

Recipe Manager Plus 2014

Competitive overview and positioning in the existing Recipe management systems landscape

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All major and small HMI vendors offer “recipe” tools in their HMI/SCADA software at no additional cost, -very similar to InTouch recipe manager today. Additionally all major automation vendors offer batch management systems for flexible recipe management and execution according to the ISA-88 standard.

Both of these offerings do not satisfy the demand for commercial off the shelf software for equipment and processes which primarily require formula parameter management but allow standardization across different control and HMI systems in place.

Customers reported an inability to find any comparable standard software offering in the marketplace. In fact, all current (Wonderware and competitive) offerings of recipe management and execution systems designed for integration with automated equipment have technology dependencies and constraints when used as plant or even company standard for operational recipe formula management and download tasks.

There is very few competition identified for Recipe Manager Professional in the initial and future functional scope – The only vendors with a similar functional scope and automation/control system integration are Inductive (Ignition MES Recipe) and ProLeit, LiquIT (German niche player which is strong in brewing and beverages, also delivered through beverage Machine/Equipment OEM’s). By our today knowledge and insights Recipe Manager Professional will provide a competitive differentiator vs. Siemens, GE and Rockwell which is able to complement their HMI installations.


Recipe Manager Plus is considered to be additionally used to replace the custom formula management solutions which are built on a set of database tables or excel sheets and SCADA system scripting but exist in large numbers in the industry.

Comparison of the 3 different solutions used in the industry today:

- HMI/SCADA system based recipe management tools are deeply embedded in the HMI application and technology. They require engineering to build the operator user interface, and the formula engineering/editing tools do not offer the security, versioning, approval and change history features to meet today’s governance and compliance requirements.
- Batch management systems include all the recipe management, governance and regulatory compliance features customers are looking for, but have vendor PLC dependencies. More importantly, these systems are inappropriate for the lower complex recipe formula management scope in engineering overhead and license cost, as they have been designed for detailed ISA-88 process modeling and sophisticated execution capabilities.
- Custom solutions are typically a combination of database tables and scripting in HMI/SCADA systems. They are “cheap” and quick to build and implement, but very limited in security, user interface, versioning, approval and change history capabilities for governance and sustainability in comparison with commercial software.

Wonderware Recipe Manager Plus 2014

Uniqueness and competitive advantage

<p>Competition</p> <p>HMI’s: engineering needs, HMI software dependencies, lack of governance</p> <p>Batch systems: feature rich but beyond scope & cost, PLC dependencies</p> <p>Custom: quick and cheap, DB and scripts, lack of governance and compliance, TCO?</p>		<p>Recipe Manager Plus</p> <p>Feature rich, Ready to use, user friendly configuration</p> <p>Web application, any device, multi user, remote access</p> <p>System independent</p> <p>Integration to any control and HMI system</p> <p>Role based Security, Versioning, Approval... Central repository</p>
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Addendum:

Identified competitive systems coming close in Scope

1. Inductive Automation – Ignition MES recipe/changeover module

Considered a comparable offering vs. Wonderware Recipe Manager Plus and System Platform in conjunction – Recipe Manager Plus does work also standalone when OPC UA (DA Spec) is a connectivity option – future Recipe manager plus versions will go beyond the Ignition Recipe capabilities scope.

	The Works Lite with Recipe / Changeover	The Works Limited with Recipe / Changeover	The Works with Recipe / Changeover	The Works Plus with Recipe / Changeover	The Works Mission Critical with Recipe / Changeover
Locations	1	5	25	∞ UNLIMITED	∞ UNLIMITED
Interactive R/C Analysis Tools	✓	✓	✓	✓	✓
Visual Recipe Editor	✓	✓	✓	✓	✓
Change Log	✓	✓	✓	✓	✓
Variance Tracking	✓	✓	✓	✓	✓
Master Recipes	✓	✓	✓	✓	✓
Sub Recipes	✓	✓	✓	✓	✓
Recipe Security	✓	✓	✓	✓	✓
	\$5,350	\$10,999	\$18,599	\$29,899	\$44,950

	The Works Lite	The Works Limited	The Works	The Works Plus	The Works Mission Critical
Run-Time Clients	1	5	∞ UNLIMITED	∞ UNLIMITED	∞ UNLIMITED
Real-Time Tags	∞ UNLIMITED	∞ UNLIMITED	∞ UNLIMITED	∞ UNLIMITED	∞ UNLIMITED
Historian Tags		∞ UNLIMITED	∞ UNLIMITED	∞ UNLIMITED	∞ UNLIMITED
Designer	✓	✓	✓	✓	✓
Data Logging	✓	✓	✓	✓	✓
Alarming	✓	✓	✓	✓	✓
Alarm Notification			✓	✓	✓
Transaction Groups		✓	✓	✓	✓
Reporting		✓	✓	✓	✓
Symbol Factory		✓	✓	✓	✓
SMS & Voice Notification				✓	✓
Mobile				✓	✓
Redundant Servers					✓
	\$1,650	\$6,750	\$11,599	\$15,399	\$26,950

2. Proleit [Plant Liqu iT - recipe management for hybrid processes](#)

Strength:

Scope of product is feature rich including procedure management and execution – which future versions (2014 R2) of Wonderware Recipe Manager are planned to deliver as well.

Weakness:

Requires Proleit PLC function blocks to work – so not really suitable to be used across any equipment and control system without intrusive changes to control code.

Company size and global presence – Proleit is a German company and niche player in brewing and beverages but often pushed into the global market by German beverages and brewhouse equipment builders.

