Overview

In 2009, a compressor OEM decided to migrate their automation platform away from G.E. Their first attempt to migrate their controls platform was to use Rockwell. The Rockwell migration failed due to a few reasons including lack of internal engineering resources and project cost. The OEM turned to Siemens which resulted in the first of two investments with this customer.
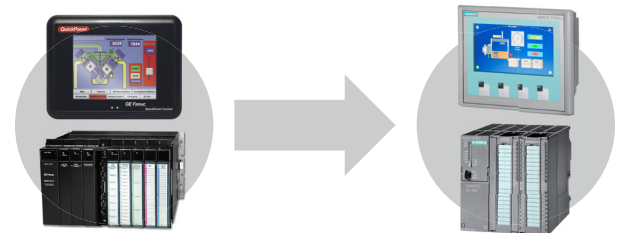
INVESTMENT #1 (2009)

PROBLEM: Required conversion from GE 90/70 PLC & HMI

PROBLEM: Required conversion from a custom controller (with legacy support issues)

SIEMENS PRODUCTS: Siemens S7-300 & TP177/277 HMI

SIEMENS INVESTMENT:
- Programming – ACD provided the entire STEP7 program
- STEP7 and WinCC Software
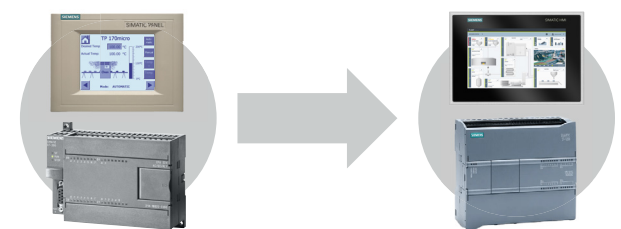- Software Training – This involved both engineering and field service

INVESTMENT #2 (2021)

PROBLEM: Required conversion from mature Siemens S7-200 PLC & TP170

SIEMENS PRODUCTS: Siemens S7-1200 & TP900 HMI

SIEMENS INVESTMENT:
- Programming – A third party integrator provided the entire TIA Portal program.
- STEP7 and WinCC Software
- Software Training – This involved both engineering and field service departments

POSSIBLE APPLICATIONS OF FUNDS

- Specification development support
- Proof of concept/prototype development
- Hardware/software products as samples
- Standard or custom-tailored training
- Drawings conversion support
- Engineering resources for start-up and commissioning support
- Application engineering support
- Industry or application workshops
- Premium after sales hotline support
- Co-branded marketing materials

PROGRAM GUIDELINES

- Siemens personnel must make all formal funding offers related to the program
- All investments require a sales deal be in place
- A thorough Bill of Material (BOM) for anticipated 3 year sales to the customer is important - ensure discount levels called out in your customer BOM align to the pricing agreement
- A minimum of a 10:1 sales to investment ratio is required – the higher the return ratio the more attractive the investment is for Siemens
- Approved investments expire after 6 months
- Siemens account managers can request exception upfront if there are special circumstances
- Siemens standard payment terms are net 90 days