

From: Automation Service  
Sent: Monday, November 30, 2015 10:51 PM  
Subject: Group Service Award Winners, Runners Up and Finalists!



Please forward as appropriate

# PA Service

11|15

An internal marketing email for  
Process Automation Service

① = internal information only



## Safety

### ① Too many injuries in PA Service

From Johan Vermeiren, Head of PASV: "We are still seeing far too many injuries in PA Service. This is not acceptable. We must prevent injuries."

- Complete e-learning for ABB's [Code of Practice](#)
- Apply ABB's [Safety Code](#)
- Report near misses and hazards on the [HSE reporting app](#)
- Drive safely
- Visit the [PA Health, Safety and Environmental portal](#)



## Upgrades

① PA wins penetration prize! Commitment to the customer and relentless execution led to service success at Abu Dhabi National Oil Company (ADNOC) in the United Arab Emirates. Over six years, ABB went from transactional vendor to strategic partner for ADNOC, supporting the migration of control systems while aligning with customer requirements. Learn how they did it and do it too!

- Read the story
- Watch the movie



## Advanced Services

### ① ServicePort is Award runner-up!

The ServicePort Service Delivery Platform was conceived as a tool to accelerate the ability of ABB service people to deliver advanced services to customers globally. The question came: where is the evidence of value for the investment? The "Evidence of Value" project was born: to document value created by advanced services powered by ServicePort. Learn how to document value for your services!

- Read more



## Case studies

### ① ABB Argentina in on the action!

Celulosa Arauco is the biggest pulp and paper mill in South America. In 2015, as part of a new 3-year service agreement, ABB Argentina Service installed a ServicePort Service Delivery Platform, and services delivered through ServicePort have greatly increased customer satisfaction. Check out how this Group Service Award nominee became a finalist!

- Read more



## Orders

### ① Cross-BU service success!

The Zinkgruvan zinc and copper mine in Sweden, part of Lundin Mining, signed a 3-year service contract for control systems, drives, mine hoists, motors and power products. Along with preventive maintenance and on-call services, the agreement includes System 800xA Performance Service powered by ServicePort. Read about this success!

- Read more

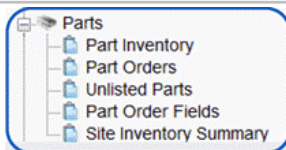


## Events

### Domtar to demo ServicePort!

US paper customer Domtar has been invited by ARC Advisory Group to present how they use ServicePort to improve operational efficiency. [Abstract excerpt](#): "The Industrial Internet of Things presents opportunities to extract previously unavailable value. Learn how leaders are implementing remote monitoring to gain advantage." Bring your customers to this Feb. 2016 event!

- ARC Industry Forum



## Maintenance

### Parts pile into ServicePro

The ABB ServicePro Service Management System comes with libraries of best service practices for ABB equipment so service people can consistently



## Videos

### Advanced Services animation

We receive requests for downloads of videos supporting PA Services, so they can be used in customer



## Sales support

### ① Web inquiry response ramps up

In 3Q15, PA Service globally received 554 web inquiries, 37% of which were classified as "sales leads" by respondents.

deliver high-quality service anywhere. Added to these libraries are *many more* ABB parts, going from ~70,000 to ~412,000! ServicePro now better supports services such as Parts Fingerprint that identify parts quantity, availability and obsolescence. [Sell more parts with ServicePro!](#)

- [Learn more](#)

calls, sales meetings and industry events (we usually distribute them via ABB TV and YouTube). So now we have put all animated videos supporting Advanced Services powered by ServicePort into one PowerPoint presentation, loaded up and ready to play. [Use them in your next customer call, meeting or industry event!](#)

- [Download here](#)

There are opportunities in these inquiries, so we need to *respond quickly, with quality*. For Oct. and Nov., 75% of PA Service inquiries received a response within 24 hours. We need your continued support to improve inquiry response. [For an overview with possibilities for analysis, use this interactive web-based report tool.](#)

- [Learn more](#)



#### Knowledge Vault

##### ABB lectures at NC State

ABB was honored to lecture on industrial automation to paper science engineers at North Carolina State University in the US. ABB's Kevin Starr showed the link between control theory and practice with regards to tuning, troubleshooting, and evaluating. Real-world examples were shown in ServicePort. Students learned how automation impacts performance.

- [Read Kevin's book!](#)



#### FACE

##### ① Ready to FACE the customer

FACE = Future ABB Customer Experience. A big part of this is rolling out Salesforce Customer Relationship Management across ABB countries PA Service must support service sales efforts in FACE, collaborating in the PA Service FACE Yammer Group and SharePoint portal. [Get ready to FACE your customers!](#)

- [PA Service FACE Yammer](#)  
- [PA Service FACE SharePoint](#)



#### Training

##### ① 800xA Performance Service

This course provides the skills needed to enhance the performance of 800xA systems with ServicePort, and deliver the results to customers. Participants who successfully complete the course will be able to provide several billable weeks annually of high-margin services to 800xA customers. [Take this training and boost your margins!](#)

- [T866v course description](#)  
- [ABB University page](#)



#### Measurement & Analytics

##### ABB lab gets accredited!

ABB has been accredited to ISO 17025 from the United Kingdom Accreditation Service (UKAS) for its new Measurement & Analytics Service laboratory in Stonehouse in the UK. The accreditation recognizes ABB's competence in calibrating temperature, pressure and electrical measurement devices, and opens doors to industries that require such recognition. [Tell customers about this service from ABB!](#)

- [Read more](#)



#### Mining

##### Hoist Fingerprint video

The Hoist Performance Fingerprint helps customers assess and optimize their mine hoist condition. It is a structured audit of complete hoist systems, covering all electrical and mechanical parts to ensure reliable and safe hoist operation. It is a consulting and audit service developed and performed by experienced ABB service experts. [Check out the new video!](#)

- [Watch video](#)



#### Marine

##### ① Marine wins Innovation Award!

A new type of service center will have big impact on both ABB's service business and new sales to the marine sector. Monitoring automation, power and propulsion systems onboard vessels, combined with connectivity to shore for customers and ABB's service centers, unleashes hidden value. [Check out BU Marine's Integrated Operations and think about how it could work for your operation!](#)

- [Read more](#)

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Don't look the other way  
Safety is our first priority

