



MARCH 13-16, 2017 | HOUSTON, TEXAS

# Automation & Power World

## Distributor Day I March 13, 2017

### Agenda at a glance

Sunday 3/12/17	<b>6:00–9:00 PM</b>	ABB employee and distributors joint reception – Technology & Solution Center		
Monday 3/13/17	<b>10:00–11:30 AM</b>	Technology & Solution Center open		
	<b>11:45–12:45 PM</b>	Private distributor lunch – Speaker: Greg Scheu (Attendance: Distributors and sales responsible for distribution)		
	<b>Program tracks</b>	<b>Executive</b>	<b>Selling ABB's value in key market segments</b>	<b>Selling ABB's value in distribution product groups</b>
	<b>1:00–2:00 PM</b>	Distribution question & answer panel with ABB leadership	<p>Solving customer challenges in a dynamic oil, gas and chemicals market</p> <hr/> <p>Serving the growing food &amp; beverage industry: Understanding trends, challenges, and portfolio</p> <hr/> <p>Industrial data needs industrial power: Get the most out of the growing data center industry</p>	<p>ABB Power Grids: Supplying the safest transformers in the industrial and commercial market space</p> <hr/> <p>Selling ABB Automation: How Variable Frequency Drives, Controls &amp; Service can help your customers!</p> <hr/> <p>ABB Control Technologies: Process control &amp; automation from the worlds #1 DCS vendor</p> <hr/> <p>Coordinated solutions for motor protection</p> <hr/> <p>Thomas &amp; Betts and ABB – Making our product and service portfolio stronger together</p>
	<b>2:00–2:15 PM</b>	Break	Break	Break
	<b>2:15–3:15 PM</b>	Distributor curriculum, one on one meetings or Technology & Solution Center	<p>Construction trends: Changing markets call for forward thinking and advanced solutions</p> <hr/> <p>Serving the growing food &amp; beverage industry: Understanding trends, challenges, and portfolio</p> <hr/> <p>The ABB Power Circuit as a competitive advantage in selling into OEM's and Panel Builders</p>	<p>ABB Power Grids: Supplying the safest transformers in the industrial and commercial market space</p> <hr/> <p>New Products in Motors and Mechanical Power Transmission</p> <hr/> <p>Measurement and analytics: An un-tapped potential</p> <hr/> <p>Thomas &amp; Betts and ABB – Making our product and service portfolio stronger together</p> <hr/> <p>Complete Medium and Low Voltage Electrical Distribution Line for North America</p>
	<b>3:15–3:30 PM</b>	Break	Break	Break
	<b>3:30–4:30 PM</b>	Distributor curriculum, one on one meetings or Technology & Solution Center	<p>Solving customer challenges in a dynamic oil, gas and chemicals market</p> <hr/> <p>Taking advantage of the growing renewables market</p> <hr/> <p>Industrial data needs industrial power: Get the most out of the growing data center industry</p>	<p>Electro-mechanical solutions in washdown applications</p> <hr/> <p>Selling ABB Automation: How Variable Frequency Drives, Controls &amp; Service can help your customers!</p> <hr/> <p>ABB Control Technologies: Process control &amp; automation from the worlds #1 DCS vendor</p> <hr/> <p>Coordinated solutions for motor protection</p> <hr/> <p>Complete Medium and Low Voltage Electrical Distribution Line for North America</p>
	<b>4:30–5:00 PM</b>	Dedicated Technology & Solution Center time		
	<b>5:00–7:00 PM</b>	Reception in the Technology & Solution Center		
	<b>7:00 PM</b>	Dinner open, on your own		

\*check [www.abb.com/apw](http://www.abb.com/apw) to see full curriculum open to the public



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### Presentation abstracts

Title	Abstract
<b>Solving customer challenges in a dynamic oil, gas and chemicals market</b>	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.
<b>Construction trends: Changing markets call for forward thinking and advanced solutions</b>	Like most markets today, the construction industry is evolving with concepts like 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.
<b>Serving the growing food &amp; beverage industry: Understanding trends, challenges, and portfolio</b>	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.
<b>Taking advantage of the growing renewables market</b>	Renewable energy is nothing new, but today's technologies for capturing that power and converting it to useable electricity have evolved dramatically and that 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"><li>• Low voltage components – designing safety into your system</li><li>• Transformers for every renewable application</li><li>• Smart inverter technology</li><li>• Identifying service opportunities</li></ul>
<b>Industrial data needs industrial power: Get the most out of the growing data center industry</b>	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"><li>• Safe and reliable low and medium voltage components that reduce installation time and cost.</li><li>• The right transformer for any application</li><li>• Modular "grow as you go" strategy to UPS design</li><li>• Identifying service opportunities</li></ul>
<b>The ABB Power Circuit as a competitive advantage in selling into OEM's and Panel Builders.</b>	When approaching an OEM or Panel Builder with the basket of 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 PLC's, 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"><li>• What components make up the power circuit</li><li>• What are the competitive advantages for ABB's products in the power circuit</li><li>• Sales tools and success stories</li></ul>
<b>ABB Power Grids: Supplying the safest transformers in the industrial and commercial market space</b>	ABB offers the widest range of transformers in the industry, & this session will cover the safest in the ABB portfolio: 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"><li>• Different construction types of dry-transformers &amp; why our construction has a competitive advantage</li><li>• Typical installation locations based on construction type &amp; use (with real life examples)</li><li>• Newer dry-type transformer construction products that solve specific customer needs</li></ul>



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<b>Electro-Mechanical Solutions in Washdown Applications</b>	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.
<b>Selling ABB Automation: How Variable Frequency Drives, Controls &amp; Service can help your customers!</b>	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 VFDs, controls, and service provide the value your customers are looking for. We will cover the value that ABB Automation VFDs, Controls and Service bring to the marketplace through a distributor partnership, such as distributor channel programs, who to contact, training, product positioning, service offerings, and marketing campaigns.
<b>New Products in Motors and Mechanical Power Transmission</b>	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.
<b>ABB Control Technologies: Process control &amp; automation from the worlds #1 DCS vendor</b>	ABB Process Automation Control Technologies offers a group of products that is taken to market through Channel Partners (Distributors & System Integrators). In this session, learn more about the product offering – including Freelance Distributed Control System for small to mid-size applications, Process PLCs, I/O, HMI, SCADA, Recorders & Controllers, Factory Automation (PLC AC500) and Process & Machine Safety. Channel Partners are an important part of our business. Learn where we have found success with each product and what we look for in a Control Technologies partner.
<b>Measurement and analytics: An un-tapped potential</b>	Measurement and Analytics 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 Chemical, 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.
<b>Coordinated solutions for motor protection</b>	In the world of motor control there are often many solutions to the same problem. 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 suggested stocked items for different segments, when to push which product, what customers value, and how distributors can make electrical contractors prefer their service over other distributors in their area.
<b>Thomas and Betts &amp; ABB: Making our product and service portfolio stronger together</b>	The Thomas & Betts portfolio of products is expansive. 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.
<b>Complete Medium and Low Voltage Electrical Distribution Line for North America</b>	Having a complete line up 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.
<b>Question and Answer panel discussion with U.S. ABB leadership team</b>	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.

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