AVEVA

Accelerating industrial advantage

AVEVA supports greater
ecosystem growth and innovation

Executive summary

Industrial automation is entering a defining era. Success now depends on how efficiently vendors integrate data, intelligence, and insight into every layer of their operations. For Industrial Automation Vendors (IAVs), this means moving beyond hardware to offer intelligent, interoperable, and insight-driven solutions that create long-term customer value.

AVEVA enables this transformation with its broad portfolio suitable for OEMs – including **InTouch, System Platform, PI System, and Edge,** allowing partners to embed world-class software into their solutions with ease. Combined with the scalability of **CONNECT,** partners can extend their portfolios, integrate securely, and access the world's largest open industrial ecosystem.

Together, we accelerate innovation, deliver compliance and lifecycle assurance, and shape a more intelligent, sustainable industrial future.

The next era of industrial innovation

Industrial organizations face complex and fast-changing demands. From energy and manufacturing to infrastructure and logistics, every operation must now balance performance, sustainability, and resilience, often with fewer resources and higher expectations.

The convergence of Information Technology (IT) and Operational Technology (OT) is reshaping what's possible. Intelligent automation, real-time data, and predictive analytics are helping industrial leaders operate smarter and make better decisions, faster.

The global industrial automation market is expected to exceed **$400 billion by 2030**, growing at nearly **10% CAGR**[1]. This acceleration is being driven by advances in connectivity, AI, and digitization, offering tremendous opportunity for those who can adapt.

For automation vendors, the shift presents both opportunity and responsibility. Customers increasingly expect complete, insight-enabled solutions that integrate seamlessly across operations. AVEVA enables IAVs to deliver these systems, connecting embedded intelligence with proven interoperability and global lifecycle support.

AVEVA is building the world's largest open and collaborative industrial ecosystem, empowering industrial leaders to innovate together.

New demands, new opportunities

The industry 4.0 revolution has redefined what it means to compete. Advanced technologies like AI, machine learning, and digital twins are not just enabling process improvements, they are creating entirely new business models.

Three out of four German industrial organizations say Industry 4.0 is transforming their entire approach, not just isolated processes. Over half report that it has provided a measurable boost to their overall business performance[2]. As these systems become increasingly interconnected, the demand for interoperability, visibility, and actionable insights has never been higher.
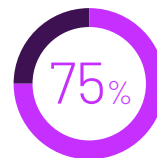
Evolving compliance and lifecycle expectations

The introduction of the Cyber Resilience Act (CRA) underscores the growing importance of compliance. Manufacturers and vendors must now ensure security and transparency across the full lifecycle of every digital product. AVEVA helps partners align with these evolving standards through continuous compliance, version management, and secure-by-design software architecture, so vendors can deliver reliability without overpromising on "cloud security."

The Sustainability Imperative

Across Europe, industrial automation companies are prioritizing environmental responsibility. In the UK:

75% **of manufacturers are investing in green technologies** to reduce emissions and adopt cleaner energy solutions[3].

AVEVA's software helps IAVs and their customers achieve these goals, reducing waste, improving energy efficiency, and making data-driven sustainability measurable and actionable.

2 Fruitcore, Industry reporting
3 Automate UK; Darwin Recruitment, Industry reporting

Why partnering accelerates innovation

For industrial automation vendors, bringing embedded solutions to market quickly and reliably is essential. Building these capabilities in-house can slow development and increase cost. Partnering with AVEVA provides a faster, lower-risk alternative, giving OEMs access to proven industrial software that is secure, interoperable, and ready to integrate.

Key Benefits for OEMs:

- Accelerate time to market with ready-to-integrate components
- Reduce R&D effort and cost by avoiding internal platform development
- Benefit from commercial flexibility aligned to product strategy
- Ensure lifecycle consistency, compliance, and long-term support
- Shorten development cycles and reduce engineering risk
- Access new market opportunities through AVEVA's global ecosystem

This partnership model gives OEMs the freedom to choose the right level of integration, embedded components, co-engineered capabilities, or fully white-labelled solutions while retaining ownership of customer relationships and focusing internal resources on differentiation.

Embedded flexibility also supports diverse go-to-market models, from fully white-labeled systems to open, co-developed solutions, allowing partners to choose the right balance of visibility and control.

The OEM embedded portfolio: built for scale and differentiation

AVEVA's software portfolio provides industrial automation vendors with a modular foundation to design, deploy, and scale solutions that meet their customers' evolving needs. Each product is engineered for flexibility, reliability, and lifecycle compliance, helping IAVs reduce complexity while expanding value.

✓ AVEVA™ InTouch HMI

A world-leading HMI visualization platform that delivers real-time operational insight. InTouch allows OEMs to embed intuitive interfaces that give operators the power to monitor, control, and optimize processes instantly.

✓ AVEVA™ System Platform

A unified operations control platform that enables seamless integration across automation layers. OEMs can embed System Platform to standardize and scale applications, reducing engineering effort while maintaining customization and control.

✓ AVEVA™ PI System™

The industry benchmark for industrial data infrastructure, enabling collection, analysis, and visualization of real-time operational data. OEMs leverage PI to deliver robust performance insights and reliability across distributed systems.

✓ AVEVA™ Edge

Designed for embedded environments, Edge delivers local HMI and SCADA capabilities that connect seamlessly with enterprise systems. It ensures scalability from small machines to complex production networks.

Together, these technologies form a connected, OEM-ready foundation that accelerates time-to-market, simplifies integration, and supports consistent performance from edge to enterprise.

Delivering faster, smarter innovation – together

For IAVs, innovation is about speed, differentiation, and reliability. AVEVA's partnership model empowers vendors to innovate with confidence, reducing R&D complexity, improving time-to-market, and expanding market reach.

A partnership with the power to accelerate growth

The industrial future will be shaped by collaboration. AVEVA's Partner Ecosystem unites OEMs, system integrators, and technology providers under one shared goal, to create interoperable, scalable, and future-ready industrial solutions.

We go beyond software supply. AVEVA is a **strategic growth partner**, offering nearly six decades of experience, deep domain expertise, and trusted global support. Together, we help IAVs modernize offerings, embed intelligence, and differentiate in competitive markets.

Our partner ecosystem is built around three core principles:

1 **Simplicity:** streamlined engagement and collaboration processes.

2 **Consistency:** shared frameworks, integrated tools, and aligned goals.

3 **Collaboration:** co-innovation that drives mutual success.

The power of a connected industrial ecosystem

Industrial progress happens faster when innovation is shared. AVEVA's Partner Ecosystem connects domain experts, OEMs, and industrial leaders to co-create solutions that address today's operational, regulatory, and sustainability challenges.

Through collaboration, partners gain access to aligned capabilities, proven software architectures, and trusted co-innovation frameworks. AVEVA's open, vendor-neutral design means solutions can be deployed across a wide variety of environments, from greenfield projects to legacy systems, without losing interoperability.
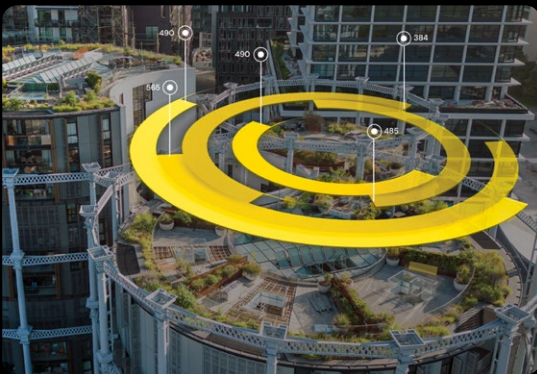
With AVEVA, partners can:

- Shape the next generation of industrial automation and software
- Deliver their value through the world's largest industrial software community
- Co-create interoperable, scalable solutions with shared architectures
- Address real-world industrial challenges through purpose-driven innovation

AVEVA's ecosystem helps eliminate data silos, integrate OT and IT, and deliver contextualized intelligence across operations, empowering better decisions and more resilient performance.

Future-ready with CONNECT

CONNECT

The CONNECT platform represents the next step in the partner journey, a cloud-enabled foundation for scaling and integrating industrial intelligence.

Most OEM partnerships begin with embedded software like AVEVA™ InTouch or AVEVA™ System Platform, but as customer needs evolve, CONNECT offers a pathway to broader collaboration. It provides the infrastructure to unify data, integrate systems, and deliver insights across entire ecosystems.

CONNECT is not where every partnership starts, but it's how many will grow. By enabling secure data sharing, compliance alignment, and open integration, it empowers partners to help their customers move confidently into a connected industrial future.
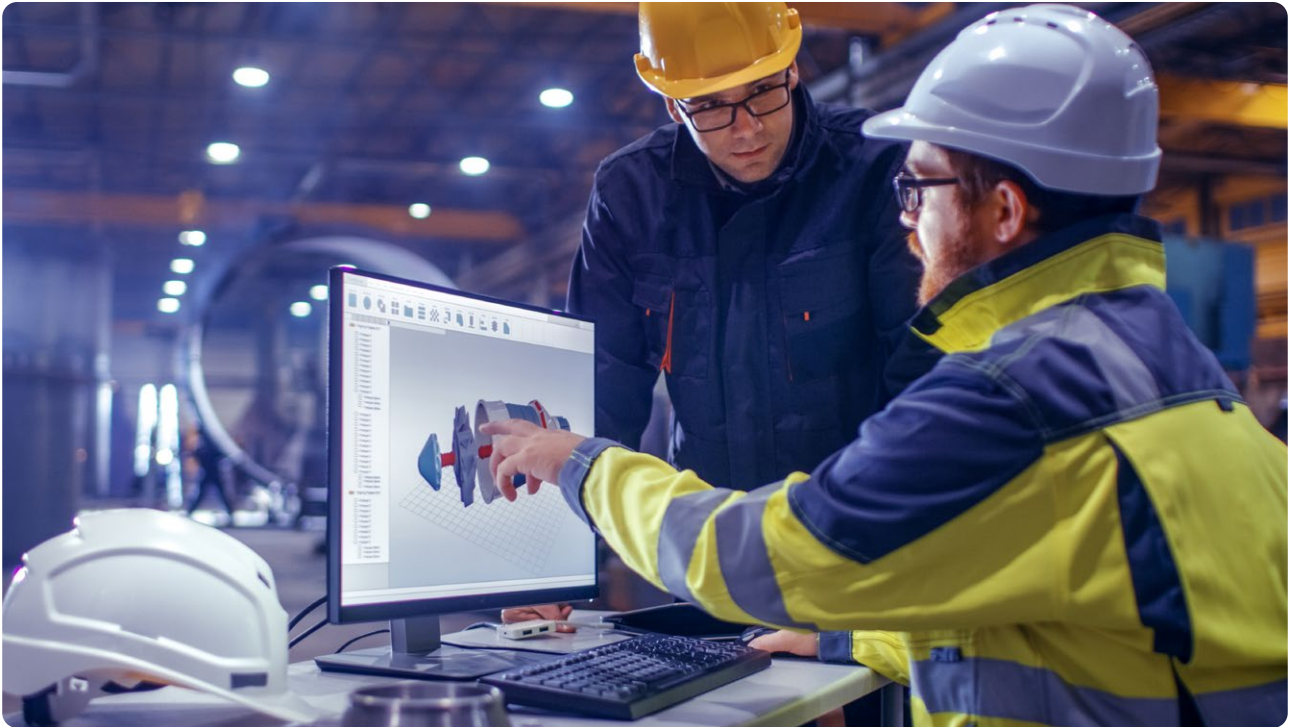
Future-Ready with CONNECT.

INTEGRATE. SCALE. EVOLVE.

Help us build the future of industry

The industrial world is evolving, and the next era will be shaped by those who innovate together.

Joining the AVEVA Partner Ecosystem means more than accessing software. It means collaborating with a trusted global leader, benefiting from decades of expertise, and connecting with thousands of innovators worldwide.

Together, we can accelerate growth, embed intelligence, and shape a resilient, intelligent industrial future.

Let's move faster. Let's grow smarter.Let's shape the industrial future, together.

About AVEVA

With over 50 years of experience, AVEVA is a global leader in industrial engineering, design, and information management software. Our portfolio powers the world's top companies in manufacturing, infrastructure, energy, and utilities, delivering innovation that connects people, processes, and technology.

Our Customer FIRST philosophy ensures every partner receives expert, responsive support for lasting success.

Tap into the power of the world's largest industrial ecosystem.

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