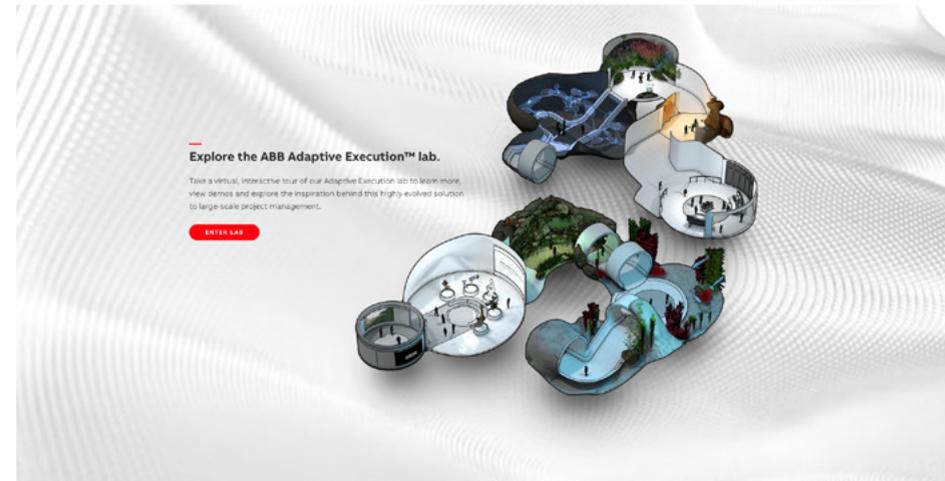




For millions of years, an organism's ability to adapt has been key to its ability to thrive. That same law of nature guides projects, too. Sure, there's an original scope. But there's also the change and uncertainty that come with every project. It's from that uncertainty that ABB finds opportunity. Our expert teams, new technologies, agile processes, shared learnings and proven methodologies can help you and your project thrive in the face of constant flux. Giving you the ability to think around corners, anticipate what's ahead and seize every advantage to improve CAPEX ROI. **That's adaptive. That's ABB Adaptive Execution™.**

# VIRTUAL EVENT



## HOSTED A VIRTUAL LAUNCH EVENT:

1200+

UNIQUE VIEWS

11

ANALYST INTERVIEWS

62

BROCHURE DOWNLOADS

18

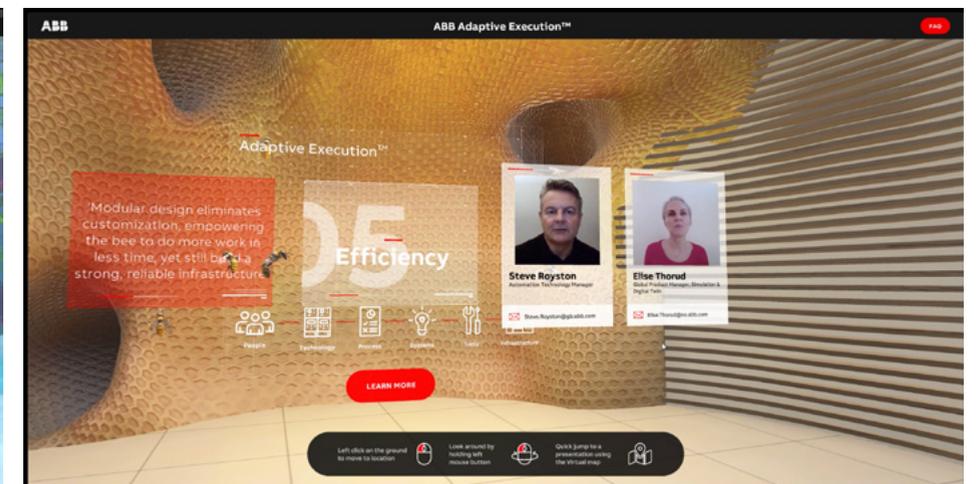
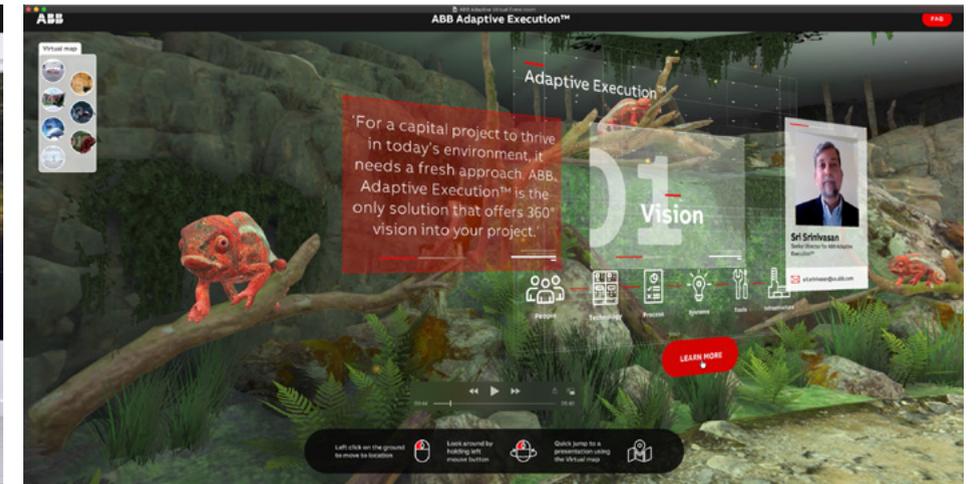
MEDIATE EDITORS

32,000

IMPRESSIONS ON LINKEDIN AND TWITTER

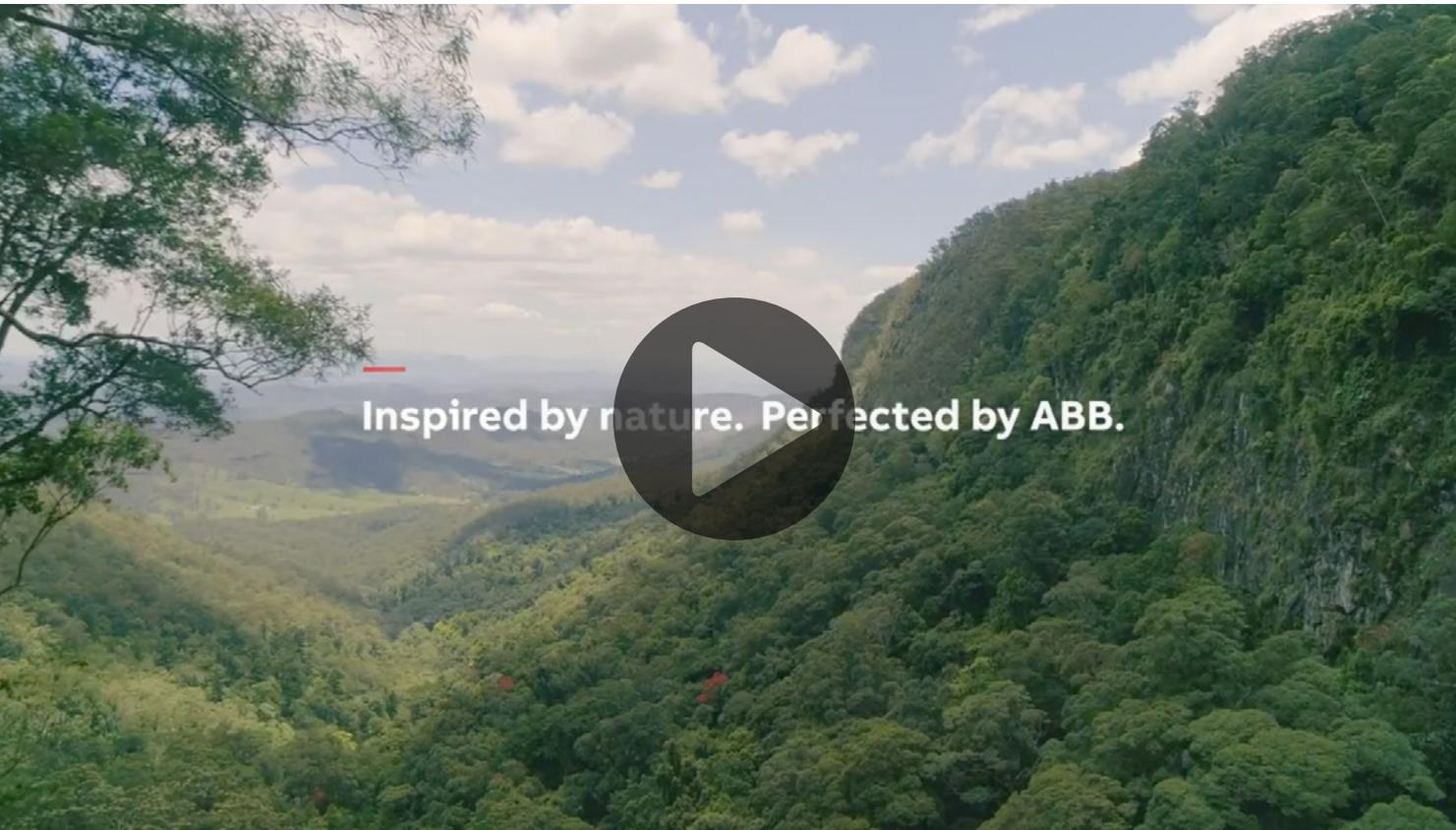
47

OIL AND GAS CUSTOMER ATTENDEES



PRE-EVENT MASK MAILING





FULL VIDEO



:20 TEASER



Enhancing your ability to see around corners.

Chameleons are one of the few animals with 360° vision. ABB Adaptive is one of the few solutions that gives you a 360° view of your project.

**That's adaptive. ABB Adaptive Execution.™**

The ability to see around corners and anticipate potential obstacles is key to setting an accurate scope and price at the beginning of your capital project. As the only solution that offers 360° vision into your project—and the only true end-to-end solution—ABB Adaptive Execution™ can make a world of difference for your project. See how at [www.abb.com/adaptive](http://www.abb.com/adaptive).

People Technology Process Systems Tools Infrastructure




Shared learnings guiding our collaborative success.

Through experience and learning from others, dolphins work in sync to make sure the whole pod thrives. ABB Adaptive makes sure your project thrives through the exact same methods.

**That's adaptive. ABB Adaptive Execution.™**

Translating your scope into an executable solution takes a partner with a great deal of proven expertise, in-depth learnings from past projects and a commitment to the seamless collaboration necessary to see the project through to its successful completion. ABB is that partner and ABB Adaptive Execution™ is the solution that can make a world of difference to your next capital project. See how at [www.abb.com/adaptive](http://www.abb.com/adaptive).

People Technology Process Systems Tools Infrastructure




Each piece doing its part to ensure success.

When each performs its own special role, the entire colony thrives. Shared success is core to ABB Adaptive, too.

**That's adaptive. ABB Adaptive Execution.™**

With today's capital projects, sticking to schedules despite all of the complex interdependencies can be challenging. ABB Adaptive Execution™ overcomes those challenges by employing proactive interface management and collaboration across all partners in the project—for a true end-to-end solution. See how we can make a world of difference for your project at [www.abb.com/adaptive](http://www.abb.com/adaptive).

People Technology Process Systems Tools Infrastructure




Changing scope on the fly.

The hummingbird is engineered to change direction mid-flight in the blink of an eye, with surprising agility. An ability shared by ABB Adaptive.

**That's adaptive. ABB Adaptive Execution.™**

ABB Adaptive Execution™ builds in the ability to shift focus quickly and efficiently, without losing momentum. It does so by integrating the very best of ABB, including industry experts, new technologies, agile processes and validated methodologies. See how we can make a world of difference for your next project at [www.abb.com/adaptive](http://www.abb.com/adaptive).

People Technology Process Systems Tools Infrastructure




Efficiency through modularity.

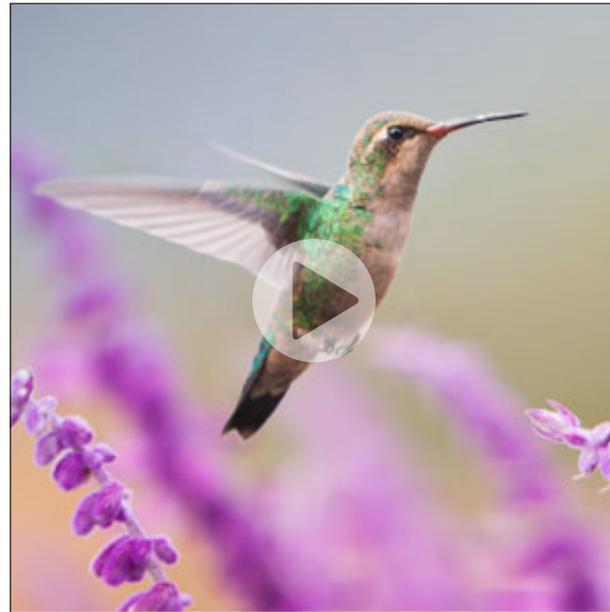
The modularity design of a honeycomb allows customization, empowering the bees to do more work in less time, yet still build a strong, stable infrastructure. A principle employed by ABB Adaptive.

**That's adaptive. ABB Adaptive Execution.™**

Through modular design, standardization, auto-validation and reliable infrastructure, ABB Adaptive Execution™ ensures the delivery team's ability to achieve more in less time. The solution integrates the very best of ABB by combining industry experts, new technologies, agile processes and validated methodologies. See how we can make a world of difference for your next project at [www.abb.com/adaptive](http://www.abb.com/adaptive).

People Technology Process Systems Tools Infrastructure





—  
**ABB Adaptive Execution.™**  
The agility to change  
scope on the fly.

ADAPT NOW

**ABB**



—  
**Efficiency  
through  
modularity.**

ADAPT NOW

**ABB**



—  
**Enhancing your ability  
to see around corners.**

ADAPT NOW

**ABB**



—  
**Many moving parts,  
one shared goal.**

ADAPT NOW

**ABB**



—  
**Working together effectively.**

ADAPT NOW

**ABB**

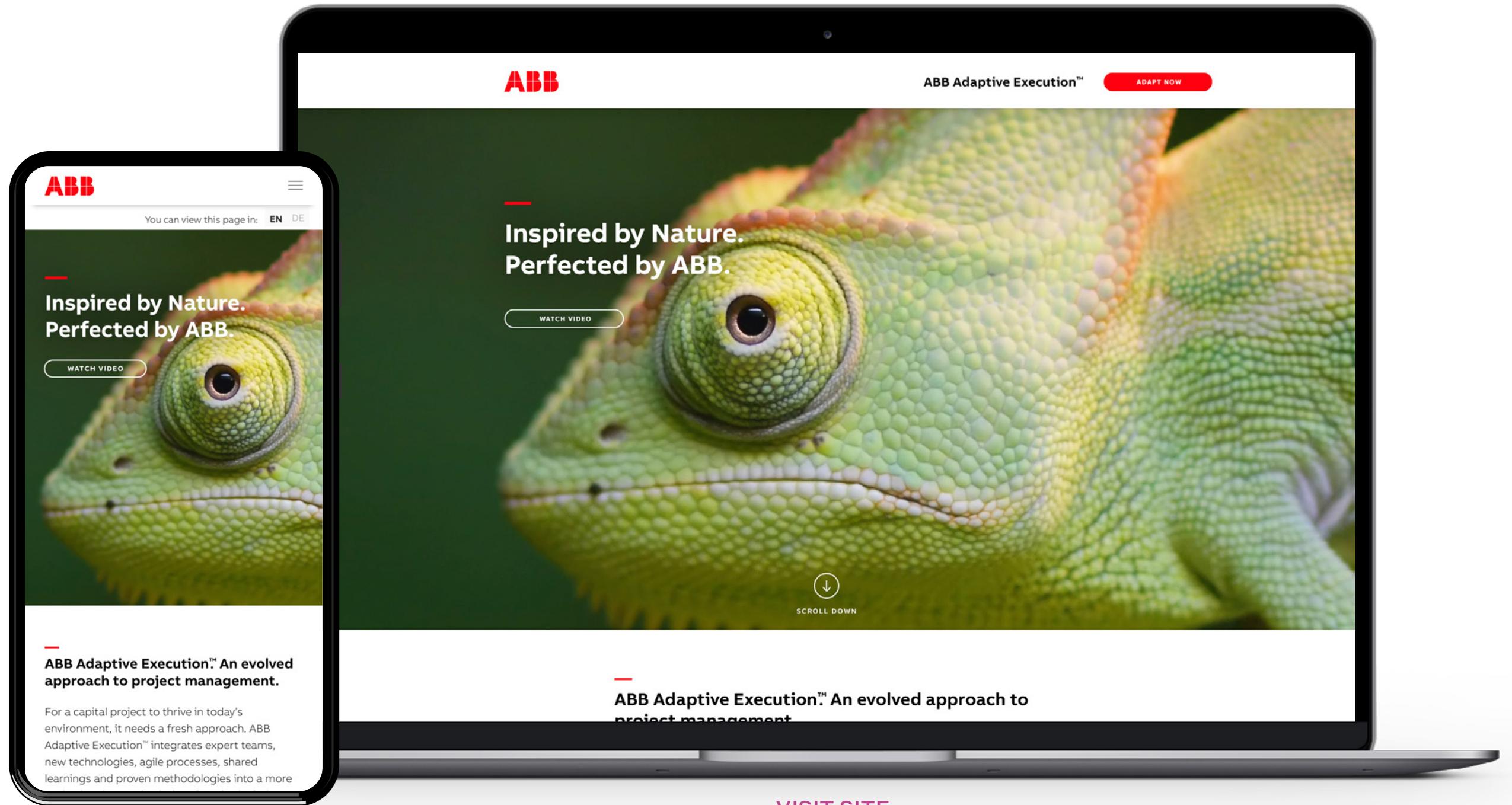


ABB Adaptive Execution™

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Inspired by Nature.  
Perfected by ABB.

WATCH VIDEO

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Inspired by Nature.  
Perfected by ABB.

WATCH VIDEO

ABB Adaptive Execution™: An evolved approach to project management.

For a capital project to thrive in today's environment, it needs a fresh approach. ABB Adaptive Execution™ integrates expert teams, new technologies, agile processes, shared learnings and proven methodologies into a more

ABB Adaptive Execution™: An evolved approach to project management.

VISIT SITE

EMAILS:

47%

OPEN RATE

34%

CLICK THROUGH RATE

300

CUSTOMER OPPORTUNITIES

**ABB**

Working together toward flawless execution.

—

**That's adaptive. ABB Adaptive Execution.™**

For a large capital project to thrive in today's environment, it needs a fresh approach. ABB Adaptive gives you that approach.

By integrating expert teams, new technologies, agile processes, shared learnings and proven methodologies, we've developed a seamless end-to-end solution that is built to streamline large capital projects.

People — Technology — Process — Systems — Tools — Infrastructure

From initial design to completed build, ABB Adaptive minimizes risk, delivering up to 40% cost savings, 30% schedule compression and 40% fewer start-up hours.

Contact us to see how you can transform your next project.

**ADAPT NOW**