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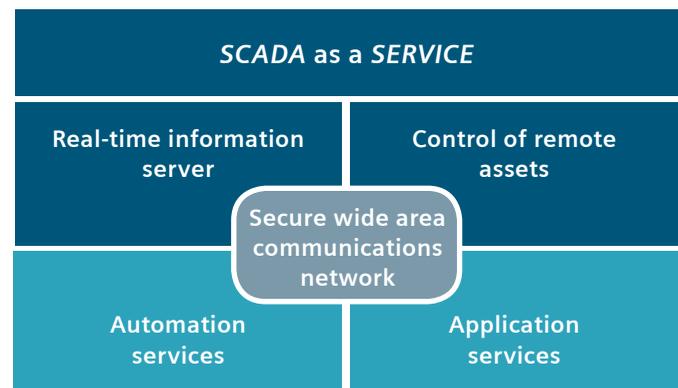
Smart Grid Software

SCADA as a SERVICE

Answers to the challenges electric utilities face today

The opportunity

Faster and more reliable communications infrastructure and the advent of internet and cloud computing make serving of real time information as well as control of remote assets over long distances possible. **SCADA as a SERVICE** becomes a reliable, secure and more cost effective alternative to the traditional SCADA system.

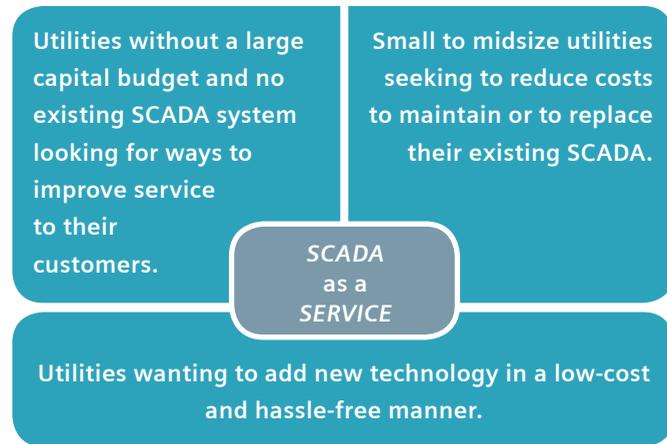


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Who will benefit

Rapid advances in technology open many new possibilities for the way utilities conduct their business. Supervisory Control and Data Acquisition (SCADA) and application services can be offered to electric utilities in a worry-free and maintenance-free fashion, and are now a viable and innovative business proposition.

Who will most benefit from the SCADA as a SERVICE alternative:

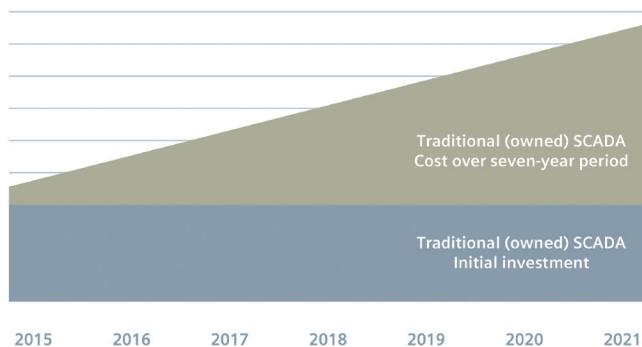


Traditional SCADA cost analysis

Maintaining a traditional (owned) SCADA system requires ever more frequent and increasing costs. Utilities must consider:

- Capital investment to replace an aging SCADA system
- Software and third-party upgrades
- Security patches
- First-party and third-party licenses
- Maintenance and vendor support
- Data expansion and regulatory compliance

As shown below, over a seven-year period of owning and maintaining a traditional SCADA system the cumulative cost more than triples the initial capital investment:



The solution

SCADA as a SERVICE offers a new business model for electric utilities that allows you to meet the ever changing requirements of power system operations and the growing consumer demands for improved service and reliability at a significantly lower cost. Benefits include:

- State-of-the-art technology in both software and hardware means utilities can provide more reliable service to their customers with shorter outages impacting fewer customers.
- New technology makes faster restoration of service possible while improving monitoring and providing ability to take preventative actions
- Fewer blackouts and faster and prioritized service restoration create more resilient and reliable infrastructure attracting new business and stimulating community growth
- High levels of physical and cyber security and up-to-date security software relieve utilities from the need to stay on top of security patches and upgrades to protect confidentiality of customer data and to defend from cyber attacks
- Frequent software and hardware upgrades assure keeping up with the latest technology
- Expansion and interoperability are inherently easy in the hosted environment

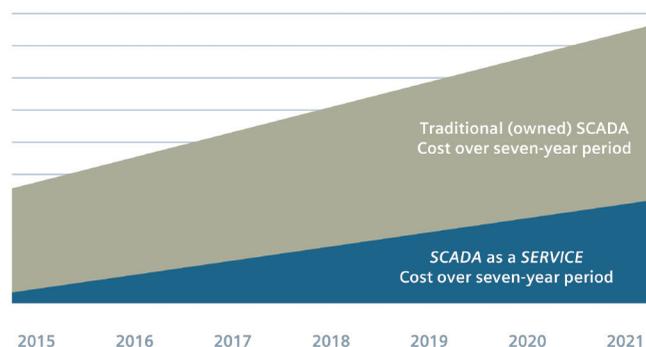
With **SCADA as a SERVICE** most of the traditional SCADA costs are no longer applicable:

- No capital investment is necessary
- No cost for software and third-party upgrades
- No cost for security patches
- No cost for first-party and third-party licenses
- No maintenance cost and fees for vendor support
- No cost for regulatory compliance

With **SCADA as a SERVICE** the costs utilities have to pay are dramatically reduced to:

- Monthly subscription
- Data expansion on as-needed basis

A comparison of the costs over a seven-year period shows that **SCADA as a SERVICE** offers much higher value for a fraction of the cost of the traditional SCADA:



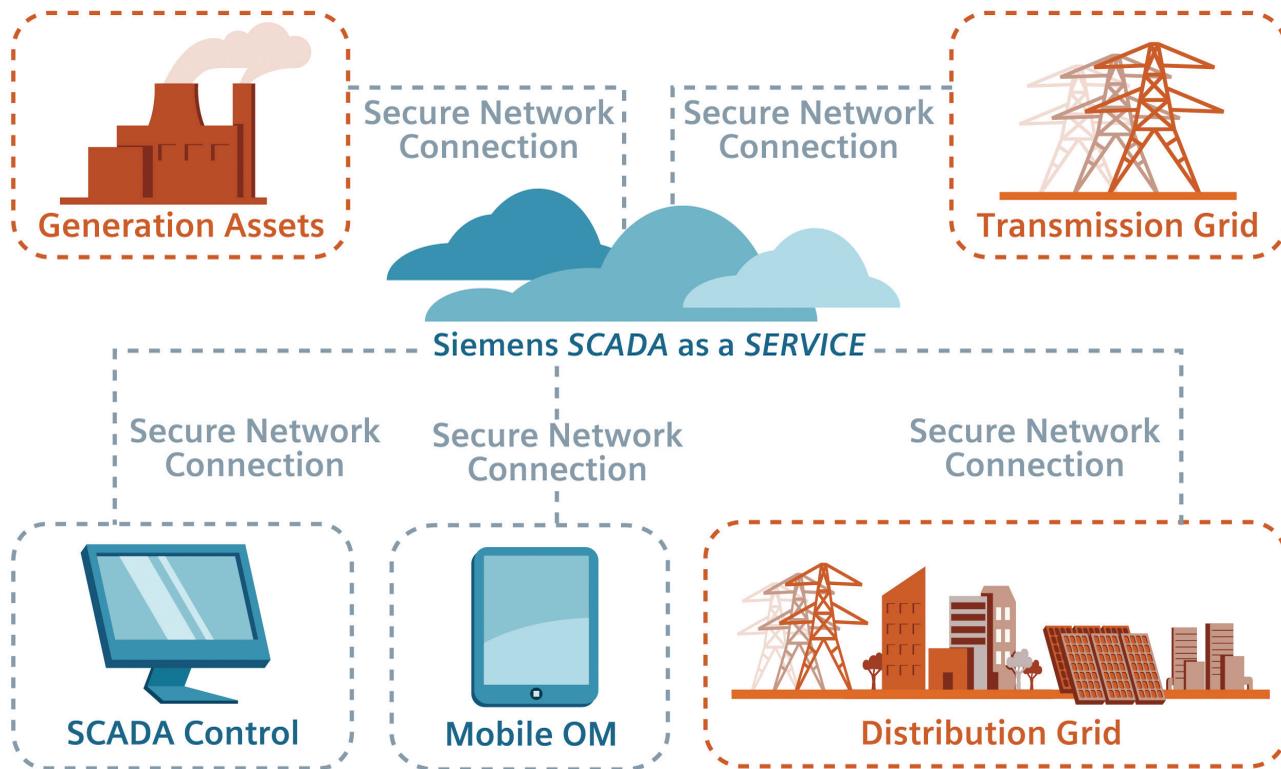
SCADA as a SERVICE delivery time is significantly shorter than for a traditional SCADA. This means less disruption to operations, lower costs and earlier availability of the new technology.

Siemens **SCADA as a SERVICE** is a service hosted by Siemens **Smart Grid Software**. Our **SCADA as a SERVICE** offers the advantages and benefits enjoyed by large utilities on a monthly subscription basis, including:



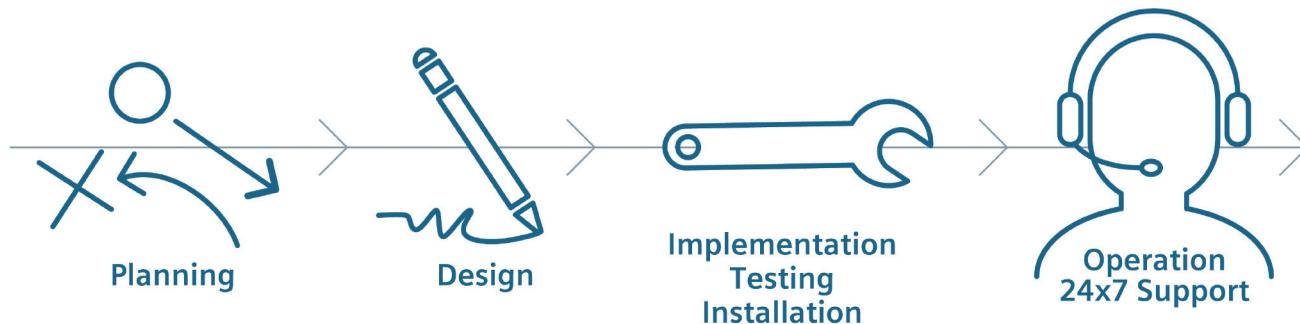
- State-of-the-art software and hardware technology
- Industry standard degree of availability with multiple levels of redundancy
- High levels of physical and cyber security
- Mirrored hot standby backup data center facility
- Dual provider telecom connection
- Dual data encryption
- 24x7 system monitoring and customer service

Our service advantage



Our **SCADA as a SERVICE** team will work with you to identify your specific challenges, goals, and your priorities. We will then design a SCADA solution tailored to meet your unique needs and your requirements. We will review the design with you and discuss options for you to choose from.

Following your approval of the design, we will implement, test and install the solution. We will provide training to your operators. Our experts will always be available to answer your questions.



Please visit us at: <http://www.usa.siemens.com/scadaaservice>

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