



BROCHURE

Embedded Solutions Partner Program

Your trusted partner to build innovative, reliable and sustainable solutions

Join a partnership that elevates your products by bundling AVEVA technology with your hardware or software.

Building machines and industrial equipment in a world of ever-changing products and technologies is a tough business. However, it also creates opportunities to innovate and differentiate your products and solutions. To do so, you need a reliable partner with experience in developing solutions for every industry across the globe.

AVEVA enables Embedded Solutions partners to leverage reliable, sustainable, and secure software solutions for industrial applications, improving the value of your equipment or software solution. We are committed to offering a program designed for your success.

The Embedded Solutions partner program includes responsive and knowledgeable technical support (Customer FIRST for partners), consulting services and on-demand training. The program also offers differentiated licensing and procurement processes to support high-volume business and flexibility in commercial models.

Combine your expertise and intellectual property with AVEVA technologies to deliver innovative solutions

AVEVA's solutions providers span over 1,500 innovating organizations worldwide. You can develop and enhance embedded, managed and integrated solutions, monetizing your know-how by leveraging AVEVA technology and the CONNECT platform.

Partner with experts in industrial software



Openness and interoperability

AVEVA is the global leader in industrial software and is 100% focused on software solutions rather than hardware systems. With independence from hardware platforms, AVEVA gives Embedded Solutions partners the highest level of portability, with the freedom to migrate to different hardware/control platforms, while protecting their engineering investment in their integrated solutions.

AVEVA products offer a wide range of native connectors (drivers) to proprietary protocols (including Schneider-Electric, Rockwell, Siemens, Omron, Beckhoff, and GE) as well as many industry standards (OPC UA, REST, MQTT Sparkplug B). These features enable original equipment manufacturers (OEMs) to easily deploy their solutions to brownfield and greenfield scenarios and integrate operations technology and information technology components.



Expand your offering: From HMI to delivering value-added services

Enhance your offerings by partnering with AVEVA. Beyond embedding robust software into your OEM equipment, our CONNECT platform enables you to create value-added services for your end customers while creating new revenue streams. Enhance your equipment with scalable, future-proof technology, empowering you to meet evolving customer demands while maintaining focus on your core expertise.



A trusted industry leader

Rely on AVEVA's proven track record as the market leader in industrial software. By adopting our reliable, ready-made solutions, you can reduce R&D investment, accelerate your time to market, and focus on innovating your equipment or software solution. Trust our expertise to deliver the software backbone your business requires while you prioritize your unique value propositions.



Commercial flexibility

Benefit from flexible volume pricing agreements tailored to align with your operational and commercial objectives. Whether scaling up or maintaining consistency, our adaptable approach ensures we meet your business needs at every stage.



Built to Last: Software aligned with your product lifecycle

AVEVA software is designed to complement your equipment's lifecycle. Previous versions remain supported with security updates and patches, ensuring reliability over the lifecycle of your equipment. Whether replicating systems from years past or modernizing infrastructure, our commitment to compatibility minimizes disruption and eliminates the need for additional training.

Embedded Solutions: One program, three partner types

AVEVA uses the term Embedded Solutions to describe all partners who combine AVEVA technologies with their offering under an Embedded Solution agreement to enhance machine, equipment, control system and software solutions.

There are three sub-types of partners within the Embedded Solutions program. Your sub-type will be determined by your company profile, and you will be given the associated partner badge to indicate to current and potential clients that you provide quality products that are powered by AVEVA.

MACHINE AND EQUIPMENT BUILDERS

OEMs that design and manufacture machines can integrate AVEVA software products to improve the operational effectiveness and performance of those machines. Such companies include industrial equipment manufacturers that produce packaging machines, material handling systems, compressors, turbines, HVAC systems, and pumping systems, among others.

INDUSTRIAL AUTOMATION VENDORS

Industrial Automation Vendors design and manufacture devices used in the instrumentation and control layer of an automation system, such as industrial PCs, industrial HMI panels, PLCs, motion controllers, robot controllers, IoT gateways, and smart sensors. Industrial Automation Vendors can integrate their devices with AVEVA software products to deliver a complete, bundled solution.

INTEGRATED SOFTWARE PROVIDERS

Integrated Software Providers design and provide software-only solutions, typically focused on a vertical market. They integrate AVEVA software components to complement and enable their overall solution into a bundled package.

AVEVA Embedded Solutions partner badges



AVEVA Embedded Solutions partner benefits at a glance

AVEVA Embedded Solutions partners enjoy multiple benefits from the programs beyond just a contractual pricing agreement. Benefits are specially designed to fulfil your needs and continuously increase your market competitiveness. We provide a clear path through our partnership tiers to unlock greater benefits, expand your reach, and drive new growth.

BENEFITS	MEMBER	CERTIFIED	ENDORSED
Program benefits			
AVEVA development products subscription discounted for non-production	✓	✓	✓
AVEVA technical enablement material	✓	✓	✓
AVEVA Kickstart services	✓	✓	✓
Customer FIRST for Partners support	Standard	Premium	Elite
AVEVA Partner Platform	✓	✓	✓
Access to professional certification at no cost	✓	✓	✓
AVEVA Partner Ecosystem badges	✓	✓	✓
Partner profile on the Partner Locator for lead generation	✓	✓	✓
Opportunity to sponsor/exhibit at public AVEVA events		✓	✓
Sales and Marketing enablement		✓	✓
AVEVA named contact			✓
Solution listing on the Partner Locator		✓	✓
“Powered By” solution badge		✓	✓
Embedded Solutions exclusive pricing		Context specific	Context specific
Possibility to white label qualified AVEVA Software in your solution		✓	✓
Support for partner press release		✓	✓

“AVEVA’s Embedded Solutions Program enables Pimsoft to build and market Sigmafine as a flexible and scalable value-added solution capable to meet the requirements of multiple industries. The long-lasting continued partnership provided Pimsoft with the solid foundation needed to channel our specific expertise and to expand our reach to a wide range of customers.”

— Massimo Galli, Vice President Global Sales, Pimsoft

AVEVA Embedded Solutions partner benefits

Branding flexibility

Embed AVEVA's software solutions in your products and, in some cases, rebrand to your own identity, ensuring consistency across your portfolio. Alternatively, you can promote your partnership with AVEVA by pursuing and displaying your AVEVA certification.

Solution listing

Extend your reach with a listing on our solution finder. All listings go through the solution readiness validation process, giving you and your customers piece of mind that those solutions are of high quality.

Upgraded support: Access to Premium and Elite level of support

AVEVA Partners can rely on us to provide technical assistance for questions not addressed through the self-service technical enablement material.

The benefits align with the Customer FIRST Program, as follows:

STANDARD	PREMIUM	ELITE
<p>Base level technical support and comprehensive software maintenance, keeping your solutions performing reliably.</p> <ul style="list-style-type: none">• Access to technical support business hours• Knowledge & support center website• E-learning and discounted training	<p>Extended support hours, designed for partners serving customers with 24/7 operational demands—so you're supported when it matters most.</p> <ul style="list-style-type: none">• Additional discount on training• Discounts on consulting services• Upgraded support ELITE	<p>Priority support at the highest level, enabling you to deliver rapid, dependable assistance for your customers' mission-critical operations.</p> <ul style="list-style-type: none">• Highest discounts on training and consulting services• Two training seats per 12-month period at no charge• Prioritized support escalation

Technical support is provided to AVEVA Partners according to their respective Development Package(s) subscriptions. Embedded Solution partners interested in keeping their end customer's embedded software up to date can optionally purchase the Version Advantage support plan.

AVEVA Embedded Solutions Partner requirements at a glance

The table below shows the different partnering tier requirements to match our mutual commitment and collaboration. We assess these requirements regularly and you must maintain them to stay within each level of the program.

REQUIREMENTS	MEMBER	CERTIFIED	ENDORSED
Program management			
Comply with the AVEVA Partner Ecosystem Member Agreement	✓	✓	✓
Keep an active subscription to at least one AVEVA Development Package*	✓	✓	✓
Alignment with AVEVA offers	✓	✓	✓
Share at least one reference deployment per year with AVEVA		✓	✓
Maintain a number of Certified Partner professionals relevant for your solution		1+	4+
Demonstrate strategic alignment and business volume with AVEVA			✓
Control System Integrators Association (CSIA) or equivalent certification			✓
Joint business development, marketing and strategy plan		Annual	Quarterly
Commercial readiness			
Complete Solution Readiness process		✓	✓
Completed reference customer satisfaction surveys		1	5
Sign Embedded Solutions agreement		✓	✓
Minimum volume commitment of AVEVA production services and software		✓	✓
End customer solution support			
Frontline support to end customer for your solution	✓	✓	✓

*AVEVA Development Packages provide all necessary resources (software, training, and access to AVEVA people) to enable AVEVA Partners to successfully design, test and implement solutions, reducing the partner’s learning curve and accelerating time to market.

AVEVA Embedded Solutions Partner - Step by step

1

Discovery & learning

- Apply for the Embedded Solutions Program
- Join the AVEVA Partner Ecosystem as a Member
- Acquire the Development Package(s)
- Train technical resources

2

Solution development

- Define your embedded solution
- Develop and test the working solution
- Obtain technical personal certification
- Sign the AVEVA Embedded Solutions agreement

3

Solution readiness, partner certification and marketing

- Submit the solution for the Solution Readiness check review
- Complete Partner Certification process

4

Scale out solution

- Publish your solution on the solution finder
- Leverage AVEVA marketing activities to promote your solution
- Apply for sustainability recognition

“We are thrilled to partner with AVEVA, bringing enhanced data visualization and control capabilities to our clients, driving innovation and efficiency across their operations.”

—
John Gong, President, ICP DAS USA



Why choose AVEVA?

AVEVA's industry reputation

Our extensive install base and 50 years of experience make us a global leader in industrial engineering, design, and information management software. We help solution providers reach a broad range of industrial operators to drive new growth.

AVEVA's **commitment to innovation** ensures we produce quality software solutions, from edge to enterprise, for both on-premises and cloud-based (SaaS) needs. We understand that our software is what enables your products to operate efficiently in fields, warehouses, offices and across the world. We are driven to ensure we're developing the most useful, high-quality tools in engineering, operations and performance.

And **we keep developing**. We continue to enhance and advance the AVEVA solutions that are integrated into your products to keep up with changing technologies and your customers' needs. The initial integration of AVEVA software into your products is only the beginning of the story.

As for customer service, AVEVA will never leave you to self-serve your way through an issue. We design software solutions for the long haul and our AVEVA Customer FIRST philosophy ensures that our customer service is built to last as well.

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

Every day, industrial organizations make the critical decisions that shape our world. But they're not alone. They depend on AVEVA's trusted information and industrial intelligence to help them build a sustainable future.

The AVEVA Partner Ecosystem comprises over 6,000 organizations worldwide focused on making your solutions even more powerful and connected. More than just software experts, our trained and trusted partners bring diverse technology, industry and geographic expertise, collaboration and innovation to meet customers' unique needs—today and into the future.

One ecosystem, infinite possibilities. It's that simple—and that powerful.

About AVEVA

With over 50 years of experience, AVEVA is the global leader in industrial engineering, design and information management software. We've earned our reputation through innovation, collaboration and the success of our ever-growing portfolio of software solutions.

You will find our software powering top companies in key verticals such as manufacturing, infrastructure, consumer packaged goods, mining and metals, oil and gas, and power and utilities.

AVEVA partnership across industries



6,000+ partners
100,000+ customer sites deployed



Oil & Gas/Chemicals:
550+ refineries
900,000 miles of pipeline



Food & Beverage:
2,600 companies
4,650 sites



Water & Wastewater:
1,400+ water customers



Engineering, Procurement & Construction (EPC):
90% of the world's EPCs



Infrastructure:
3,200+ customers globally



Marine:
9 of 10 major shipyards



Power & Utilities:
1,000 power plants
500,000+ MW of electricity monitored



Metals, Mining & Minerals:
50 mining sites



Become an AVEVA Embedded Solutions partner

Take a step further in your AVEVA partnership by becoming an Embedded Solutions partner within the AVEVA Partner Ecosystem. The AVEVA Partner Ecosystem unifies all our partners under one identity and provides you with a single, simplified and transparent program that supports you across the AVEVA portfolio.

Ready to take the next step?

For **Machine and Equipment Builders**, find a local distributor at:

aveva.com/en/about/partners

For **Industrial Automation Vendors** and **Integrated Software Providers**, contact us directly at:

solutionproviders@aveva.com

AVEVA

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