

MARCH 13, 2017 | HOUSTON, TEXAS

Distributor Day at ABB Customer World

Presentation abstracts

Title	Abstract
Solving customer challenges in a dynamic oil, gas and chemicals market	Tight capital budgets, technology advances, shifting workforce demographics and the need to manage project schedules are just a few of the challenges facing companies in the oil, gas and chemicals industry today. We invite you to join this session to learn how ABB's products, solutions and services are helping solve these challenges. Integrated technologies like these help plants succeed in an uncertain market by decreasing cost, saving on project schedule, and mitigating risk.
Construction trends: Changing markets call for forward thinking and advanced solutions	Like most markets today, the construction industry is evolving with concepts like building information modeling (BIM), integrated project delivery and prefab. In this session, hear from a construction industry expert on current trends that are affecting the market, future technology enhancements, and ways that we can support the industry with solutions that contractors want their distributors to be prepared for. Then, explore the ABB offerings that address contractor pain points and prepare you for new markets.
Serving the growing food and beverage industry: Understanding trends, challenges, and portfolio	The food and beverage industry faces a dual imperative of maintaining competitiveness and profitability while adhering to ever higher standards for safety and regulatory compliance. Attend this informative session to discover how these imperatives are driving new business opportunities for those serving the food and beverage industry. Learn how ABB's products, solutions and services are helping our customers meet today's challenges around food safety, contamination, energy efficiency, and power quality, to name just a few.
Taking advantage of the growing renewables market	Renewable energy is nothing new, but today's technologies for capturing that power and converting it to useable electricity have evolved dramatically. But this is not without challenges. Join this session to learn how ABB's products, solutions, and services can be positioned to mitigate these challenges. Some of the products we will cover include: <ul style="list-style-type: none">• Low voltage components – designing safety into your system• Transformers for every renewable application• Smart inverter technology• Identifying service opportunities
Industrial data needs industrial power: Get the most out of the growing data center industry	As data management needs have grown, the industry has evolved from a commercial application to an industrial one. This session will cover a smarter infrastructure for the industrialized data center. Data Centers are power hungry, so it is important to provide the most efficient solutions to this industry without compromising reliability. In this session we will cover: <ul style="list-style-type: none">• Safe and reliable low and medium voltage components that reduce installation time and cost.• The right transformer for any application• Modular "grow as you go" strategy to UPS design• Identifying service opportunities
The ABB power circuit as a competitive advantage in selling into OEMs and panel builders	When approaching an OEM or panel builder with ABB low voltage products, where do you begin? ABB has a distinct competitive advantage with the components that make up the power circuit. Other manufacturers are known for PLCs, control or connections. ABB is synonymous with power. We can use our reputation as a leader in power to break into new accounts, and expand our share of panel in existing ones. In this session learn: <ul style="list-style-type: none">• What components make up the power circuit• What are the competitive advantages for ABB's products in the power circuit• Sales tools and success stories
ABB Power Grids: Supplying the safest transformers in the industrial and commercial market space	ABB offers the widest range of transformers in the industry; this session will cover the safest one: the dry-type transformer. With voltage ranges from 600V to 72kV (and 15kVA to 63MVA), ABB has the widest selection of dry-type transformers available in the market. In this training, we will cover: <ul style="list-style-type: none">• Different construction types of dry-transformers & why our construction has a competitive advantage• Typical installation locations based on construction type & use (with real life examples)• Newer dry-type transformer construction products that solve specific customer needs

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Electro-mechanical solutions in washdown applications	Equipment reliability may cause frequent, repeated problems for end users in harsh, wash-down environments. Catastrophic equipment failure and unplanned downtime can result in lost productivity, food spoilage and waste, and lost revenue. We offer specific motor and mechanical power transmission (MPT) product solutions designed to maximize product life and performance in washdown applications, standing up to harsh chemical wash-down, high-pressure sprays, and the potential ingress of liquid and solid contamination.
Selling ABB automation: How variable frequency drives, controls and service can help your customers	As a distributor, one of the biggest advantages you have is understanding what your customers value. Then, you can align the solutions you provide with what they value. During this session, we will arm you with tools that enable you to demonstrate how ABB variable frequency drives (VFDs), controls and services provide the value your customers are looking for. We will cover the value that these bring to the marketplace through a distributor partnership, such as distributor channel programs, who to contact, training, product positioning, service offerings, and marketing campaigns.
New products in motors and mechanical power transmission	The introduction of new solutions in motors and mechanical power transmission (MPT) products will offer tangible benefits to our customers. Both end users and OEMs place a premium on minimizing total cost of ownership. New innovations in motors and MPT products will decrease total cost of ownership in a variety of important ways: longer life and performance; ease of installation and removal; packaged solutions; better energy efficiency; and products tailored to specific applications and industries.
ABB Control Technologies: Process control and automation from the world's #1 DCS vendor	ABB Control Technologies business offers a group of products that is taken to market through channel partners (distributors and system integrators). In this session, learn more about the product offering, including Freelance DCS (Distributed Control System) for small to mid-size applications, process PLCs, I/O, HMI, SCADA, recorders and controllers, factory automation (PLC AC500) and Process and machine safety. Learn where we have found success with our channel partners for each product and what we look for in a control technologies partner.
Measurement and analytics: An un-tapped potential	ABB's Measurement and Analytics business has been an integral part in solving customer challenges and bringing value to control processes for over 80 years. With a focus on utilities, general industries, and oil, gas and chemicals, our market – leading portfolio and key value propositions can help you sell against the competition. Come learn more about the measurement and analytics offering, with a focus on how ABB can bring value to our distribution partners.
Coordinated solutions for motor protection	In the world of motor control, there are often many solutions to the same problem. For example, with a 100 horsepower motor, when do I use a soft starter, and when do I use a breaker-contactor-overload combination? In this workshop, we will examine the various types of protection and control used for motors, and the pros and cons of each from a distributor standpoint. We will look at understanding the benefits of using ABB's factory tested and UL approved combination motor control solutions, where to locate this information and how to use the available tools.
ABB and Thomas & Betts: Making our product and service portfolio stronger together	The Thomas & Betts product portfolio is expansive including Wire Management & Connectivity, Cable protection systems, Explosion proof products and Cable Apparatus & Accessories. Recent investment in new product innovation by ABB has brought a fresh lineup to our market leading portfolio. In this session, we will explore simple ways that distributors can leverage their existing buys to provide unique customer value that drives loyalty. For example, electrical components and crimp/compression connectors are often treated as separate lines, despite the fact that they work together for customers every day. We will look at this and other tips & tricks to increase value across the entire breadth of electrical products.
Complete medium and low voltage electrical distribution line for North America	Having a complete lineup of medium and low voltage switchgear and associated electrical distribution products from a global manufacturer is a requirement for the North American market. Join this session to understand the new offers, solutions and services available from ABB for the North American market for ANSI/UL switchgear and other electrical distribution products.
Question and answer panel discussion with the U.S. ABB leadership team	For distributor management, collaboration and trust are key. Don't miss this opportunity to ask your distribution strategy questions to the U.S. ABB leadership team.