

DECEMBER 2017

Sales tools, training, and resources

Leveraging available assets for success

Kathy Botticello, Marketing Communications EPDS



Agenda

1. ABB.com
2. Power sales portal
3. Power Industry Resource Center
4. MyLearning
5. SpotLIGHT sales program
6. ABB Connect app
7. FACE program
8. Salesforce
9. ABB roadshows

ABB.com

Company website



ABB.com offers access to all product offerings, as well as information on service offerings and industries. Browse different industries, solutions or product families and download the latest documentation.

www.abb.com



Medium Voltage Products

ABB's Medium Voltage Products business unit provides utility, industrial and commercial customers with safe, reliable and smart technologies for the distribution of electricity.

The extensive global offering includes distribution automation products, switching, limiting, measuring and sensing devices, switchgear, modular substation packages and related services.

News and features



Eco-efficient gas insulated switchgear



ABB launches its groundbreaking eco-efficient AirPlus™ switchgear in China



ABB ensures power in Swiss tunnels



Celebrating 25 years of innovation in China



Our offering



Modular Systems



Switchgear



Apparatus



Distribution automation and protection



Service



By customer segment

ANSI narrow design switchgear ReliaGear® ND

Narrow design medium voltage switchgear for primary distribution up to 15 kV suitable for indoor applications



ReliaGear® ND metal-clad switchgear offers increased reliability and improved safety. Flexibility of engineering is based on a truly modular concept with many configurations and options. ReliaGear ND meets/exceeds the requirements of IEEE C37.20.2 and has been seismically certified to IBC Region D, Ip1.0, and is rated up to 15 kV, 2,000 A, 31.5 kA with one and two-high construction available.

ReliaGear ND utilizes the Vmax/A spring charge mechanism breaker, the easiest breaker to maintain in the industry resulting in the lowest total cost of ownership. Quality is assured by extensive design and production tests, coupled with ISO-9001-certified manufacturing facilities.

Key benefits

- High levels of performance and a small footprint
- The Vmax/A breaker is designed for maximum reliability and maintainability
- The modular design of ReliaGear ND allows extensive configuration flexibility
- Increased safety
- Lower operation costs
- Lower environmental impact

Key benefits

- Rated up to 15 kV, 2,000 A, 31.5 kA
- Meets/exceeds IEEE C37.20.2 requirements of and has been seismically certified to IBC Region D, Ip1.0
- One- and two-high construction available
- ReliaGear ND utilizes the Vmax/A spring charge mechanism breaker



Are you looking for support or purchase information?

[↓ Contact us](#)

Related offering

IEC/ANSI indoor vacuum
circuit breaker Vmax

Arc fault detection
system REA

ANSI air insulated
primary switchgear
Advance

ANSI air insulated motor
control switchgear
Advance MCC

Downloads for ANSI Primary Air Insulated Switchgear ReliaGear ND

Available documents:

[→ Advanced search](#) [→ Documents in all languages](#)

Show all (23) >

Popular documents (1)

Brochure (1)

Course description (1)

FAQ (1)

Guide (2)

Leaflet (3)

List (1)

MP4

Summary: No summary available
Movie - English - 2015-05-07 - 110,43 MB

↓ MP4



5/15/27 kV Manual Ground and Test Device Installation, Operation and Maintenance
Manual

Summary: No summary available
Manual - English - 2015-04-28 - 1,64 MB

↓ PDF



ReliaGear ND Breaker and OEM Assemblies Release Note

Summary: No summary available
Release note - English - 2015-04-28 - 0,25 MB - ⚠ For approved users only

↓ PDF



ReliaGear ND Competitive Comparison

Summary: No summary available
Report - English - 2015-04-28 - 0,08 MB - ⚠ For approved users only

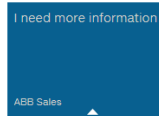
↓ PDF

ABB.com

Summary

- Shows all product offerings
- Product overviews
- Service overview
- Downloadable documents, presentations, and videos
- Network or VPN access will show both internal and external documents
- Contact information for local sales team

Contact information
What would you like to do?



Submit your inquiry

Country
United States of America

Name Company

E-Mail Phone

Zip code

Your message

[Privacy policy](#)

Cancel

[Send message](#)

Your local ABB Sales Team

Name Brent Vild
Address ABB Inc. 655 Century Point 32746-2137 Lake Mary Florida
Phone +1 407 732 2024

Power Sales Portal

Access to sales tools and resources

HOME | OFFERINGS | MEDIA | CAREERS | INVESTORS | ABOUT | CONVERSATIONS | MY ABB



ABB Partners > Power Technical Partners > Sales Support

Power Sales Portal North America

This portal provides information to support the sales efforts of ABB employees and channel partners for the Power Grids division.

Sales & Marketing

- Upcoming SpotLIGHT Sales Training Webinars
- Customer training & events
- SpotLIGHT Flash Cards (Reps/distributors)
- SpotLIGHT eTraining (On-demand webinars, eFlashcards, Challenger Messaging and more)
 >> Add to your smart phone home screen (tutorial)
- SpotLIGHT podcasts
- Challenger Sale
- Substation physical security and resiliency portal
- Printed Literature Contacts
- Salesforce tools
- More sales & marketing tools
- On-Demand SpotLIGHT Sales Training Webinars
- SpotLIGHT Events Calendar
- SpotLIGHT Flash Cards (ABB)
- SpotLIGHT eFlashcards
- SpotLIGHT weekly newsletter archive
- Sales Contacts
- Factory Lead Times & Contacts
- Power Industry Resource Center
- ABB Customer World: Promotion-In-A-Box

Search

Products & Services only

[+ Rate this page](#)

[+ Share this page](#)

Your preferences:

United States of America

English

ABB contact for United States of America

Sales: → Lalanía Corces

Service: → Lalanía Corces

Emergency: → Lalanía Corces

Select another country

- Quick Links**
- ABB Promotional Items
 - ABB Review
 - ABB US Events
 - Account look-up (zip code)
 - Business Online
 - CCP Quotation Tool
 - Customer Complaints (CCRP)

The Power Sales Portal is an internal portal created specifically for FES and ABB reps. The portal offers access to sales training materials, contact information, factory lead and delivery times, and many more relevant resources.

<http://www.abb.com/MyABB/Partners/Default.aspx?country=US&g=9AAF500389&productLanguage=us&>



Power Sales Portal

Sales and marketing information

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Search [→ OK](#)

Products & Services only

+ Rate this page

+ Share this page

Your preferences:

United States of America ▼ [→ OK](#)

English ▼ [→ OK](#)

ABB contact for United States of America

Sales: → Lalaria Corces

Service: → Lalaria Corces

Emergency: → Lalaria Corces

Select another country ▼ [→ OK](#)

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Power Sales Portal

Products and services

Products & Services

→ Cable Accessories & Apparatus (EPIP)

Elastimold underground cable accessories, Fisher Pierce indicators, sensors and controls, Homac molded reclosers, switches & switchgear, and Joslyn Hi-Voltage capacitor switches and reclosers

→ Grid Integration (PGGI)

EPC substations, FACTS and FACTS service, HVDC, plant electrification, power consulting, semiconductors and system integration

→ Medium Voltage Products (EPMV)

Apparatus, distribution automation, modular systems and switchgear

→ Power Generation and Water (IAPG)

Integrated electrical and automation systems, instrumentation, excitation systems, and service to optimize performance, and efficiency of plants.

→ Strategic industries

Data centers, smart grid, solar, rail and wind industries

→ Grid Automation (PGGA)

Enterprise Software, substation automation products and systems, wireless communications, microgrids and distributed generation

→ High Voltage Products (PGHV)

Breakers and modules, components, gas-insulated switchgear and generator circuit breakers

→ Transformers and Components (PGTR)

Distribution transformers, dry type transformers, insulation and components and small, medium and large power transformers

→ Power Service

Service for low, medium and high voltage products, transformers, protection and control as well as power consulting and training.

Power sales portal

Summary

- SpotLIGHT training events and materials
- Lead and delivery times
- Customer training events
- Salesforce tools
- Sales contacts
- Product and service links
- Power Industry Resource Center link
- Contact lania.corces@us.abb.com

Power Industry Resource Center

Access to sales tools and resources



The Power Industry Resource Center is an internal page that offers easy access to organized marketing material. Please do not share this web site link with customers, only the individual links to white papers or brochures.

<http://new.abb.com/us/industry-resources>

Power Industry Resource Center

Organized marketing materials

Power Industry Resource Center

Welcome to the power industry resource center. Below you will find ABB white papers, articles, brochures, on-demand webinars and video playlists published or updated after 2010, and categorized by industry or topic. This portal is designed to support sales with easy to access and organized marketing material that will help generate sales as well as reduce duplication of efforts.

To include your resource, please email kelsey.hensley@us.abb.com with the ABB library link.

Please note:

This page is internal. Please do not share the link of this web site to your customers, only the individual links to the white papers or brochures.



Asset health & service ▼	Business case ▼	Cyber security ▼	Data centers ▼
Digital grid ▼	Energy efficiency ▼	Energy storage ▼	EV charging ▼
Food & beverage ▼	Government ▼	Grid stability ▼	Integrated power & automation ▼
Microgrids ▼	Mining ▼	Oil & Gas ▼	Physical security & resiliency ▼

Power Industry Resource Center

Summary

- Page offers easy access to organized marketing material
- Materials include:
 - White papers
 - Articles
 - Brochures
 - On-demand webinars
 - Video playlists
- All materials are:
 - published or updated after 2010
 - categorized by industry or topic
- Contact kelsey.hensley@us.abb.com

MyLearning

Access to training

ABB MyLearning

HOME CATALOG



Transformer E-Training Modules

ABB

TRANSFORMER TESTING - E-TRAINING MODULES

Contact: Rakesh Patel for more information at: Rakesh.Patel@US.ABB.Com Dear Learners, Do you want to learn more about transformer and transformer testing? We are pleased to announce release of multiple transformer testing E-training modules developed with latest technology. Learn how, what, when & why you need to perform different tests on transform...

The MyLearning site contains links to all available training including:

- Web-based training
 - eLearning
 - ABB University
- Video
- Virtual classroom
- Classroom
- Certifications, curricula and learning plans

<https://mylearning.abb.com/>

ABB University

WELCOME

Welcome to ABB MyLearning.

MOST POPULAR



PDA PROCESS & WHAT'S NEW IN PDA 2016 - EN

This e-learning provides an overview of the PDA process flow and what's new in PDA 2016/2017 for managers and employees. The PDA process flow will cover the PDA process.



US0010T QUALIFICATION FOR POWER EQUIPMENT

US0010t Qualification for Power Equipment



US1008E_LV_DRIVE_SAFETY PRESENTATION

US1008e_LV_Drive_Safety Presentation



US1008V_LV_DRIVE_SAFETY-V

US1008v_LV_Drive_Safety-V

NEW TRAINING



SP12.7 - СИСТЕМА РАСПРЕДЕЛЕНИЯ ЭЛЕКТРОЭНЕРГИИ

Дополнительный видеокурс, не идущий в зачет для получения сертификата по SP12.7.



BOL 8.3 FUNCTIONALITY KNOWLEDGE SHARING

BOL 8.3 Functionality Knowledge Sharing



PDA TRAINING

PDA Training



ELECTRIC MOTOR FUNDAMENTALS FREE ON-LINE

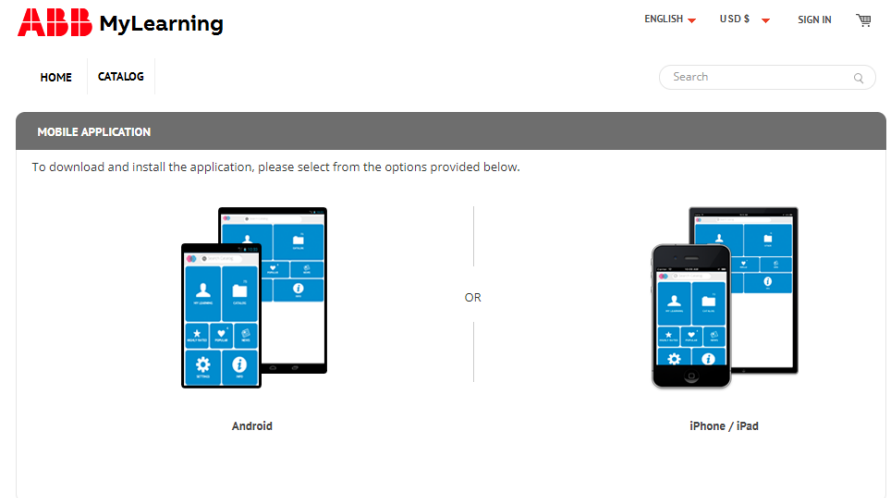
This is a free on-line training program aiming to enhance your motor knowledge. Learn more.

MyLearning

Summary

The MyLearning site contains links to all available training including:

- Web-based training
 - eLearning
 - ABB University
- Video
- Virtual classroom
- Classroom
- Certifications, curricula and learning plans
- Mobile app
- Contact luigi.negri@it.abb.com



SpotLIGHT

Sales training and resource program



SpotLIGHT is an internal program to provide training and tools for the ABB sales team including approved reps and distributors.

www.abb.com/powersales

SpotLIGHT

Resources and links

Power Sales Portal North America

This portal provides information to support the sales efforts of ABB employees and channel partners for the Power Grid division.

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- SpotLIGHT weekly newsletter archive
- Sales Contacts
- Factory Lead Times & Contacts
- Power Industry Resource Center
- ABB Customer World: Promotion-In-A-Box

- SpotLIGHT webinars

- [Upcoming SpotLIGHT Sales Training Webinars](#)
- [On-Demand SpotLIGHT Sales Training Webinars](#)

- Events Calendar-SpotLIGHT

- SpotLIGHT flashcards (downloadable)
 - [Flash Cards \(Reps/distributors\)](#)
 - [Flash Cards \(ABB\)](#)
- [SpotLIGHT eTraining](#)
- [SpotLIGHT eFlashcards](#)
- [SpotLIGHT podcasts](#)
- [Weekly SpotLIGHT newsletter archive](#)

SpotLIGHT

Summary

SpotLIGHT tools and resources can be found in the Power Sales Portal. The portal contains links to:

- Upcoming SpotLIGHT sales training webinars
- On-demand SpotLIGHT sales training webinars
- SpotLIGHT events calendar
- SpotLIGHT downloadable flashcards (Reps/distributors)
- SpotLIGHT downloadable flashcards (ABB)
- SpotLIGHT eTraining
- SpotLIGHT eFlashcards
- SpotLIGHT podcasts
- Weekly SpotLIGHT newsletter archive

Contact kelsey.hensley@us.abb.com

ABB Connect

There's an app for that

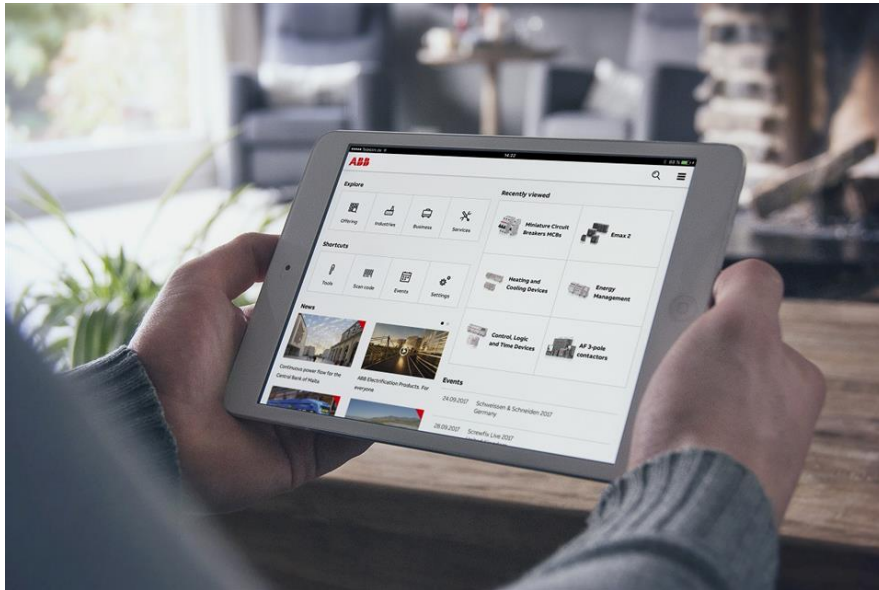


ABB Connect is the Electrification Products mobile application presenting low and medium voltage offerings in a simple, yet effective way. Browse different industries, solutions or product families, download the latest documentation or create your personalized presentation for customer visits.

<https://go.insideplus.abb.com/divisions/electrification-products/digital-experience/abb-connect>

ABB Connect

Web page



ABB Connect is the Electrification Products mobile application presenting our low- and medium-voltage offering in a simple yet effective way. Browse the different industries, solutions or product families, download the latest documentation or create your personalized presentation for customer visits. ABB Connect: your personal, digital assistant.

Download ABB Connect

- > iTunes (iOS)
- > Google Play (Android)
- > Microsoft Store (Windows 10)

Documentation

- > Installation Guide
- > Manual
- > Full list of functionalities
- > New functionalities

Support for users

- > ABB Connect email signature banner
- > ABB Connect webinar
- > How to create a presentation
- > List of country super users
- > Getting started with the iPad
- > iPad activation guide
- > Mobile Device Management (MDM)

Support for super users

- > ABB Connect webinar/meeting script
- > ABB Connect local roll-out plan
- > ABB Connect value proposition
- > ABB Connect external promotion plan
- > Label translation and pre-loaded portfolios tool
- > Video tutorial - Label translation and pre-loaded portfolios

ABB Connect

Summary

Download ABB Connect

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- ABB Connect email signature banner
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- List of country super users
- Getting started with the iPad
- iPad activation guide
- Mobile Device Management (MDM)

Contacts

- [Coralie Bordeaux](#)
- [Bernd Schaefer](#)

FACE program

Future ABB Customer Experience



FACE, or Future ABB Customer Experience, is a global ABB business program that originated from the ambition to better serve the overall needs of our customers. The program is a key enabler for the ABB Next Level strategy in Marketing & Sales.

<https://go.insideplus.abb.com/group-functions/marketing-sales/face>

FACE program

Web portal

FACE

< Marketing & Sales


FACE

- Processes
- Salesforce support structure
- Business Process Owners
- FACE newsletter >
- Letters from the Program Manager >
- Information on specific releases and migrations >
- Multimedia

X Reset

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What are you looking for? 

FACE and the Next Level strategy


FACE, or Future ABB Customer Experience, is a global ABB business program that originated from the ambition to better serve the overall needs of our customers. The program is a key enabler for the ABB Next Level strategy in Marketing & Sales.

“ABB will be ideally positioned to drive profitable growth and boost white-collar productivity through a new, flexible collaboration platform with a focus on customer experience and increased sales-force effectiveness.”

- ABB CEO Ulrich Spiesshofer




WE
=
our customers



FACE Program


The HOW: 10 commandments

- We put our customers first in all our decision making and act in line with our Safety & Integrity values.**
(CUSTOMER FOCUS & QUALITY, SAFETY & INTEGRITY)
- We relate all decisions to our agreed FACE Design Principles.** (e.g. actionable information, breakdown siloed thinking etc.)
(CUSTOMER FOCUS & QUALITY, OWNERSHIP & PERFORMANCE)
- Our common core solutions will support business types, not needs specific to a Division, BU or country.**
(INNOVATION & SPEED, COLLABORATION & TRUST)
- We will act as one team, regardless of our role and organization.**
(COLLABORATION & TRUST, SAFETY & INTEGRITY)
- Global Process Owners will take the final decision and sign-off on the solution design.**
(OWNERSHIP & PERFORMANCE, INNOVATION & SPEED)
- Within an agreed time frame, all businesses will transition to the common M&S architecture.**
(INNOVATION & SPEED, COLLABORATION & TRUST)
- The benefit of a single entity will always comply with the overarching benefit for ABB as a whole.**
(INNOVATION & SPEED, CUSTOMER FOCUS & QUALITY)
- Systems identified as "legacy" will stop deployments and restrict to business continuity only.**
(OWNERSHIP & PERFORMANCE, INNOVATION & SPEED)
- We will make pilots succeed by managing risks and working fast & cost efficient.**
(CUSTOMER FOCUS & QUALITY, INNOVATION & SPEED)
- Divisions, BUs and countries will put all FACE SteCo decisions into practice.**
(COLLABORATION & TRUST, OWNERSHIP & PERFORMANCE)



©ABB

December 5, 2017 | Slide 25



FACE program

Summary

- FACE (Future ABB Customer Experience)
- FACE Program 10 Commandments
- Processes
- Salesforce support structure
- FACE newsletter
- Release and migration information
- Governance and organization
- Strategic sales value messages
- Contact Jaana Suvanto, FACE Business Leader - jaana.suvanto@fi.abb.com
- Contact Marco Cornelli, FACE Program Manager - marco.cornelli@ch.abb.com

FACE Program

The HOW: 10 commandments

- 1 We put our customers first in all our decision making and act in line with our Safety & Integrity values.**
[CUSTOMER FOCUS & QUALITY; SAFETY & INTEGRITY]
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[COLLABORATION & TRUST, OWNERSHIP & PERFORMANCE]
-

Salesforce

Customer relationship management (CRM)



Salesforce support for local country users

For technical questions, or access and visibility issues with Salesforce, please contact your local country Champion who can either help you resolve the issue or open a ticket with the support desk (click [HERE](#) for the list of Champions).

Salesforce support for global and BU users

It is the same process: BU and Global users who need support should contact one of the Global Champions. Click [HERE](#) to find the Champions listed by Divisions to address any questions or needs you have around Salesforce.

How can I request access to Salesforce?

Local users can be activated by local admins – this is handled within each individual country.

Global users should contact global champions. In both cases admins and/or Champions can raise a ticket to global support.

Support for Champions and Local Admins

The 2nd Level 1 support for all global applications was migrated to the Global IS Service Desk (My IS). This has an impact on the way how members of the Network of Excellence can report issues and request support.

[Click here](#) to access the guideline for the Salesforce application support process.

PLEASE NOTE: Until now you could send all your requests by e-mail and these requests were qualified either to:

Incident: Any abnormal condition, i.e. you have a problem in doing something the way you normally do it, something is not working, the application you are trying to access is not working, you have discovered bug, etc.

Service request: Any other type of support, e.g. requests to grant or remove access, create Order/Service Request inchange something, ask for advice, etc.

Starting from May 2, 2017, only incidents can be reported by e-mail. For all other request you need to open service request in MY IS.

<https://abb.my.salesforce.com>

Salesforce

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- Home
- Chatter
- Campaigns
- Leads
- Accounts
- Contacts
- Opportunities
- Cases
- Reports
- Dashboards
- Documents
- +



Kathy Botticello

Wednesday November 22, 2017

[Discover Winter '18](#)[Hide Feed](#)

- Post
- Link
- New Lead
- More

[Share](#)

Sort By [Most Recent Activity](#)



ABB US Adoption Challenge — Mike Sharp

Is anyone using the SF.com APP? I tried when we initially went on, but, found it did not work well for what we are doing. I would like a more streamlined approach for using SF.com.
Thanks All

[Comment](#) · [Like](#) · [Share](#) · November 13, 2017 at 10:52 AM

Show All 4 Comments



Mike Sharp

Thanks Maria. I'm going to try to use it. I actually entered a visit request

Recommendations [More](#)

[Download Salesforce](#)

Run your business from your phone with Salesforce.



[Skip >](#)



Tatjana Milenovic

Popular user: 339 followers

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US Power Sales & Marketing

Group with members you follow

[Join](#)



Lalanía Corces

Based on what you follow

[Follow](#)



Salesforce

Summary

- Customer Relationship Management Tool
- Chatter
- Campaigns
- Leads
- Contacts
- Opportunities
- Cases
- Reports
- Dashboards
- Documents
- Contact Salesforce champions for your country using the link below

[US Salesforce champions](#)

Roadshows

EPMV product trailers for events



The two roadshows are interactive mobile showrooms that provide an engaging, hands-on experience for customers to learn more about EPMV products and solutions. They can be scheduled for important customer visits, trade events, and seminars, bringing training opportunities directly to customers.

Continuous operation of the roadshows ceased in 2016, but both units remain in storage and can be requested for critical events or customers.

Melissa.r.reali@us.abb.com

Roadshow

Industrial roadshow

- SafeGear®
- ReliaGear® ND
- Is-Limiter
- UFES™
- AMVAC™ 27 kV
- Relion® relays
- Instrument transformers
- Sensors



Roadshow

Utility roadshow

- AccuRange® current transformers: CBT-S, CMV-S, CMF-S
- ADVAC® indoor circuit breaker
- AMVAC™ indoor circuit breaker
- Capacitor fuses
- COM600 grid automation controller version 4.0 with FDIR
- Cutouts: LBU-II (silicone) and ICX (polymer concrete)
- DistribuSense™ current and voltage sensors: VLS-110 and WLS-110
- FT switches
- Gridshield® recloser with RER620 relay
- Indoor MV instrument transformers: SCV and VIY-60
- Is-Limiter fault current limiter
- Outdoor MV instrument transformers: KON-11ER & LGX-25
- PCMU replacement for DPU2000 legacy relays
- REA arc flash detection device
- REF615 feeder protection relay
- REM615 motor protection relay
- RET615 transformer protection relay
- REF615R feeder protection relay replacing the DPU2000R
- Roll-In replacement breaker (5 kV 1200 Amp AM-250 GE)
- SafeGear® arc-resistant switchgear
- UFES™ (Ultra Fast Earthing Switch)
- Vacuum interrupter bottle cut away
- VersaRupter® indoor load break switch
- Vmax indoor circuit breaker (ANSI/UL)

Roadshows

Summary

- Two interactive mobile showrooms
 - Utility
 - Industrial
- Reserving the roadshows requires a **minimum one-month notice**
- Costs are roughly **\$10k per week**, requiring management approval
- Contact Melissa.r.reali@us.abb.com

ABB