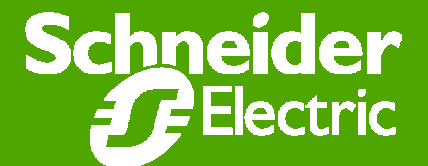


ALLIANCE SUCCESS STORY

Solution Selling

With System Integrator Partner, India



Bringing System Integration Excellence & Expertise to End -Users



Schneider Electric Alliance

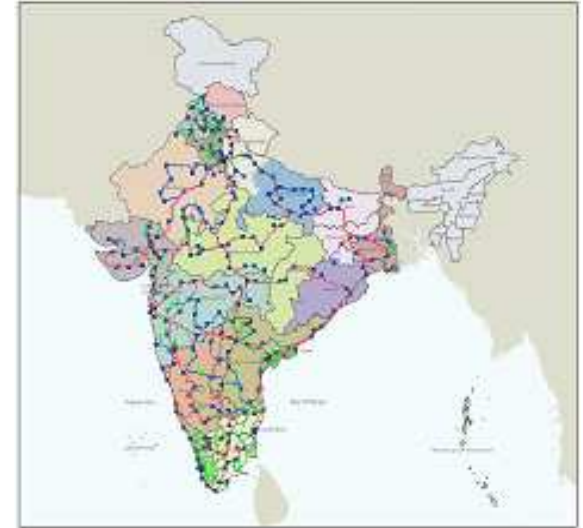


The End User

Reliance Infocomm (Mumbai, India)

The Reliance Group is a top market leader in:

- Textiles & Fibres
- Chemical
- Oil & Gas
- Telecommunication (Infocomm)



- World Class Infra 65000 KMS G-655/652 Op Fiber National Backbone based on DWDM technology capable of Multi-Terabits per sec bandwidth
- Installed Infrastructure capable of supporting 14 Million Customers without incremental installation
- 4 Million Sq. feet of Facilities spread across the country
- 100,000 Sq.feet of fully equipped Server Space

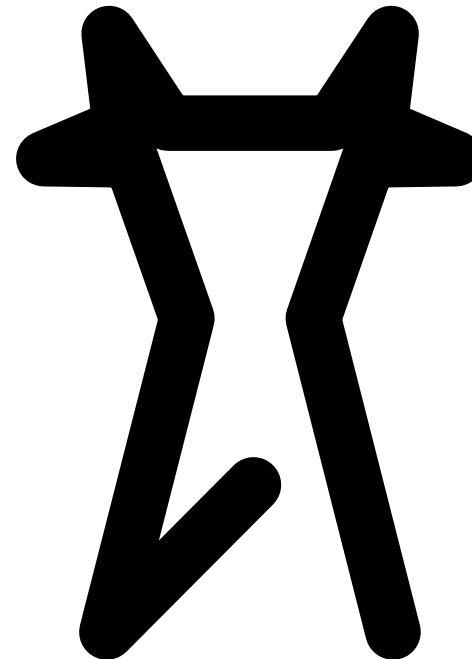
The Project

- **Project Goal:**

Monitor critical elements of 426 remote stations spread throughout India using a 60,000 Km long fibre optic network. Central SCADA station was located at Mumbai.

- **Inputs in each location:**

- Digital Energy Meter
- Voltage Transducers
- Ultrasonic Level Transmitter
- RH / Temperature Transmitter



The System Integrator

- The team consisted of Supertech, based in Mumbai, and 18 other SI's located throughout India.
- Represented 55 teams of 3 people.
- All involved SI's were partners with the Modicon and Telemecanique range of PLCs and Variable Frequency Drives.
- All SI's were geographically positioned to perform and execute a tremendous amount of work in a short span of time at various location (426 sites).
- Supertech was in charge of Panels, SCADA implementation (InTouch Software, and Wonderware setting environment).

Project Start-up & Competition

- Envisioned Architecture:
 - I/O's on the Cisco Routers and Nortel equipments to monitor each station's parameters, archive Remote Diagnostic Data & Interfacing with Clarity
- EU realized that this equipment was not suitable for the intended use of data acquisition and analysis = Limitation of the System
- Schneider Electric's SI was working for Reliance Infocomm and became aware of the limitation and suggested an Alternate Solution based on **Modicon TSX Micro RTU** with **InTouch SCADA** through **Modbus TCP/IP** communication.

SE & SI Successful Co-operation

● Success

- SI was present when Reliance encountered problems with their first solution → EU's need understanding = Provide Solution.
- Demonstration of the alternate solution and emphasis on our embedded Web Server. (Transparent Ready solution made the difference with Siemens).
- A win-win coordination between SE & SI for an adequate offer in terms of price, time and quality.

● Action

- Duty free hardware provided.
- Coordination of 55 teams – 19 SI's across 426 sites for the installation of PLCs (task list, trouble shooting, tool and tackles required list...) .
- SCADA implementation led by SE's SI.
- Team synchronization for testing and commissioning.

The Benefits

● Differentiation Analysis

- SI+SE were the **1st to be present** on site and to provide a robust and proven alternate solution → **demonstration.**
- SI & SE **price offer** was equivalent to any other solution.
- Think Global, Act Local : **GLOCAL** -The ability of SI & SE to provide a global coordination and a local execution across 426 sites.
- Capacity to deliver **services** and **assistance** at any time and anywhere in less than 5 hours.
- **Strong competencies** among SI & SE to implement the architecture.

■ Benefits for SIs

- Participate in a Major Project
-Reliance Infocomm as a reference
- Grow their business
- Minimized risk

■ Benefits for Schneider Electric

- Reinforced relationship and network with SIs
- Built trust between partners
- Portrayed a unified market presence with SIs