



Low Risk Project Implementation Strategies for Business Results

Are you using the best technologies for your needs?

Can you financially justify your project to management?

Have you identified all possible improvement opportunities?

Are you prepared for your project's front end engineering and design (FEED)?



Recent advancements in automation and information technologies can dramatically improve plant operations for significant performance gains. Many companies want to take advantage of these new technologies, but are unsure how to best incorporate them and economically justify their implementation. Developing a high-performance integrated, manufacturing architecture is a challenging task requiring skills and knowledge in plant operations, manufacturing software, and information technology. Tackling this task without a well-defined strategy can often result in missed opportunities, unmet expectations, and cost overruns.

Emerson's approach to helping you meet your plant operation goals and cost expectations is through conceptual design and feasibility study services. These services are provided by a team of senior consultants with proven hands-on experience and a track record of solving complex problems across all process industries including:

- Oil & Gas
- Refining
- Chemical
- Life Sciences

- Alternative Energy
- Industrial Energy
- Marine
- Metals and Mining
- Pulp & Paper
- Food & Beverage
- Power
- Water & Wastewater

Collaborative approach to planning for performance

A conceptual design and feasibility study is a collaboration between Emerson and you to help find the hidden value in your plant by improving your business processes with leading edge technologies and Emerson's industry expertise. Detailed analysis and business justification of the vision will enable you and others to see beyond what can be done today, to what can be achieved in the future.

Solving complex problems through thought leadership, deep experience, and leading technologies

Emerson's conceptual design and feasibility study offerings help you to perform operational analysis, quantify benefits, evaluate potential investments, develop business cases, and define specific

CONCEPTUAL DESIGN AND FEASIBILITY STUDIES

project requirements from which a project budget and execution plan can be developed. Emerson experts provide leading automation and industry expertise to help you clearly envision and capture the value of innovative technologies to accelerate and sustain your operation's competitive edge.

Is your business objective to improve quality, increase production, lower costs, improve capital utilization, increase inventory turn or a combination of all the above? From goals like these, typical conceptual design and feasibility studies include:

- Facilitation to develop overall vision
- Program planning for plantwide or multi-site modernization initiative

- Define and plan future automation upgrade programs
- Economic justification and prioritization for project implementation
- Roadmap new automation technology within existing infrastructure.

Once your objectives are clearly defined, Emerson's consultants will help you:

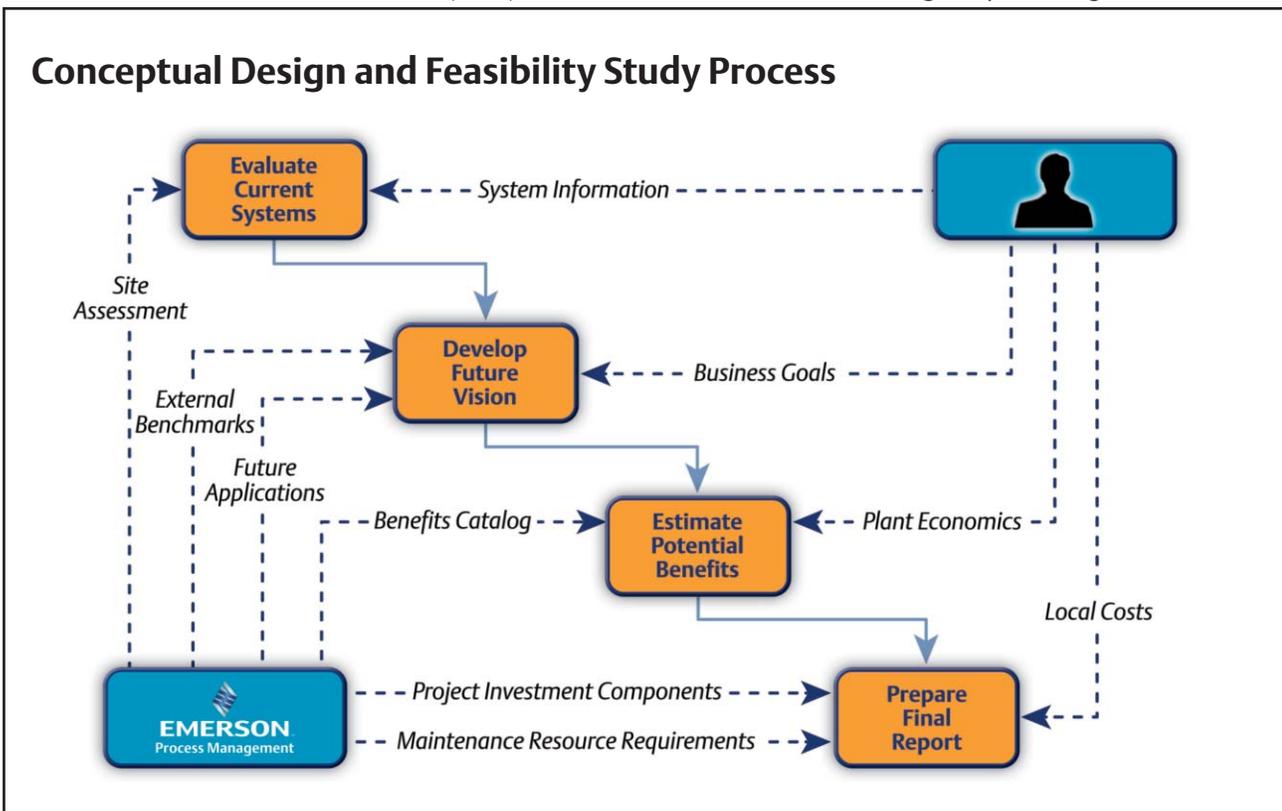
- Identify business opportunities and needs within your site
- Quantify specific benefits and return on investment (ROI)
- Architect automation solutions
- Define a preliminary plan including scope of work and functional specifications
- Define a starting point for front-end engineering and design (FEED).

Drawing from the best technologies and expertise, conceptual design and feasibility studies will be based on your vision, philosophies, and requirements in any of the following areas:

- Process automation systems
- Advanced process control
- Modernization
- Operational excellence (OpX)
- Integration
- Safety instrumented systems
- Intelligent field devices
- Operations management
- Asset performance management
- Wireless technology

Roadmap to improved operation's performance

From a completed conceptual design and feasibility study, you will end up with a roadmap, clearly outlining and prioritizing



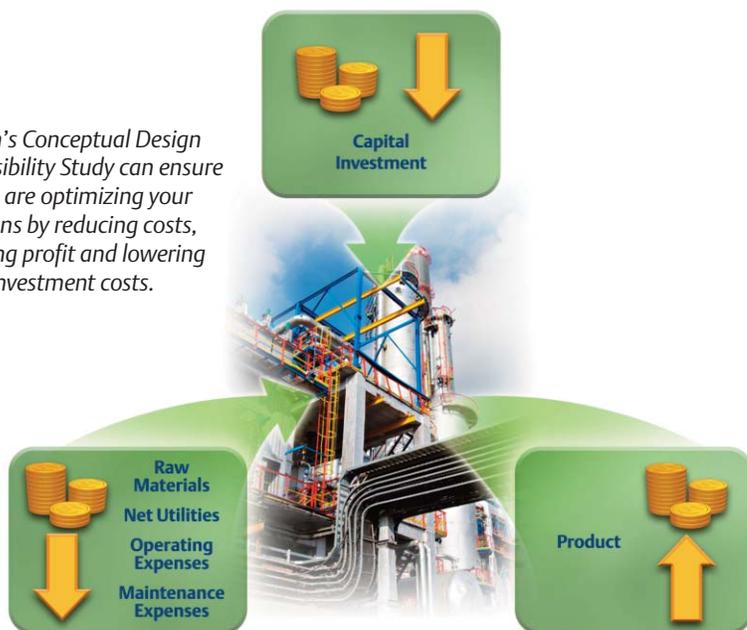


implementation of projects to increase your operation's performance through enhanced technologies and improved business processes.

Key study components include:

- Evaluation of the status of existing plant automation, plant information systems and field instrumentation documentation
- Formal development of a future business and technology risk assessment and roadmap
- Cost estimates for overall investment program including all software, hardware, services, and expected long term sustaining costs
- Analysis and quantification of expected process improvements and economic benefit (ROI)
- Recommended investment program with project prioritization, implementation schedules, expected program cash flow, and ROI.

Emerson's Conceptual Design and Feasibility Study can ensure that you are optimizing your operations by reducing costs, increasing profit and lowering capital investment costs.



Deliverables provided by your conceptual design and feasibility study team include:

- Onsite visits and formal analysis by senior Emerson Process Management consultants
- Final report documenting results, benefits analysis, recommended technology enhancements, financial analysis, and recommended project implementation plans

- Management presentation or meeting to review and discuss results and recommendations.

How to get started now

Please contact your local Emerson sales office for more information about this service. Prior to order acceptance, Emerson will issue a written proposal for your review and approval to ensure that scope, deliverables, timing, and budget meet your needs and expectations.

Finding the hidden value in your plant by aligning your goals with today's leading technologies.



Emerson. Consider it Solved.

Emerson Process Management is a leading, global, single source of process automation technologies, expertise, and services to help you improve your bottom line business results.



For more information contact your local Emerson Process Management sales office or visit:
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