



Customer FIRST Program Guide

Industry-Leading Software Maintenance,
Mission-Critical Support and Services
– Getting Maximum Value from Your
Wonderware, Citect and Ampla Software

Customer FIRST
for Wonderware,
Citect and Ampla

AVEVA™



ABOUT AVEVA

AVEVA is a global leader in engineering and industrial software driving digital transformation across the entire asset and operational life cycles of capital-intensive industries. The company's engineering, planning and operations, asset performance, and monitoring and control solutions deliver proven results to more than 16,000 customers at over 100,000 sites in 130 countries.

Customer FIRST for Wonderware, Citect and Ampla

The Customer FIRST for Wonderware, Citect and Ampla program demonstrates our commitment to your success. It offers a rich portfolio of essential software maintenance, award-winning technical support and services to help you protect and extend the value of your investment and keep your mission-critical operations running smoothly. The program ensures that you get:

- Continuous software maintenance and innovation through software version upgrades to evolve your software solution to best address changing business needs
- Access to technical support experts that are adept at resolving issues quickly, capitalising on years of experience
- Optional services and system management applications to help you manage, optimise and extract the most value from your software solution



Why Customer FIRST?

Customer FIRST is the foundation of your service and support relationship with AVEVA and your local distributor. It provides continuous software maintenance and convenient access to highly skilled resources to remedy any technical issue that you experience as you install, fine-tune, and upgrade your Wonderware, Citect or Ampla software. Additionally, a Customer FIRST agreement provides an assortment of service entitlements designed to maintain and optimise the performance of your software through its entire lifecycle.

Customer FIRST offers exceptional customer-focused software maintenance, services, and support and is specifically designed to help you:

- **Improve Operational Performance** – Helps accelerate project development and maximise return on investment while minimising implementation risk
- **Protect Critical Investments** – Provides access to product enhancements and the newest technologies to keep your software and applications current and "state-of-the-art"
- **Maximise Asset Performance** – Maximises performance levels of your system and plant assets with optimised Wonderware, Citect or Ampla software
- **Reduce Total Cost of Ownership (TCO)** – Reduce TCO by minimising downtime and process interruption and improving operator productivity





Customer FIRST Lets You Choose What You Need

With an array of service levels and options, you can choose the program level that best suits your specific needs. Whether you are planning a new installation, optimising and fine-tuning a mature system, or evolving your system with the latest software upgrades to take advantage of rich new capabilities, one of our service levels will have what you need.

Included Services	Primary*	Standard	Premium**	Elite	
Technical Support and Services					
Business Hours Technical Support (Normal Local Business Hours)	◆	◆	◆	◆	Access to expert technical assistance
Knowledge and Support Centre Website	◆	◆	◆	◆	Access to product information and downloads, technical support articles, security bulletins & case management
Customer FIRST Mobile App	◆	◆	◆	◆	Our app helps you utilise and realise value from your support agreement with proactive notifications from AVEVA & your local support provider
eLearning Webinars	◆	◆	◆	◆	Get on-demand access to our rich library of recorded instructor videos and eLearning modules
En Route Response Commitment for Billable Onsite Corrective Assistance	NBD	NBD	24 hrs	4 hrs	Within the committed time period, our support team will mobilise an expert resource to help remedy technical issues at your site
Discount on Technical Support Consulting Services		10%	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 minimise impacts in emergency situations
Support Usage and Summary Reports			◆	◆	Automatically receive a monthly summary to help you track support activity
Customer FIRST Program Reviews (Per Year)			1	2	A focused meeting with your sales or support partner to review utilisation and value derived from your support agreement
Software Maintenance and Utilities					
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		◆	◆	◆	Software application that identifies and manages AVEVA software versions and licenses
Discount on Test and Offline Development System Licenses			◆	◆	Save on additional licenses for testing applications
Software License Replacement				◆	Physical replacement of a damaged or lost license(s) at no additional charge
Sentinel System Monitor****				◆	AVEVA Support application that helps you proactively monitor your Wonderware systems (software, application and computers) and receive notifications of system health issues
Additional Benefits: Minimum Contract Spend Required					
Included Training for your AVEVA software product (Classroom, eLearning or Virtual Instructor-led)			1 Seat***	2 Seats***	Increase productivity and sharpen your skills with our expert training
Block of Technical Support Consulting Services included			16 hrs***	24 hrs***	Expert guidance on best practices during initial rollout and on-going phases of your application



Additional Benefits: Minimum Contract Spend Required (Cont'd)	Primary*	Standard	Premium**	Elite	
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
Planning and Technical Consultation			◆	◆	Counsel and strategic direction for software lifecycle management and software upgrade rollouts
Optional Services					
Flexible Funding for Services	◆	◆	◆	◆	Embed funds into your Customer FIRST Agreement for optimisation 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
Customer FIRST Cyber Security Maintenance Program		◆	◆	◆	Receive expert technical support based on situational urgency and complexity; also includes quarterly and annual site visits for covered products and applications
Customer FIRST Cyber Security Assessment		◆	◆	◆	Detailed analysis of cyber security preparedness and operational practices to identify areas that do not meet industry-recognised standards
Sentinel System Monitor****		◆	◆	Incl	AVEVA Support application that helps you proactively monitor your systems (software, application and computers) and receive notifications of system health issues
Customer FIRST for Solutions			◆	◆	Application support and lifecycle maintenance for Advanced Solutions engineered / implemented by AVEVA
Annual System Health Review (with Sentinel System Monitor)****			◆	◆	Leverage AVEVA experts to baseline your system and maintain peak performance by utilising Sentinel System Monitor
AVEVA System Monitoring Services****			◆	◆	AVEVA Support will receive, triage and coordinate resolution of Sentinel System Monitor alerts
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
Onsite Technical Support			◆	◆	Onsite technical support service to troubleshoot a Service Request (SR) related issue
Resident Engineer			◆	◆	Augment your technical staff with a skilled AVEVA engineer resident at your plant year-round to help you achieve your operational goals
Implementation Consultant			◆	◆	Ensure the successful deployment of your software project with a dedicated technical expert to oversee your implementation
Application Clone (Remote, Hosted)				◆	A virtualised replica of your AVEVA software application, used by AVEVA for testing, issue replication and advanced troubleshooting

NBD = Next Business Day

*Primary level is not available in some regions.

**Ampla is only available at Premium level.

***This is the base quantity provided to customers meeting the minimum spend. Depending on your spend, you may qualify for additional quantities.

****Not available to Citect / Ampla customers.



For Your Consideration When Selecting Service and Support Resources

With the Customer FIRST for Wonderware, Citect and Ampla** program, you choose a program level that best meets your business needs: Primary*, Standard, Premium** or Elite. You select the level based on your resources, their knowledge levels, and the complexity and criticality of your system. The program offers you the flexibility to tailor your support and services to the specific needs of your business by layering optional services on top of your core program level.

Listed below are some questions to help you determine which Customer FIRST level best fits your needs:

- How quickly can you identify a system (or software) issue if an unexpected malfunction occurs?
- Do you have in-house experts around the clock to quickly troubleshoot and resolve issues?
- Can you benefit from a single AVEVA point of contact for technology-related questions?
- Do you need better coordination for your support-related issues and problem resolution?
- Are maintenance costs difficult to budget?
- Is your team trained for maximum utilisation of your AVEVA system?
- How quickly do you require corrective assistance?
- How secure is your system against cyber security threats?
- Do you need an AVEVA system expert onsite to augment your engineering staff?

*Primary level is not available in some regions.

**Ampla only available at Premium level.



A Customer FIRST Agreement Makes Good Business Sense

Your industrial software expenditure may be substantial, but it is typically only a fraction of your overall investment when you consider everything else that is involved in your project (requirements specification, design and engineering, integration, hardware, training, etc.). A Customer FIRST agreement protects your entire investment by delivering in the following critical areas:

- **Software Upgrades** – Our software is upgraded regularly to further improve performance and security, embrace new technology, and provide new functionality to meet evolving market demands. Software upgrades give you the power to improve the reliability and capability of your software application and extend new functionality to others in your company. AVEVA has an unparalleled history of investing in software development – customers using our software can maintain their engineering investment and seamlessly upgrade from one version to the next. We are very proud of this deliberate R&D practice, as it allows our customers to keep their software current without significant capital and engineering costs.
- **Access to Exceptional Global Technical Support** – AVEVA customers have specific business objectives and responsibilities that rarely include troubleshooting industrial software technical issues. The Customer FIRST for Wonderware, Citect and Ampla program provides you with 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 problems and resolving them quickly. You also get access to extensive online self-help, online product training, dedicated and collaborative web portals, and a vast knowledgebase of technical tips, tools and best practices. With the Customer FIRST program, you can leverage vast AVEVA software experience and expertise, saving you time and money.
- **Software Utilities** – AVEVA's Global Customer Support group also has several system utilities and services designed to help customers achieve even greater productivity. These include:
 - **Software Asset Manager** – This utility enables license inventory management and patch management services. It conveniently discovers and reports on installed Wonderware, Citect, and Ampla licenses and streamlines the process of patching and upgrading your software. Software Asset Manager is available free-of-charge to Elite, Premium, and Standard Customer FIRST members.
 - **Knowledge and Support Centre** – The Centre is a collaborative information website supporting AVEVA software applications. From the latest news, patches and updates, to compatibility information, demo applications, best practices, tech notes, blogs & forums, and access to experts, the Knowledge and Support Centre is invaluable.

- **Real-time System Monitoring and Services**** – Sentinel System Monitor is a software application – installed at your plant – that continuously monitors your Wonderware applications and system hardware, identifies upset conditions and alerts you to potential issues before they manifest into real problems. Sentinel System Monitor is available as an optional subscription for Standard and Premium-level Customer FIRST members, and is an included benefit for Elite-level members. Sentinel System Monitor is also included with AVEVA's Annual System Health Review that can be purchased with your Customer FIRST agreement. Optional professional services give you access to experts to install, configure and maintain Sentinel System Monitor onsite for you, monitor your Wonderware solutions 24/7/365, and fine-tune your applications annually for peak performance.

**Not available to Citect / Ampla customers.

Maximise Your Investment and Simplify Your Business Complexities

Your business has enough challenges already, with constantly changing needs, market and competitive conditions, operational situations, rapidly changing technologies and myriad other concerns. The Customer FIRST program is a cost-effective approach to help you manage and mitigate some of these business complexities. When you leverage its many valuable aspects – software upgrades, technical support, and software utilities & services – your membership will provide a significant return. The program is specifically designed to help customers improve operational performance, protect critical investments, maximise asset performance and reduce total cost of ownership – to get maximum value from an investment in AVEVA software.

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