designed to challenge developers and to measure their mastery of the technology area being evaluated. The following steps need to be taken:

- Each of your engineers must apply for exams through your local distributor of Wonderware products. Certified Developer exams are online technical exams. Certified Developer exams are available at the System Integrator Resource Center along with other technical resources.

- Once an individual has registered and obtained their Certified Developer User ID from the sponsoring Wonderware Distributor, each will have access to all product exams and will receive their results immediately.

- Upon passing the exam, your Developer certified engineers will receive.

  · Certified Developer I.D. card by mail listing all certifications.

  · Gain access to our support knowledgebase.

  · Access to Level 2 technical support from senior support engineers which is unique to the Developer Program certified community.

## Certified Application Developer Re-Certification

Individuals are required to re-certify 90 days following the release of new Certified Application Developer Wonderware product tests. The end date of the grace period will be sent to all Certified Application Developers and their Managers via email upon release of a new product/version. This grace period is to allow time to learn the new product before taking the re-certification test. Interim Wonderware Product component updates and component feature enhancements (service releases) will not require recertification.

For further information about Certified Application Developer re-certification email siprogram@aveva.com

## About the Author

Sue Redmore, Director Global Partner Strategy & Marketing, AVEVA Partner Group. Sue has worked with the channel in the IT industry for over 25 years. Work in Europe included developing some of the earliest high tech partner authorization programs, partnering structures and enablement initiatives to drive growth through the channel. For the last 20 years Sue has been based in the United States working with start-ups and multinational IT vendors across the USA and globally. This includes 12 years as a Channel Management Consultant designing channel strategy and engagement programs for major vendors across the USA . For the last 8 years Sue has been working in the AVEVA Partner Group, Sue's passion for building partnerships and driving growth through the channel is now being applied to the dynamics within the industrial automation industry with a particular focus expanding the partner base across the regions and product brands.

### About AVEVA

AVEVA is a global leader in engineering and industrial software driving digital transformation across the entire asset and operational lifecycle of capital-intensive industries.

The company's engineering, planning and operations, asset performance, and monitoring and control solutions deliver proven results to over 16,000 customers across the globe. Its customers are supported by the largest industrial software ecosystem, including 4,200 partners and 5,700 certified developers. AVEVA is headquartered in Cambridge, UK, with over 4,400 employees at 80 locations in over 40 countries.

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