



BROCHURE

# Integration and Service Partners Program

Stay competitive by partnering with AVEVA

In a rapidly changing industrial marketplace with supply chain disruption, labor shortages, and sustainability mandates, how will you stay competitive and improve profitability? As a member of the AVEVA Partner Ecosystem, you are part of an extensive global community of partners spanning all industrial sectors. The more than 5,000-member network of System Integrators (SIs), Technology Partners, and Alliance Partners gives you structured support and endless opportunities to win and grow with AVEVA.

# Key Benefits of Becoming an AVEVA Partner

## End user recognition

AVEVA has the largest market share in strategic software segments for industrial automation, such as monitoring and control (HMI/SCADA) and industrial data information (AVEVA™ PI Data Infrastructure). Members of the AVEVA Partner Ecosystem can leverage AVEVA's brand reputation as a market leader with a proven track record. A simple, tiered partner recognition program based on your level of engagement and maturity with AVEVA (Member, Certified, Endorsed) allows you to stand out from your peers.

## Broad, innovative portfolio

AVEVA provides a comprehensive, scalable and integrated portfolio of software products to optimize engineering, operations and performance. These solutions span from on-premises to the cloud, including hybrid solutions and SaaS subscription models. Furthermore, they deliver a competitive advantage through their maturity and innovation. Our portfolio offers unparalleled opportunities for partners to expand their service offerings, giving you the opportunity to increase their engagement with and strategic value for their customers.

## Customer service

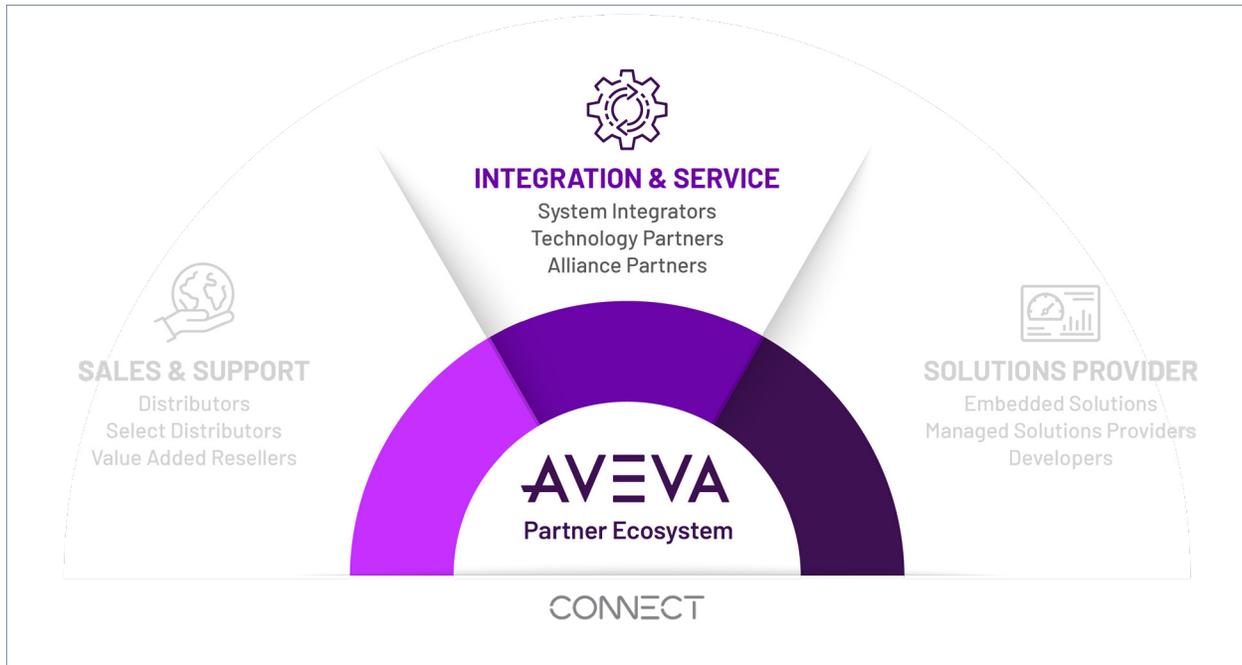
AVEVA understands that its success is the result of its partners' success. Customer service is our priority, so we provide AVEVA partners with a program that empowers you to effectively learn and create projects and solutions with our offerings. It includes responsive and knowledgeable technical support (AVEVA Customer First), consulting services, training, differentiated licensing and procurement processes to support high-volume business and flexibility on commercial models.

## Openness and interoperability

AVEVA is fully focused on software solutions rather than hardware components. Our vendor-agnostic approach allows AVEVA to provide the highest level of portability to our partners, giving them the option to integrate different hardware/control platforms while protecting their engineering investment in their combined solutions. AVEVA products offer a wide range of native connectors (drivers, adapters, interfaces) to legacy and proprietary protocols from major OT hardware vendors (Schneider Electric, Rockwell, Siemens, Omron, Beckhoff, GE, etc.) as well as industry standards (OPC UA, REST, MQTT Sparkplug B, etc.).

The AVEVA Partner Ecosystem programs were designed based on the principles of simplicity, consistency and alignment to improve your productivity and experience with AVEVA. The more you engage with AVEVA, the more you increase your competitiveness in the market. We welcome you to join our Partner Ecosystem and enjoy the advantages of a mutually beneficial partnership with AVEVA.

# Integration and Service Partners



Integration and Service Partners combine their services, software solutions or hardware solutions with AVEVA software products. These partners sell their own services and/or products to their customers while relying on AVEVA (and its authorized resellers) to sell the AVEVA software products to end users. This partnership allows them to enhance or add to their offerings, boosting market share and creating more business opportunities.

## Integration and Service Partners can assume one or multiple of the following roles:

### System Integrators (SIs)

Offer their integration services and expertise to configure AVEVA software products and/or integrate them to deliver projects to end users.

### Technology Partners (TPs)

Integrate their own products (software and/or hardware) with AVEVA software products:

- **Independent Software Vendors (ISVs)** Integrate their own software products with AVEVA software products, providing higher value and a more comprehensive solution to applicable projects.
- **Industrial Hardware Manufacturers** Integrate their own hardware products with AVEVA software products, providing higher value and a more comprehensive solution to applicable projects.

### Alliance Partners (APs)

Provide consulting services to end users, identifying opportunities where AVEVA software products can fulfill demands on an enterprise level.

Based on the principles of simplicity, consistency and alignment, AVEVA offers three levels of recognition:

### Partnership maturity, engagement, benefits, and requirements

MEMBER	CERTIFIED	ENDORSED
The entry-level partnership for the AVEVA Partners Ecosystem, focused on technical enablement. AVEVA defined the benefits and requirements for this so that the partner can easily access the tools and support it needs to learn and develop projects and solutions with AVEVA products.	Partners that have demonstrated expertise in one or multiple AVEVA products or solutions, earning additional benefits and a higher level of marketing enablement (co-promotion).	Partners that achieve the highest level of maturity and engagement with AVEVA, demonstrated with consistent promotion, influence, and a high volume of successful projects using AVEVA products. Endorsement is upon invitation only.

The partner badges illustrated here are specifically designed for System Integrators. However, equivalent badges are also available for other partner categories, including Alliance Partners, Independent Software Vendors (ISVs), and Industrial Hardware Manufacturers. These badges serve to recognize and distinguish the unique contributions and expertise of each partner category, ensuring that all partners receive appropriate acknowledgment for their roles within the ecosystem.

#### Representation of the AVEVA System Integrator partner badges:



## Integration and Service Partners Program benefits at a glance

	MEMBER	CERTIFIED	ENDORSED*
<b>Program benefits</b>			
AVEVA products licensed for non-production through a discounted Development Package(s) subscription	✓	✓	✓
AVEVA technical enablement material	✓	✓	✓
AVEVA Kickstart services	✓	✓	✓
Partner Customer FIRST (CF) benefits program	Standard	Premium	Elite
AVEVA Partner Portal	✓	✓	✓
Access to professional certification at no cost	✓	✓	✓
AVEVA Partner Ecosystem badges	✓	✓	✓
Listing on the Partner Locator for lead generation	MEMBER	CERTIFIED	ENDORSED
Opportunity to sponsor/exhibit at public AVEVA events		✓	✓
Sales and Marketing enablement		✓	✓
AVEVA named contact			✓

	MEMBER	CERTIFIED	ENDORSED
<b>Program requirements</b>			
Comply with the AVEVA Partner Ecosystem Member Agreement	✓	✓	✓
Keep an active subscription to at least one AVEVA Development Package	✓	✓	✓
Alignment with AVEVA offers	✓	✓	✓
Share at least one reference deployment per year with AVEVA		✓	✓
Maintain a number of Certified Partner professionals		1+	4+
Demonstrate strategic alignment and business volume with AVEVA			✓
Control System Integrators Association (CSIA) or equivalent certification			✓

# Partner benefits: Why work with us?

## Subscription to development products discounted for non-production

AVEVA Partners can increase their competitiveness with easy access to licenses for the AVEVA products and tools that they need to successfully implement projects and solutions with AVEVA.

These licenses are provided in a simple model of a renewable annual subscription, enabled through the purchase of the applicable AVEVA Development Package(s). This benefit includes the most current version and any previous versions still supported by AVEVA, as well as version upgrades during the subscription period at no additional cost.

The licenses provided through the Development Package(s) can be used for any legally applicable non-production activity, including:

- Learning the capabilities and configuration capabilities of the software
- Designing testing, and troubleshooting projects and solutions
- Promoting and demonstrating the software capabilities in trade shows, showrooms, or customer presentations as part of marketing and sales initiatives.

Licenses for use in production, either by the partner or by any end user, are not included in the AVEVA Development Package(s).

## Easy ways to learn fast

AVEVA Partners are empowered to reduce their learning curve and improve productivity with access to a comprehensive and intuitive set of self-service e-learning material online, including:

- Learning Paths (tutorials): Virtualized product training sections with pre-defined sequences designed to give technical professionals the necessary knowledge to design projects and solutions with AVEVA products. Partners must pass the respective tests for certification recognition.
- Electives: Technical information on topics associated with specific solutions, architectures, industries or technology that does not need to be consumed in any order.
- Templates and examples: Library of symbols, applications, data sets and any other material that can help partners increase their productivity when creating projects and solutions with AVEVA products.
- Forums: Access to collaborate with the largest community of industrial software technical professionals, exchanging constructive ideas, knowledge, opinions and recommendations.

AVEVA technical enablement materials are available on multiple platforms, including <https://learningacademy.aveva.com/>.

## AVEVA kickstart services

Subscription to any AVEVA Development Package includes access to AVEVA Solution Architects, who can share technical recommendations and best practices for specific projects and solutions. This service can drastically increase the partner's productivity, mitigating re-work and providing useful insights into the most suitable architectures, tools and material available from AVEVA for specific requirements.

Contact your software vendor to request consulting services from AVEVA to help you design the architecture of your projects or solutions.

## Partner Customer First (CF) benefits program

AVEVA Partners can rely on us to provide technical assistance for questions not addressed through the self-service technical enablement material.

The benefits align with the AVEVA™ Customer FIRST Program, as follows:

### Standard

A base level of technical support and comprehensive software maintenance.

### Premium

Extended technical support hours for operations that run around the clock.

### Elite

Our highest-level priority support for mission-critical operations.

Technical support is provided to AVEVA Partners according to their respective Development Package(s) subscriptions. End users interested in technical support must contact AVEVA or an AVEVA reseller to purchase their own AVEVA™ Customer FIRST support plans.

	MEMBER	CERTIFIED	ENDORSED
<b>Technical support and services</b>			
Business hours technical support (normal local business hours)	✓*	✓	✓
Knowledge and support center website	✓	✓	✓
Feedback channel	✓	✓	✓
Level 2 support access for certified developers (where applicable)	✓	✓	✓
Discount on technical support consulting services		10%	20%
Emergency 24-hour technical support (24/7/365)		✓	✓
Priority access to AVEVA product management			✓
Support escalation prioritization			✓
<b>Training</b>			
Access to eLearning	✓	✓	✓
eLearning Plus +	25%	50%	75%
Discount on AVEVA instructor-led public training or virtual instructor-led	25%	50%	75%
Discount on instructor-led private training		10%	20%
Included training seats for your AVEVA software product (instructor-led public training or virtual instructor-led) per year			2

(\* ) Available through AVEVA distributors only, except for products purchased directly from AVEVA.

## AVEVA Partner Portal

AVEVA Partner Ecosystem members can improve their experience with AVEVA, having easier access to relevant information through an AVEVA Partner Portal (<https://partners.aveva.com/>).

## Access to professional certification at no cost

AVEVA Partners can demonstrate their expertise in specific AVEVA products or solutions by having their employees pass applicable certification tests. These professionals will be individually recognized for their achievement(s). Having employee(s) successfully pass a certification test is one of the requirements for Certified Partner recognition status—meaning more exposure in the marketplace. Such recognition can be promoted by AVEVA and by the partner through the certification badge for the applicable partner role.

AVEVA product/solution certifications are valid as long as they were achieved with a test for the current or previous version. Service packs and hotfixes are not considered different versions of this criteria. The suffix Rx (e.g.: R1, R2, etc.), is considered a different version in this criteria. For products that are continuously updated without year-based release versions (e.g.: SaaS offerings), the product certification is valid for two (2) years.

## AVEVA Partner Ecosystem badges

Each partner will have access to a Partner Account Badge, identifying your level of recognition (Member, Certified, or Endorsed), as well as your main role as an AVEVA Partner (System Integrator, Alliance Partner, Independent Software Vendor, or Industrial Hardware Manufacturer). They can be used to demonstrate and promote your engagement with AVEVA.

The professional(s) who pass the test also receive personal recognition as an AVEVA Certified Professional and the applicable badge, when available. The more product knowledge your teams have, the better equipped you are to meet the needs of your prospects and grow your business.

You can access the certification tests through the AVEVA learning platform at:

<https://learningacademy.aveva.com/>

## Listing on the partner locator for lead generation

AVEVA Partners can benefit from AVEVA's market leadership in multiple industries, leveraging AVEVA's platform to promote their services and solutions. AVEVA will promote partners' services and solutions integrated with AVEVA products through a Partner and Solution Finder interface, as follows:

### MEMBER

Partner can promote its account name, logo, badge (Member), and its main role (e.g.: System Integrator, Independent Software Vendor, etc.), as well as the partner's address(es) for location(s)/site(s) associated with the subscription of Development Package(s). It also displays Development Package(s) with its current subscription (which products from AVEVA are available to the partner for internal use and development).

### CERTIFIED

In addition to the information available at the Member level, the Certified Partner has additional ways to promote their services and solutions, including:

- Partner badge (Certified instead of Member)
- Link for lead generation ("Contact me" button)
- All partner recognitions, including the number of employees in each location who achieved certification on specific products
- Customer success stories
- Overview of the partner products and solutions integrated with AVEVA products
- Industries of main expertise

### ENDORSED

In addition to the information available at the Certified level, the partner has additional ways to promote its services and solutions, including its partner badge (Endorsed instead of Member or Certified). Endorsed Partners also receive priority in opportunities of project implementation and published promotional material.

As AVEVA platforms evolve, the interfaces available at each level may vary. However, the higher the level of recognition for the partner (Member, Certified or Endorsed), the better AVEVA can promote its expertise. This visibility is a pathway to winning more opportunities and staying competitive as markets evolve.



## Opportunity to sponsor/exhibit at public AVEVA events

AVEVA Partners may have the opportunity to sponsor or exhibit their offerings at AVEVA public events, providing them with even greater exposure to AVEVA's end-user network—and ultimately more profit.

## Sales and marketing enablement

Sales and marketing enablement equip partners with the knowledge, skills, and materials to successfully promote AVEVA products, driving mutual revenue growth and improving customer satisfaction.

After signing up to our Partner Platform (<https://partners.aveva.com/English/>), partners can unlock access to:

- Regular communications providing key organizational updates, product launches, available trainings, and invitations to events. (Partner must opt-in via subscription.)
- Marketing materials like brochures, infographics, presentations and case studies to use across multiple marketing channels reach a wider audience.
- Webinars to educate, train and engage partners to address specific needs, provide valuable insights and enhance skills and improve the partners' marketing and sales efforts.
- Marketing campaigns to boost partners' brand recognition and market presence, making them more visible while expanding their reach.
- Sales enablement resources offering onboarding tools, product sales enablement content, and other resources to help the partner sales team sell AVEVA successfully.

## AVEVA named contact

AVEVA Endorsed Partners can rely on named individuals from AVEVA, allocated specifically to assist them with opportunities and accelerate their growth. These Partner Account Managers proactively follow up with and assist Endorsed Partners based on their prioritized requests.

# Partner requirements

## Comply with the AVEVA Partner Ecosystem Member Agreement

After successfully assessing the business and legal feasibility of engaging in a partnership, AVEVA will propose an AVEVA Ecosystem Partner Member Agreement that defines the framework of the partnership at its entry-level (Member).

## Keep an active subscription to at least one AVEVA Development Package

AVEVA offers Development Packages for different products in a yearly subscription model, providing the partner with tools and support for the products it needs to understand, demonstrate and promote, to develop projects and solutions with AVEVA. Keeping a subscription to at least one of the Development Package(s) offered by AVEVA is a requirement to remain in our Partner Ecosystem.

The Development Package(s) must be associated with the expertise certification and/or software/hardware products integrated with AVEVA software products.

## Alignment with AVEVA offerings

AVEVA assesses that the services and/or products offered by the partner are complementary to one of multiple AVEVA offerings and that the business goals align to yield a mutually beneficial partnership.

## Share at least one reference deployment per year with AVEVA

The partner must provide a reference to at least one real-world project successfully completed with AVEVA

product(s) per year to obtain or maintain its Certified or Endorsed recognition. The reference must include, at minimum, the project name, end-user name and project benefits. The partner can also include additional remarks (optional).

If AVEVA decides to publish this reference as a case study (customer success story), AVEVA will contact the partner to discuss obtaining the required legal authorizations to publish the story content. This requirement may be waived in the first year of the partnership.

## Demonstrate strategic alignment and business volume with AVEVA

AVEVA will evaluate the engagement and strategic business volume associated with and influenced by the partners and, at AVEVA's discretion, invite a very select group of partners to accept the Endorsed recognition. Typically, this recognition represents less than 1% of the AVEVA Partner Ecosystem, based on the highest performance.

## Control System Integrators Association (CSIA) or equivalent certification

AVEVA will evaluate external certifications focused on operations and/or project management to increase the credibility of excellence in quality and value delivered to customers by the partner.

To join the AVEVA Partner network, click here:

[AVEVA Partner Ecosystem](#)

