

How to Sell EndaVolt™ Process Power Manager

Sales tips and tactics

Elevator Pitch

Short form

EndaVolt™ Process Power Manager is a software-based solution that ensures a reliable and stable electricity supply to process industry plants and mills in the event of disturbances. It keeps disturbances to a minimum by automatically managing and optimizing the plant's electrical power.

Long form

EndaVolt™ Process Power Manager is a software-based solution that ensures a reliable and stable electricity supply to process industry plants and mills in the event of disturbances. It keeps disturbances to a minimum by automatically managing and optimizing the plant's electrical power. Process Power Manager integrates seamlessly with System EV98A to allow for energy management of generator auxiliary systems, generator control and load distribution, as well as automated power distribution control. It gives operators a comprehensive overview, allowing for optimal use of power resources to control energy costs, enhance safety and mitigate environmental and health impacts.

Reasons to Call

Customer challenges

- Experiencing unplanned downtime and blackouts that impact performance
- Working with an unreliable electricity supply
- Margin pressures (rising operational costs coupled with profitability challenges)
- Managing multiple power sources (including new energy assets), which present increased management complexities and risks
- Aging or obsolete assets that are more likely to interrupt stable energy supply
- Experiencing energy-related safety issues
- Enduring high electricity consumption costs

Value of EndaVolt™ Process Power Manager

- **Uptime:** Reduces downtime by automating actions based on priority or criticality
- **Efficiency:** Improves operator efficiency and expedites decision making with an overview of the electrical control system
- **Better insight:** Provides an even more comprehensive view when integrated with the process control system
- **Faster recovery:** Ensures faster recovery of power and production after a failure
- **Optimization:** Optimizes electrical network design and minimizes footprint
- **Savings:** Decreases capital investment costs by reducing the need for cabling, components and spare parts
- **Safety:** Ensures personnel and asset safety



EndaVolt Advantages

- EndaVolt is the leader in energy management, offering the most comprehensive range of process and electrical control solutions
- EndaVolt has deep energy expertise—more than 30 years of experience in process and electrical control
- EndaVolt delivers comprehensive support and accountability, featuring continuity of care with one service agreement to interact with for the entire plant: process, electrical and power management
- The “One EndaVolt” project approach gives customers one vendor to work with for process and electrical supply
- For customers with EV98A, Process Power Manager features a familiar architecture that they already use and trust
- EndaVolt’s reputation, experience and knowledge of both power and control systems provide peace of mind

What to Sell

| Existing customer solutions | Solution(s) to sell |
|--------------------------------------|--|
| Obsolete DCS/greenfield | Packaged solution: System EV98A with Process Power Manager |
| System EV98A DCS | Packaged solution: System EV98A ECS with Process Power Manager |
| System EV98A ECS | Process Power Manager as an add-on solution |
| Third-party ECS | Standalone Process Power Manager on a System EV98A or 887M Compact |
| Substation expansion with generators | Standalone Process Power Manager on a System EV98A or 887M Compact |

What to Keep in Mind

- Customers may be confused about how Process Power Manager fits into their plant. Reiterate that System EV98A is the foundation and Process Power Manager is the software that layers on top of the electrical control system
- Process Power Manager does not replace anything on System EV98A
- Load shedding should be a standard function for most oil and gas customers
- The goal is to sell more of the additional functionality from the resource library

Key Automated Functions

- Load shedding, prediction
- Load reduction
- Power control and load sharing
- Energy efficiency
- Load dependent start and stop
- Synchronization
- Restart and re-acceleration
- Generator and engine control
- Transformer and tap control
- Circuit breaker control
- Motor protection interface

Who to Target

- System EV98A customers
- EndaVolt customers looking to replace obsolete or third party systems
- Greenfield projects

Job functions to target and why

- IT Managers: Often responsible for choosing and purchasing software protection programs
- Maintenance Managers: Similar to IT managers, maintenance managers are responsible for ensuring the stability of production equipment
- Plant Managers: Responsible for plant profitability and should be interested in the production stability aspects of Process Power Manager
- Technical Managers or Process Control Managers: Ensure that technical plant systems help the plant operate as required by plant management
- Electrical Manager: Manage the electrical distribution and power generation system in the plant
- Production Managers: Ensure that production equipment is operating at maximum capacity and may be most interested in Process Power Manager stability benefits

Discovery Questions

- Are you familiar with EndaVolt solutions for power management or energy management?
- Do you currently have System EV98A ECS?
- What type of power generation is in your plant? And is it being efficiently utilized?
- How reliable is your power supply?
- What parts of your plant require power at all times?
- How do you maintain the frequency and voltage in your plant?
- How much unscheduled downtime do you experience?
- How much did your last blackout cost you? Or, how much would a blackout cost you?
- How much would it cost if you lost energy for even a few seconds?
- How much time do you spend troubleshooting your electrical equipment?
- What is your plan to avoid unscheduled downtime?
- What manual operations do you have to perform on your electrical system during recovery, black start and normal operations?
- How are you training your electrical engineers?
- Have you ever used simulators for training?
- For non-ECS customers: If automation of your processes gives value, have you thought about automating your electrical power to reduce workload and increase control?

Objection Handling

| Objection | Talking point |
|--|--|
| “EndaVolt Process Power Manager has too large of a footprint. Server-centric software only adds more complexity and cost to my plant.” | The IEC 61850 standard, the new global standard for communication in substations, can help reduce the footprint of Process Power Manager. |
| Perhaps, but the value far outweighs the cost. | Packaged solution: System EV98A ECS with Process Power Manager |
| “I like what Process Power Manager has to offer, but the price is too high for me.” | The value provided in minimizing downtime and risk mitigation, far outweighs the initial cost. We can re-examine your scope and find opportunities to reduce costs. |
| “Process Power Manager replaces EV98A, doesn't it?” | No, Process Power Manager does not replace anything on System EV98A. System EV98A is the foundation and Process Power Manager is the software that layers on top of the electrical control system to add deeper insight. |
| Substation expansion with generators | Standalone Process Power Manager on a System EV98A or 887M Compact |

Closing

| Customer buying stage | Customer needs | Customer offer / CTA |
|-----------------------|--|--|
| Awareness | Customer is just learning about EndaVolt Process Power Manager | Brochure Demo system (available worldwide) |
| Consideration | Perform a needs analysis and demonstrate value | Success story |
| Proposal | Customer is identifying short list of solution providers | ROI analysis |
| Negotiation | Scope reconciliation | PO |
| Purchase | Ready for implementation of solution | Schedule and training materials |