



News Release

Schneider Citect: leading the HMI software market in Asia Pacific

SYDNEY, AUSTRALIA (September 4, 2008) – Schneider and Citect were cited as a leading provider of Human Machine Interface (HMI) software and services in Asia Pacific, based on their strong growing market share position in that region, according to the new ARC Advisory Group worldwide HMI software and services market study.

The study provides an in-depth analysis of the worldwide HMI software and services market and found that the Asia Pacific market will be among the fastest growing regions in this sector through to 2012. In addition, the study contains analysis of the key issues that will affect this market in the future.

Worldwide, Citect has significantly increased its share of the HMI software market. This increase has been partially driven by Citect's SCADA products, which are sold through Schneider Electric, Citect's parent company. The increase is also a result of the companies' continuing investment in the Asia Pacific region.

"Citect and Schneider have been working together for two years now and a leading ranking in the Asia Pacific region sets a firm foundation for further acceleration into the market," says Christopher Crowe, CEO, Citect.

ARC's study notes that this market has experienced strong growth over the past two years. This growth is partly due to HMI Software suppliers increasing their offerings to focus on technical support and services.

"HMI software suppliers are continuing to add services at an accelerated rate, driven by the need of end users and OEMs for technical support, because many manufacturers no longer have the personnel internally to provide these services," says Craig Resnick, ARC Research Director and the principal author of ARC's HMI software and services study.

Schneider and Citect are seeing this trend develop in the marketplace first hand.

"This is exactly what we are seeing our customers go through," says Crowe. "They have diminishing teams due to current economic conditions and skill shortages, so we have different levels and packages of technical support and services to complement our customers' internal structures."

According to ARC, HMI software is being increasingly used as a digital dashboard to show key performance indicators (KPIs) such as overall equipment effectiveness (OEE) for the entire enterprise and to generate reports of actual performance versus targets.

"This represents a key direction in which the HMI software market is heading over the next five years," says Resnick.

The worldwide HMI software and services market, which totalled over US\$926 million in 2007, will reach over US\$1.4 billion in 2012, outperforming the industrial automation market overall and growing at a compounded annual growth rate of more than 9.1 per cent over the next five years, according to ARC.

About Citect

Citect is a global provider of industrial and facilities automation, real-time intelligence, and next generation manufacturing execution systems (MES). Leveraging open technologies, CitectSCADA, CitectFacilities and Ampla connect to multiple plant and business systems. Its products are complemented by Professional Services, Global Customer Support and Educational Services. Distributed in more than 80 countries worldwide, Citect solutions are installed in numerous industries: mining, metals, food and beverage, manufacturing, facilities, water/wastewater, oil & gas, power generation/distribution and pharmaceuticals. Citect has offices in Oceania, Africa, the Americas, China, Europe, India, Japan and Southeast Asia.
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