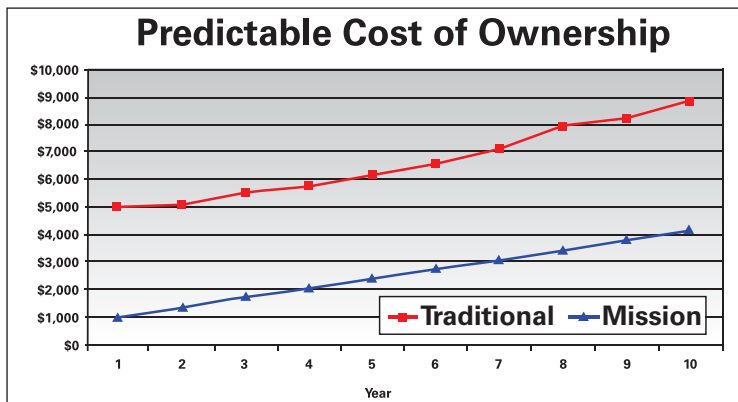


# What MISSION Provides With Its Annual Service

## Part of The Service:

Prospective MISSION customers often wonder exactly what is included in the annual service fee purchased with their field unit (Remote Terminal Unit, RTU). What are the actual ongoing costs of the MISSION system? Are there any hidden fees? Do I have to buy cellular service to make the RTU work? What about excess messages? Are there charges for excessive alarm notifications? Are there any software site licenses I have to purchase? How many people can use the system? How long do you keep RTU data online? What happens if my RTU is damaged or doesn't work?

Here's the bottom line: the MISSION annual service fee includes everything your utility needs to make the system work. This includes all cellular service, the computers to make the system work, the SCADA software document, all web pages, all reports, and all alarm functions. MISSION offers several advanced functions – ("Tank and Well" controller software, "OPC Data Transfer" software, and the "Tell Me" call in SCADA service) at additional cost, but the vast majority of customers simply buy a box (RTU) and an annual service and that's it. You then use your existing computers to access the SCADA system via the secure web logins.



## Guaranteed Price Stability

One of MISSION's unique business advantages is that the annual service fee is guaranteed never to increase more than the rate of inflation – we like to call it "Predictable Cost of Ownership." MISSION has guaranteed this, in writing, to all our customers since it was founded in 1999. We have also never increased the annual service fee. That means the \$28.95 per month (M110 annualized fee) this year will most likely still be \$28.95 per month ten years from now. None of our competitors offer this price stability – all will tell you they won't raise their fees, but if you look at their contract they all say they can raise this fee any time they choose. We just keep on finding ways to provide award winning service at lower costs.

## What You Get Summary:

### Cellular Services

- All RTU cellular "airtime" included, no overage expenses.
- MISSION encrypts data from cell radio to carrier to MISSION servers, secure!
- MISSION affords the customer access to AT&T, Verizon, Nextel, or Sprint for better coverage, without separate contacts.
- Guaranteed performance. MISSION will make it work today and ten years from today.

### Alarm Notifications

- Alarm Callouts: Phone calls, faxes, emails, or pages, as many as required
- MISSION records all alarm voice calls, listen to them from website
- MISSION has many false alarm reduction features, stop nuisance alarms
- MISSION auto analyzes pump performance and sends alerts if pumps run abnormally; spots problems before they become failures.

### Data Access

- Current status, animated "War Room" map, Supergraph diagnostic tool
- Reports - Weekly Management, Runtime Variance, Rainfall vs. Runtime, Capacity Estimator, I&I Estimator, Daily "Morning Summary"
- Historical data archiving, site connectivity charts, Excel downloads
- Real-time Viewer application, a customizable HMI
- Cell phone/PDA access to special "small screen" website
- Ongoing, real-time OPC transfer to existing customer SCADA HMI

### Security, Database Maintenance, and Software Upgrades

- Continuously evolving SCADA features are customer-driven
- Customer maintains no computers or software
- Monitoring for speed, general performance, and server improvements
- Software, operating system, and database administration
- Antivirus, networks, routers, firewalls, and computer servers monitored and upgraded

### Problem Assistance – Extended Warranty

- Personal service during major events (hurricanes and storms)
- Advance notice from carriers about planned outages
- MISSION has direct 3rd tier cell carrier technical support access to quickly get cell problems resolved
- Toll free 24/7 technical support
- Field Hardware Extended Warranty
- Guaranteed Service Price Stability

## Software as a Service (SaaS)

Software as a Service (SaaS) is the highly successful business model sweeping many industries. SaaS combines the desired customer software and hardware needed into a single “black box” system. The SaaS provider runs the whole event, and the customer is simply provided a result. Economies of scale allow the customers to get better performance than they could provide for themselves, and at a fraction of the price. It’s the business model of Apple’s iTunes, Google Docs, and eBay to name a few. This business model works very well for applications that are common and repeatable. In the water and wastewater industry this applies to remote monitoring and control of smaller water systems, to general water quality instruments, and especially to collection system pumping stations. According to CIO Magazine, utilities are the third largest users of SaaS behind Technology and Financial Service providers.



MISSION has combined standardized field hardware, national cellular data networks, and full featured SCADA software into a single, reliable, managed service for remote site SCADA in the water utility industry. MISSION designed, authored, and owns all its SCADA software and hardware so it’s under MISSION’s full control to improve and maintain.

MISSION operates its SCADA service from multiple server racks at a carrier grade computer co-location center located near Atlanta, Georgia. Quality Technology has over 168,000 square feet of biometrically secured computer facilities engineered to withstand a direct F-4 tornado strike. The site has multiple electric utility interconnects encased in concrete from the substation to the site, 7.2 MW of constant flywheel uninterruptible power supplies, and 72 hours of backup generation capacity with 84,000 gallons of diesel fuel. Redundant cooling and fire suppression systems are also in operation. Connections to the internet backbone consist of four OC-4 fiber feeds, redundant internal networks, and a 24 hour network operations center. This level of redundancy and security are expensive, but reasonable when shared by hundreds of customers.

## What it Means To Provide SCADA

Before MISSION, the only option water utilities had to reap the benefits of automation via SCADA was to build their own proprietary network. This meant designing, engineering, going through the bid process, managing, constructing, debugging, and maintaining a utility-wide communications and computer network. While this works, it is inherently more expensive than the MISSION model. The only time this customized solution is really necessary is when SCADA is applied to water and wastewater in-plant processes, which by their nature are individualized solutions.

**With MISSION there is one less system to manage.**



MISSION User

Traditional User

Many traditional SCADA providers would have their potential customers believe that once you pay for the hardware there are no more “ongoing” expenses as with the MISSION solution. If this were true then they should be willing to put into writing a guarantee of performance, upgrades, and maintenance for the life of the system at no charge to the customer. You will find there will be no such guarantee offered. If there were no ongoing costs to operate the field devices, radio networks, or central computers then the likes of AT&T and Verizon would not have to spend billions of dollars a year in maintenance.

## What You Get Details:

### MISSION Annual Service

Included with the MISSION Annual Service Fee are:

**Cellular Data “Airtime”** – All cellular charges for data used by customer RTUs are included in the annual fee. MISSION buys airtime in bulk and aggregates it across all units so the customer does not have to worry about paying a separate bill, overages, taxes, or early termination fees. MISSION has designed its RTUs to send and receive data very efficiently, but with many thousands in the fielded units we are most likely the largest purchaser of cellular data airtime in the utility industry. MISSION understands the water and wastewater applications and we know how much “data” pump stations, wells, tanks, and instruments require. Occasional deviations from the norm just don’t matter. *MISSION spreads the risk, not you.*

**A Complete SCADA System: No Matter How Much You Use** – Once field RTU data is sent to the MISSION central servers it is archived in MISSION’s database. From here customers can view their data via secure web access. Additionally, MISSION SCADA software automates many tasks to detect and report abnormalities before they become failures. MISSION’s SCADA software also performs all alarm notifications. Best of all, MISSION customers get full access to all system features no matter how many RTUs they use. Whether one or one hundred, there are no add-ons or upgrades to pay for.

### The System:

**Website Features** – MISSION’s customer website is the portal to its SCADA software. From there customers can access all system features such as:

**Reports** – Weekly Management Report, Pump Runtime Variance Report, Field RTU Check In/Heartbeat Report, and Website Usage Report and dozens more.

**Current Status** – MISSION’s award winning Main Map page displays all customer units on a single, individual map. Animated unit icons show pump running status in real time and change color to reflect alarms and other faults. Touch a site icon with your cursor and display current site data such as levels, pressures, or flows. Textual descriptions of current alarm status are also available.

**Real Time Viewer** – This special included software allows users to watch streaming data from real time units. Watch pumps turn on and off within seconds of occurrence and see live moving graphs of levels, pressures, or other instrument values

**Data** – The data folder allows customers to view system-wide categories of data such as rainfall, pump runtimes, electronic key use, flow data, analog value histories, digital inputs history, cellular connectivity performance history, alarm history, alarm dispatch results, station capacity

estimates, and volumetric flow estimates.

**Commands** – From the MISSION secure customer website customers can, via password protected functions, manually turn on and off remote site relays to command pumps or open and close valves. MISSION even has a momentary output to simulate the pushing of a reset button.

**Quick Messages** – Part of the MISSION service is tech support. Customers can submit questions easily and directly from the customer website. Most inquiries are responded to within the hour. It’s all part of the MISSION Service!

**Set Up** – The MISSION SCADA system is initially set up by MISSION personnel, it’s part of the service! Thereafter, virtually all system parameters can be adjusted by customers themselves.

**Cellular Phone Website** – MISSION provides a special web site designed just for cell phone and PDA screens. It’s called a “WAP” web site and it allows customer personnel to access alarms and site data directly from their web enabled phone. Just one more service that makes MISSION fast and easy to use.

**Alarm Reporting Facilities** – The MISSION system has unparalleled alarm reporting functionality. The system is connected to dozens of phone lines that are used to automatically call out alarms. From the site, customers can set up their “address book” of alarm recipients and their “alarm call out” schedule. This even includes MISSION’s exclusive call recording feature that allows customers to playback recordings of alarm phone calls which eliminates any questions about whether people received alarms or not. MISSION also has dozens of false alarm reduction features that virtually eliminate false alarms. Every alarm notification event and its outcome are logged. The MISSION service even includes MISSION setting up more complex time-of-day/day-of-week automated alarm schedule changes.

**Continuously Evolving SCADA System Features** – Unlike traditional SCADA suppliers that sell you a SCADA package and then say goodbye, MISSION’s SaaS system is continuously maintained and improved. Any upgrades or new features MISSION develops are immediately available to existing users at no extra charge. This means that customers get the newest updates without asking, or paying. Over the years MISSION has created over a hundred new features, some big, some small, but all can be used by existing customers for no extra charge. So with the MISSION system you receive continuously improving performance and features.

**Computer Upgrades and Maintenance Included** – Equally important to a SCADA system is its maintenance. SCADA computers and their software typically have IT personnel to maintain them. With the MISSION system, that maintenance is all part of our service.

**IT/Security Compliance Administration** – Firewalls, routers, anti virus updates are all maintained by MISSION, all as a part of the service.

**Field Connectivity and Network Administration** – MISSION monitors many thousands of our RTU's connectivity status. When MISSION sees a general reduction of the customer's "online" units, technicians are alerted. Since MISSION is in control of all aspects of its network MISSION can quickly address any component failures.

**Cellular Network Administration** – Cellular networks occasionally schedule maintenance in the middle of the night. Usually this doesn't affect connectivity as field devices simply scan to a new cell tower, just as a cell phone is handed off from tower to tower as it travels through an area. Unlike most traditional SCADA radio networks, MISSION RTUs can talk to multiple cell towers, which provides higher reliability. When cellular networks do have equipment failures MISSION is usually the first to detect it. MISSION has direct third tier access to its carrier partners' technical departments. Customers never call the cell carriers, MISSION does. And because of our advanced diagnostics we can typically tell the carrier exactly which towers have been affected. This means substantially shorter down time when problems do arise. If it was traditional SCADA this would mean the customer is responding, or worse, waiting for their supplier's technician to drive to the utility and attempt to fix the problem. All at a price to the utility. With MISSION, it's just part of the service.

**Computer Server Administration** – All MISSION's SCADA software and computers reside at MISSION Control, which is located inside the carrier grade co-location facility. MISSION performs regular maintenance of these computers and has redundant spares on site for all its hardware systems.

**Operating System Administration** – Have you ever gone through a computer operating system change such as switching from Windows 2000 to XP? MISSION has, 3 times in seven years. With the MISSION service you'll never have to do this again. With traditional service you'll not only have to do it yourself but you'll probably have to pay for SCADA software upgrades! Not with MISSION.

**Software Administration and Upgrades** – This is one of the greatest advantages of the MISSION System versus traditional SCADA; MISSION writes, operates, and improves all the SCADA software it uses, and we do this on a day by day basis. Whether we're cleaning out old files, upgrading software drivers, or authoring a great new SCADA screen;

MISSION keeps the system running. With three engineers on staff this is a continuous process resulting in hundreds of improvements for our customers and many years of reliable operations.

**Database Administration** – MISSION has archived every byte of data sent to its central servers since our inception! Real-time backups are made continuously. MISSION operates terabytes of high speed hard drive storage in redundant RAID 5 configurations. MISSION administers the Microsoft SQL and MySQL databases. Copies of the database are taken off site on a regular basis for secure back up storage. MISSION is continuously optimizing the database performance so you get fast data without the headaches!

**OPC Transfer – (Sending MISSION RTU Data into an Existing SCADA System)**

Some MISSION customers with existing traditional SCADA have elected to use MISSION OPC Server software to real-time transfer MISSION data into their SCADA system so operators have only one screen to look at. OPC transfer and VPN networks are part of the MISSION service. It really is all inclusive.

**Technical Support** – MISSION operates telephone tech support from 8am to 6pm eastern. After hours emergency call back from technicians is available 24X7, and at no extra charge. MISSION has five rotating technicians ready to help. Live technical support during all aspects of system operations is one of MISSION's greatest advantages. MISSION techs are also very good at pump station and instrument diagnostics. All this is covered by the MISSION service fee.

**Field Hardware Extended Warranty** – After the first year's full hardware warranty, MISSION provides a low replacement cost extended warranty as part of the service. MISSION will replace main circuit boards or radios for a flat \$250, and they can be replaced quickly by customers. There's never a surprise cost for replacement parts. Low guaranteed parts cost is part of the MISSION extended warranty and part of the MISSION Service.

All the above are part of, and included in, the MISSION annual service fee. Whether you use the M-80, M-110, M-800 or M-1000 all the MISSION SCADA services are included.

*MISSION is simply a better way to perform SCADA.*



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