

**Opportunities for Enterprise Value Creation  
from monitoring , storage, and trending of  
real-time data**

Value now. Value over time.

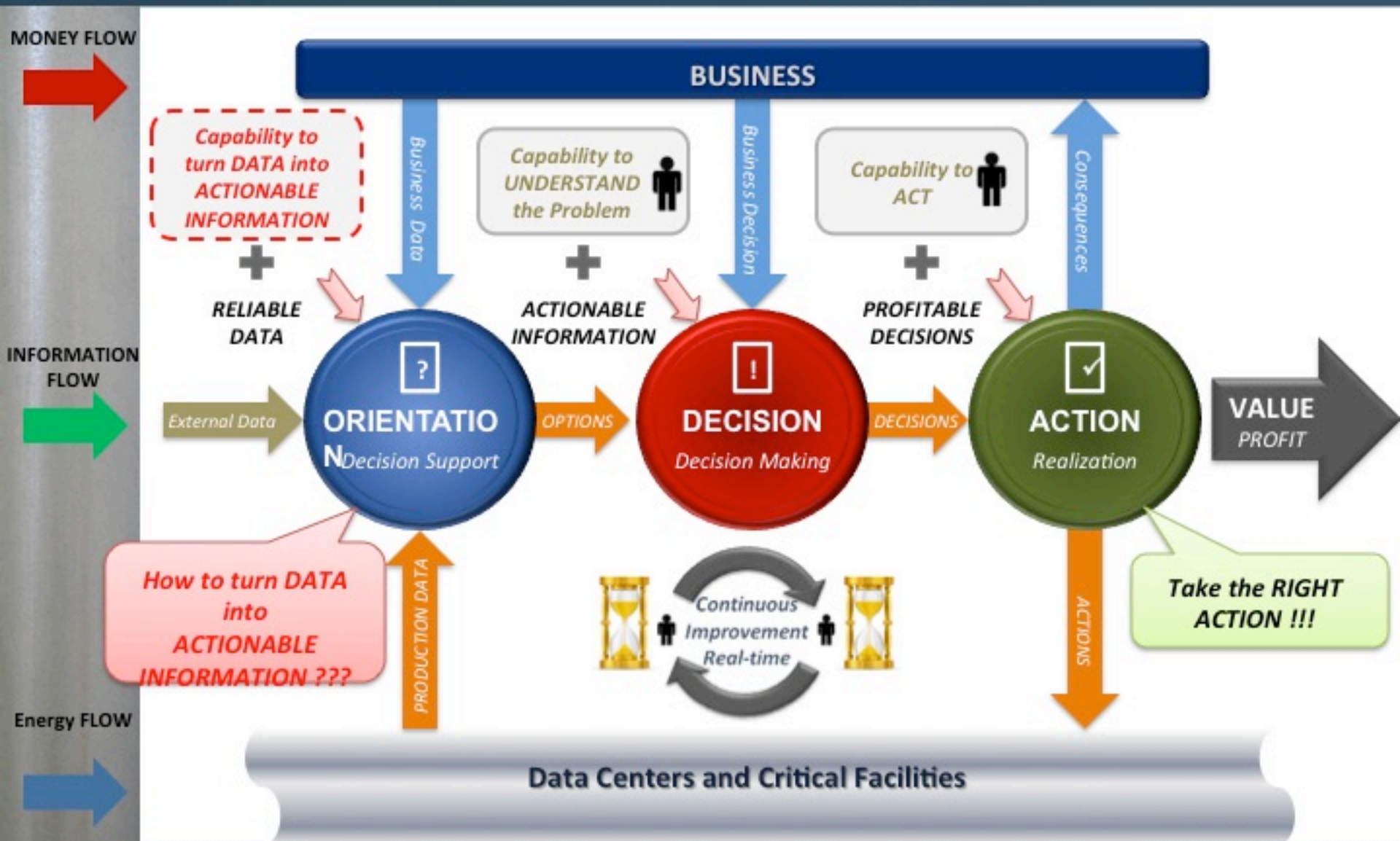
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- Introduction
- Enterprise Value Creation Defined
- Enterprise Value Creation with PI
- Typical Examples
- Why OSIsoft?
- Summary

- Leverage the full synergy potential amongst all subsidiaries across the Enterprise
- Remove the organisation barriers and facilitate collaboration
- Make information and knowledge available to Anyone at Anytime from Anywhere
- Find and leverage hidden opportunities and value through better visibility on the plants
- Identify and deploy Best Practices across the Enterprise
- Infrastructure & Advanced Technology delivers Sustainable Value for the Enterprise and is required for increasing Business Agility.

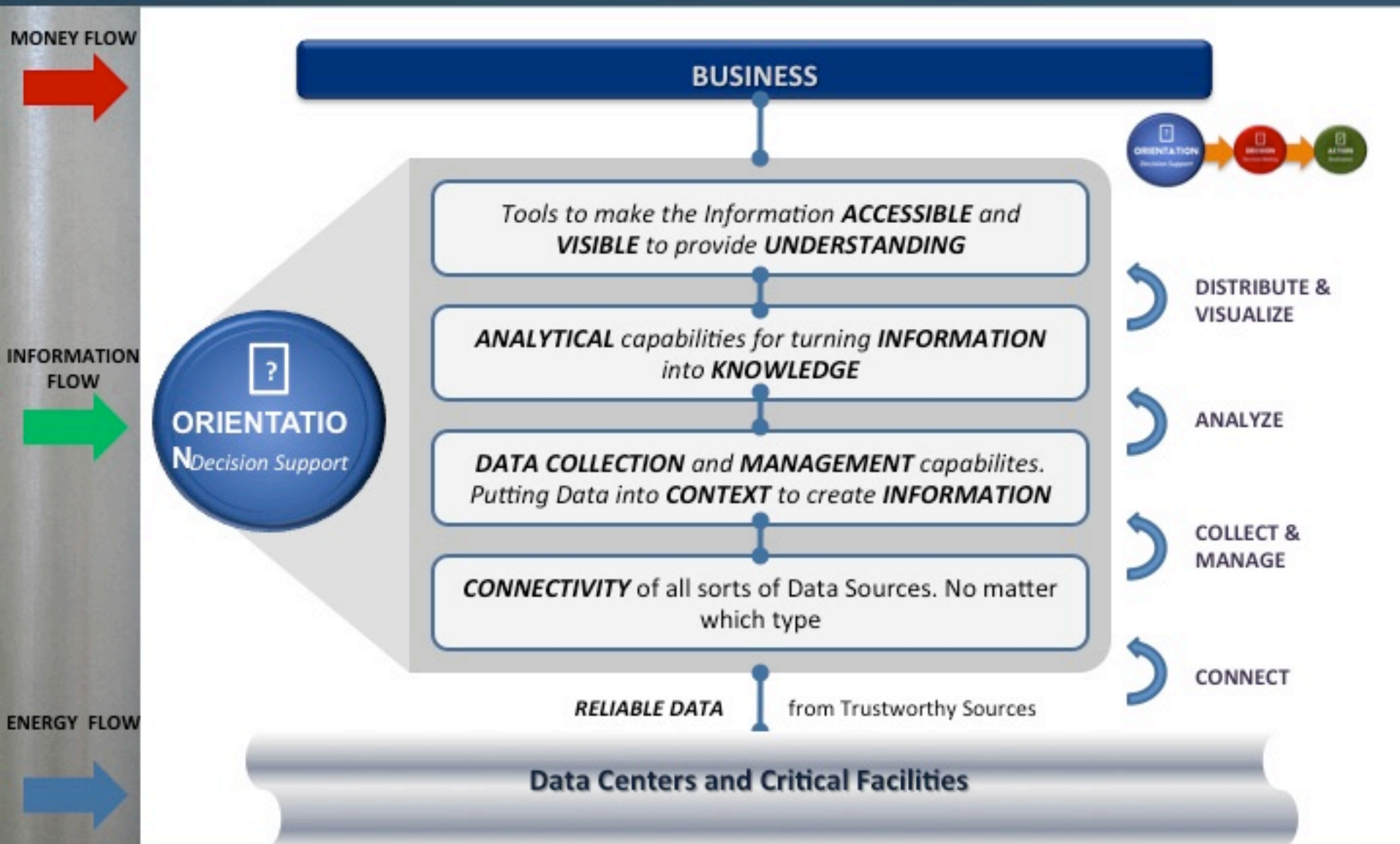
# The Value Creation Model

Creating Sustainable Value



# Orientation

The Process of Turning Data into Actionable Information



# Positioning the PI System



# PI System Components

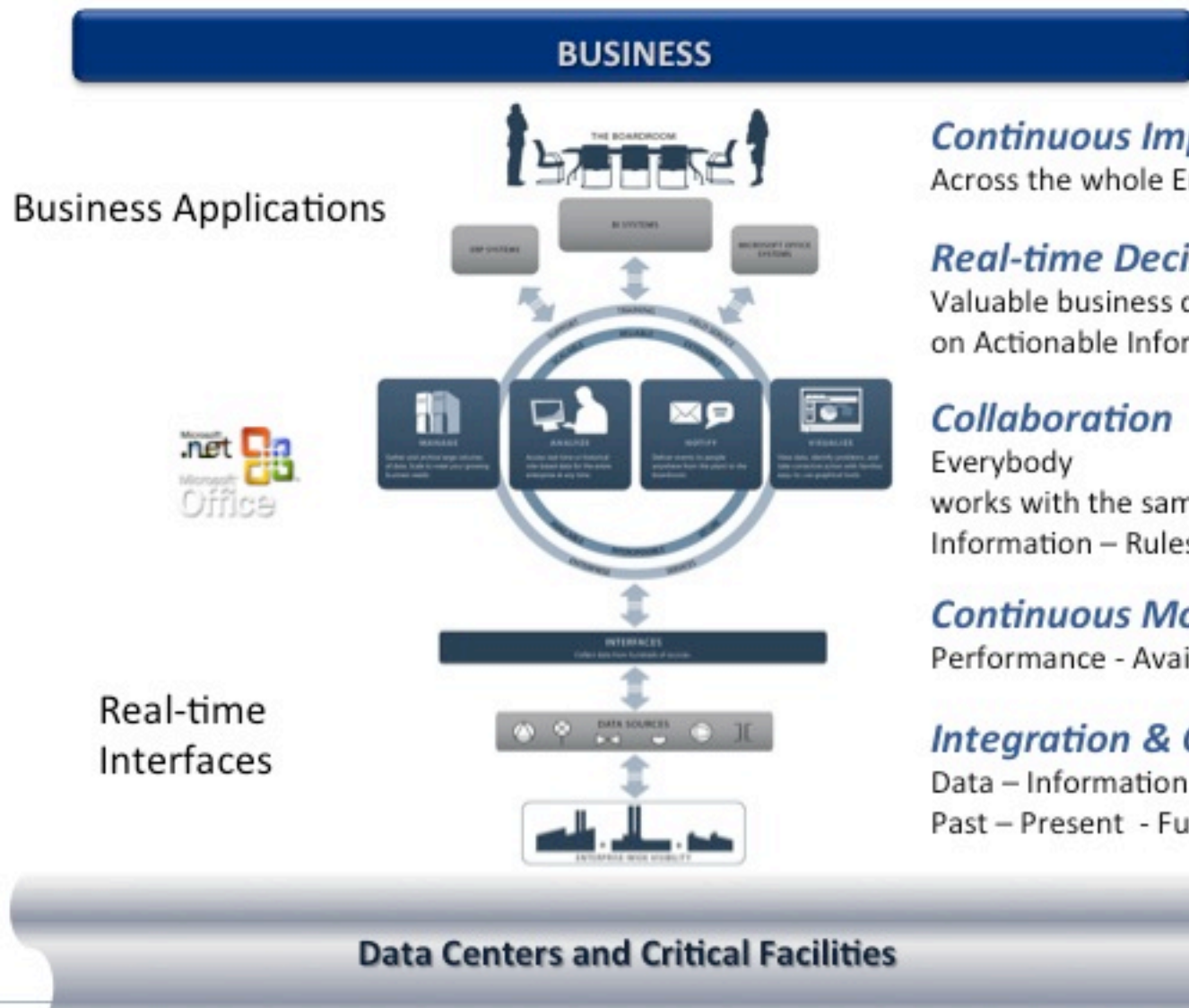


# Connecting the Data Center or Facility to the Board Room

## The Backbone for Plant to Business Integration (P2B)



MONEY FLOW  
 INFORMATION FLOW  
 ENERGY FLOW



**Continuous Improvement**  
 Across the whole Enterprise

**Real-time Decision Making**  
 Valuable business decisions based on Actionable Information

**Collaboration**  
 Everybody works with the same Information – Rules – Tools

**Continuous Monitoring**  
 Performance - Availability – Security

**Integration & Capturing**  
 Data – Information – Knowledge  
 Past – Present - Future

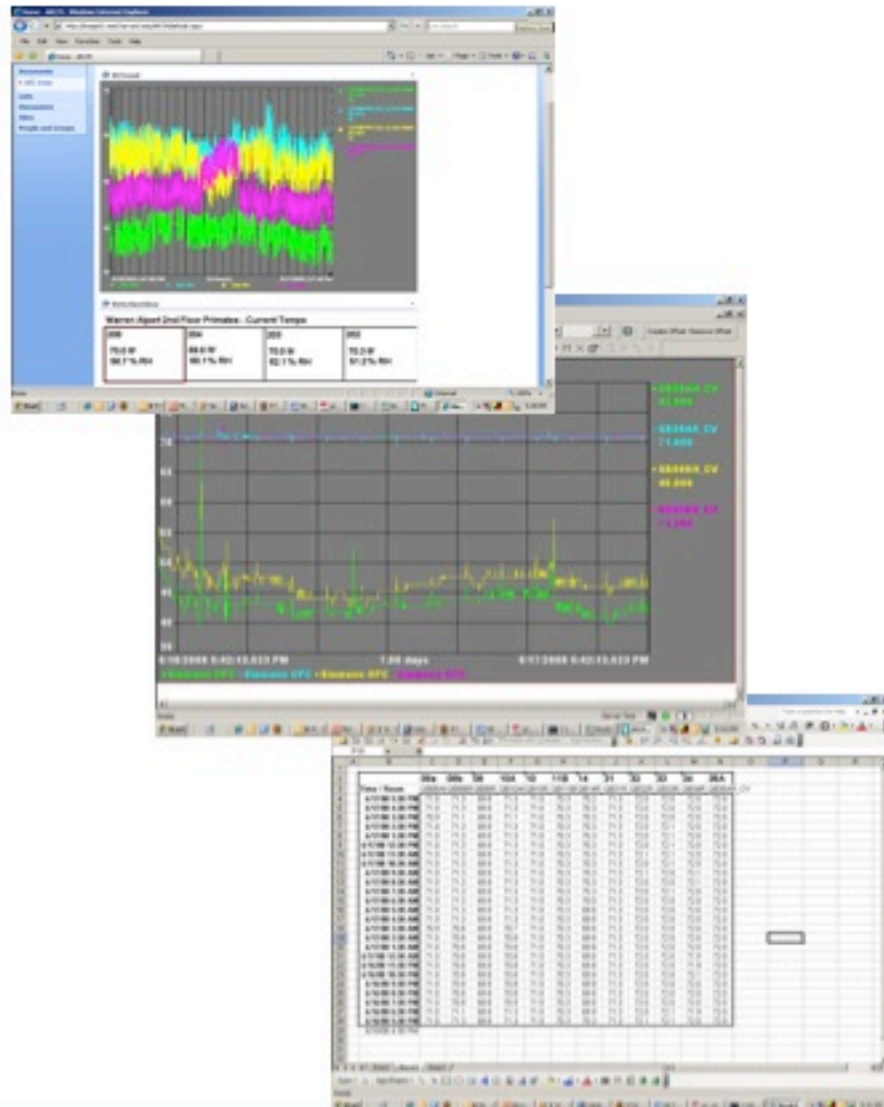


## OSIsoft's PI Typical Examples

# Typical Uses of PI



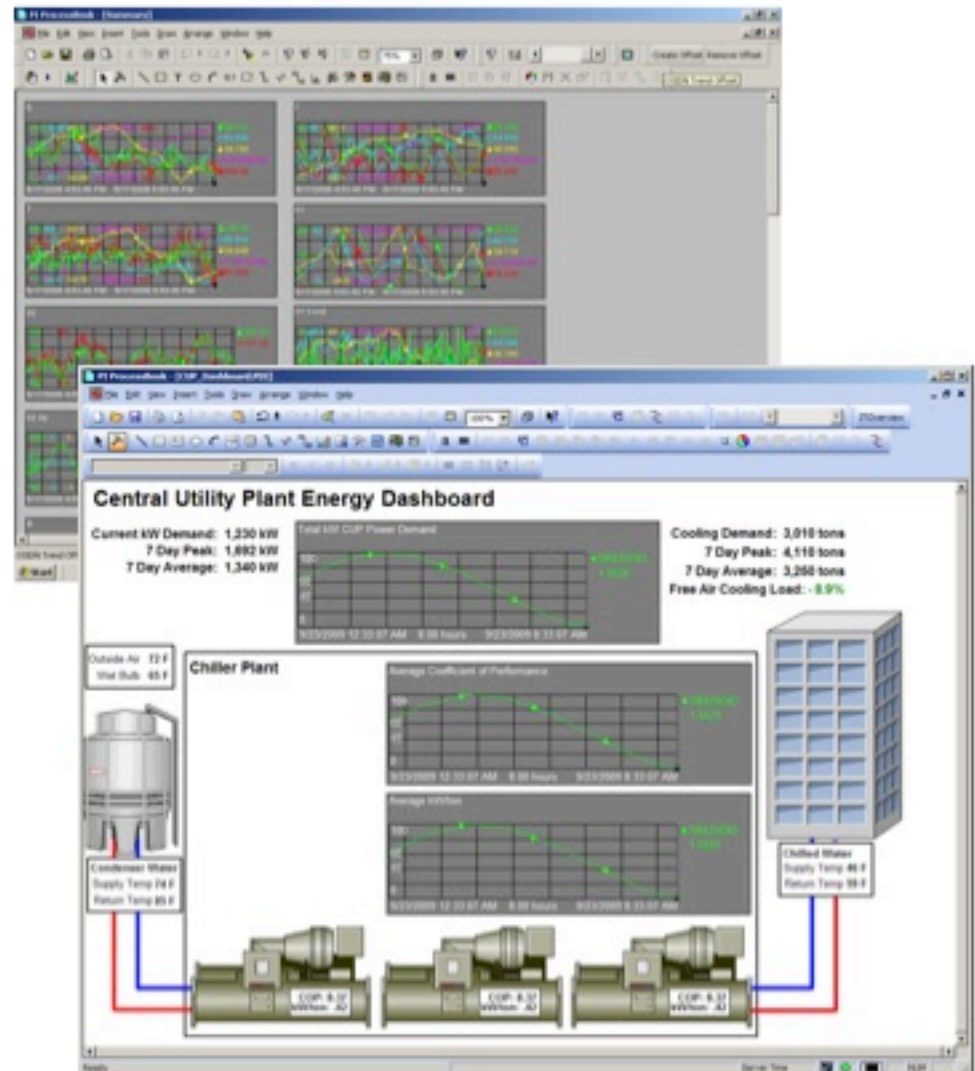
- ECOSystem Reporting
  - Reliable Long-term Historical Data
  - Instant Reports
  - Data For forensic review
  - Trending for Compliance
  - Data useable for improving reliability and maintainability



# Typical Uses of PI



- Instant 'Big Picture'
  - View Data From Many Sources on One Screen
  - Real-Time Trending identifies problems sooner

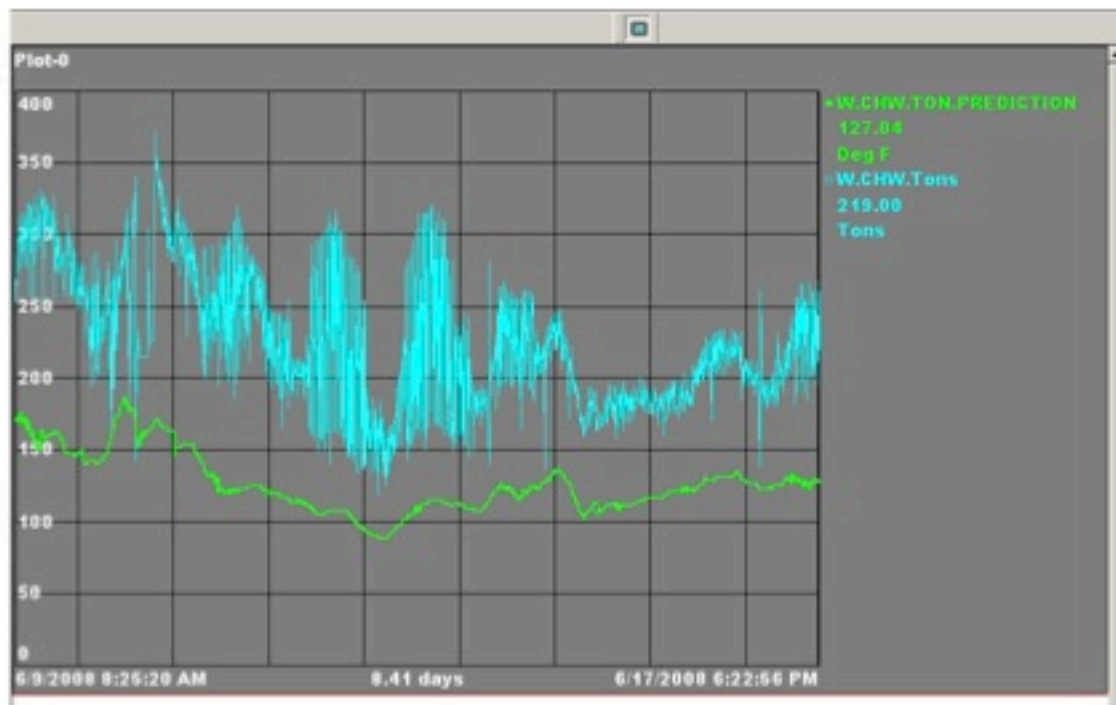


# Typical Uses of PI



- Energy Analysis

- Examine Thousands of Data Points
- Develop Energy Models Using PI as Back End
- Track 'Now' Performance Versus Historical Data
- 'Daily Report' Email System
- Weather Independent Data





## Why OSIsoft?

# Global Presence



# Trusted by Prestigious Companies



**CHEMICALS**

**OIL AND GAS**

**PULP AND PAPER**

**PHARMACEUTICAL AND LIFESCIENCES**

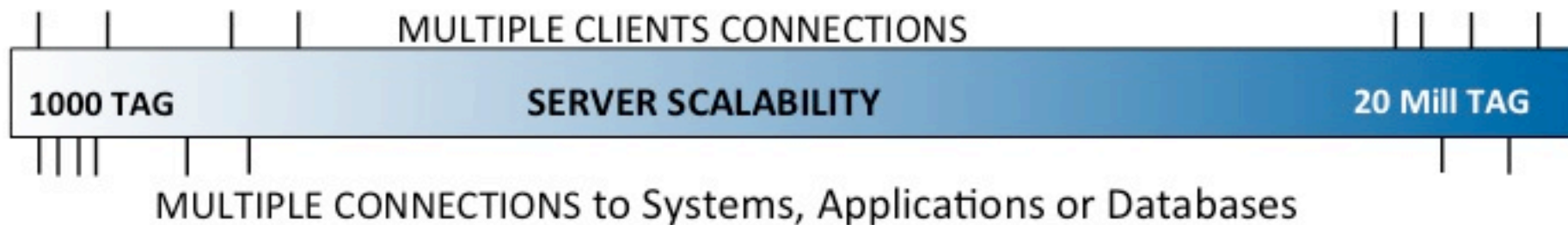
**UTILITIES AND POWER**

**METALS, METALLURGY AND MATERIAL**

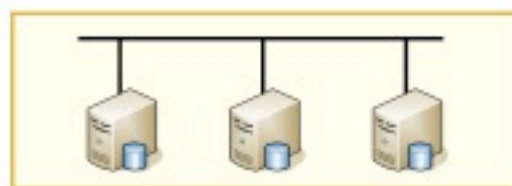
**EASTMAN**  
**ALBEMARLE CORPORATION**  
**FMC**  
**bp**  
**Chevron**  
**Ciba**  
**ExxonMobil**  
**Shell**  
**PolyOne**  
**Arkema**  
**BASF**  
**Celanese**  
**PEMEX**  
**ConocoPhillips**  
**MeadWestvaco**  
**sappi**  
**PPG**  
**Bayer**  
**POLIMERI EUROPA**  
**ABITIBI CONSOLIDATED**  
**INTERNATIONAL PAPER**  
**Millennium Chemicals**  
**AKZO CHEMICALS**  
**LUBRIZOL**  
**TIMET**  
**TOTAL**  
**IRVING**  
**Alabama River Pulp**  
**JANSSEN**  
**ALLERGAN**  
**e-on**  
**Kennecott Utah Copper**  
**ALCOA**  
**xstrata**  
**PDL Protein Design Labs™**  
**Roche**  
**ALSTOM**  
**Phelps Dodge Corporation**  
**Aughinish Alumina**  
**Genentech**  
**British Energy**  
**Saudi Electricity Company**  
**endesa**  
**ALCAN**  
**SDGE**  
**Energy**  
**THE POWER OF PEOPLE™**  
**pjm**  
**MITSUI & CO., LTD.**

# What Makes PI Powerful?

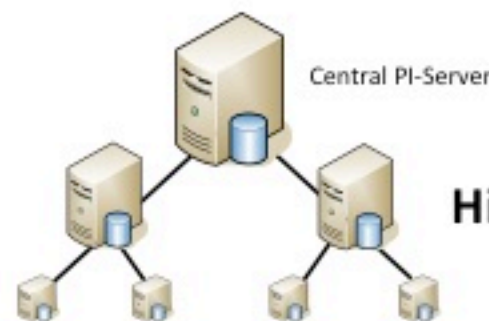
Architecture & Scalability



**Centralized**



**Collective**



**Hierarchical**

- We are focusing on ONE product, the PI System since ~ 30 years
- The PI System
  - » Data management & integration platform to all islands
  - » Connects your plant floor data into the business process
  - » Enables collaboration and continuous improvement
  - » Capability to make profitable decisions real-time based on actionable information
  - » Faster time to market
- Our system is widely accepted globally and serves as the real-time infrastructure for Enterprise Value Creation in the Oil&Gas Industry
- We believe the first step in the value creation process is to establish an enterprise-wide real-time infrastructure



Thank you

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