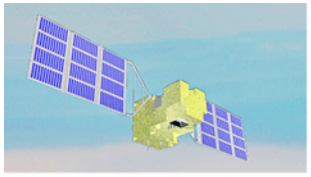
ABB Group Communications

Digital Communications
Digital transformation @ABB

Power and productivity
for a better world™

About ABB
Communications in a complex organization

Power and automation are all around us
You will find ABB technology…



orbiting the earth and working beneath it,

crossing oceans and on the sea bed,

in the fields that grow our crops and packing the food we eat,

on the trains we ride and in the facilities that process our water,

in the plants that generate our power and in our homes, offices and factories

ABB digital communications journey so far

Connect emission-free power to the grid?

Naturally.

www.abb.com/betterworld

Power and productivity
for a better world™

ABB

Bloomberg BW 2010 Energy Survey, in partnership with ABB

In Q4 2010, Bloomberg Businessweek Research Services surveyed energy professionals to give their views on the key energy issues facing the world today. ABB, the research sponsor, is pleased to make available the findings of the research. Click on any of the links below to access the findings of the survey

Video highlights | Key findings (4) | White papers (3) | Podcast (3)

Share this page

The stories

Connecting renewable energy to the grid

Big cities need large amounts of electricity. Renewable power often needs to be transported hundreds or even thousands of kilometers.

Saving energy with ABB drives

The installed base of ABB drives, which control the power consumed by electric motors, saves 180 million tons of carbon dioxide each year

Drinking water from the sea

Water is the cradle of life, but many parts of our planet are critically short of drinking water. ABB water solutions are helping to turn that around.

A new wind for offshore farms

An ABB technology is helping to link the world's most remote offshore wind farm to the grid, with minimal environmental impact.

The best solutions for a busy city

Intelligent building controls, regulating lighting and ventilation, win awards for energy savings in Singapore.

Fuel-efficiency on the high seas

Royal Caribbean is treating its passengers to a smoother ride, and itself to lower fuel costs, with ABB's electric propulsion system.

Refining plant processes

Digitization is no longer
a trend - the world has changed
and we live in digital times

The new ABB.com
Visual, mobile, ABB

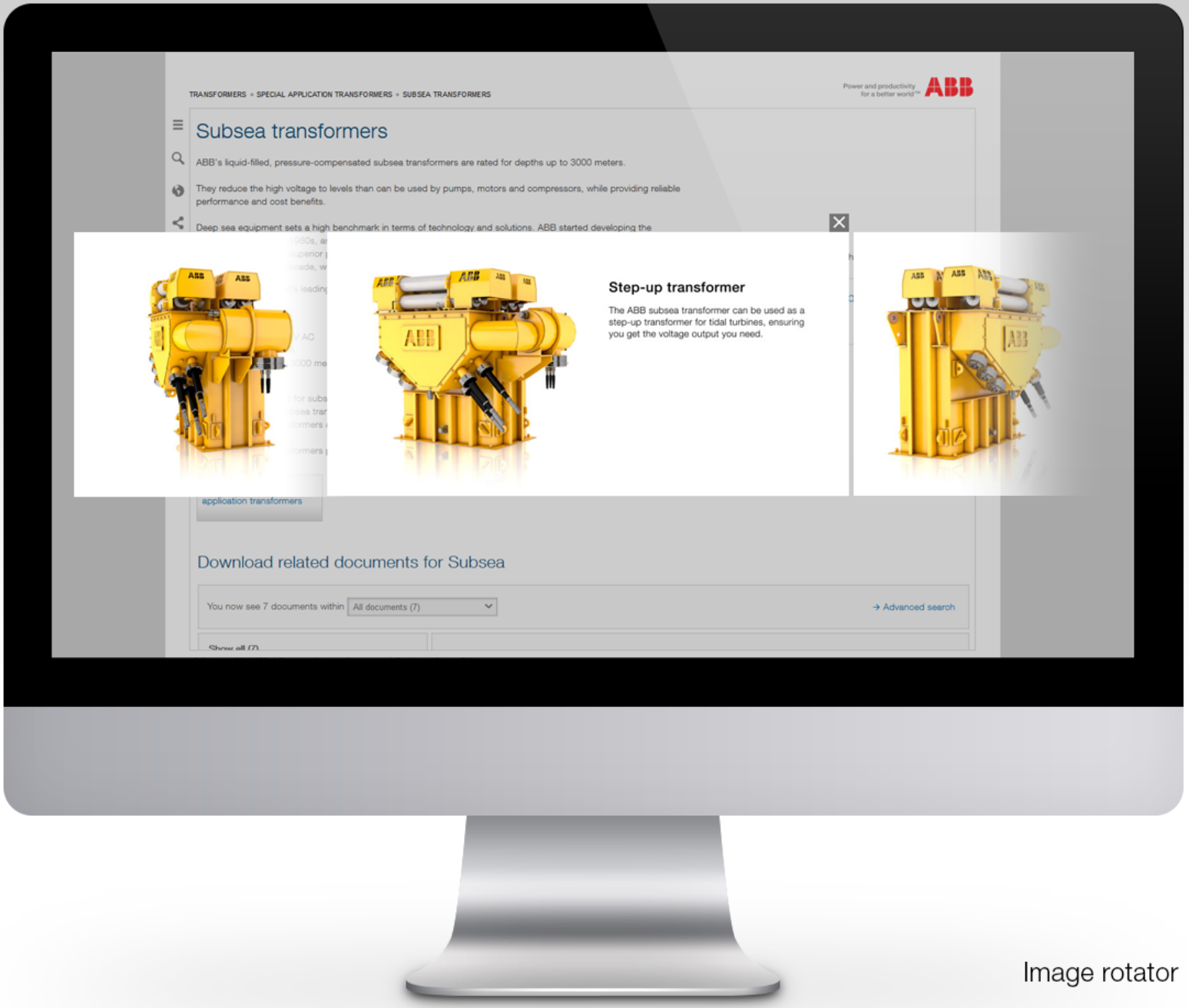


Image rotator

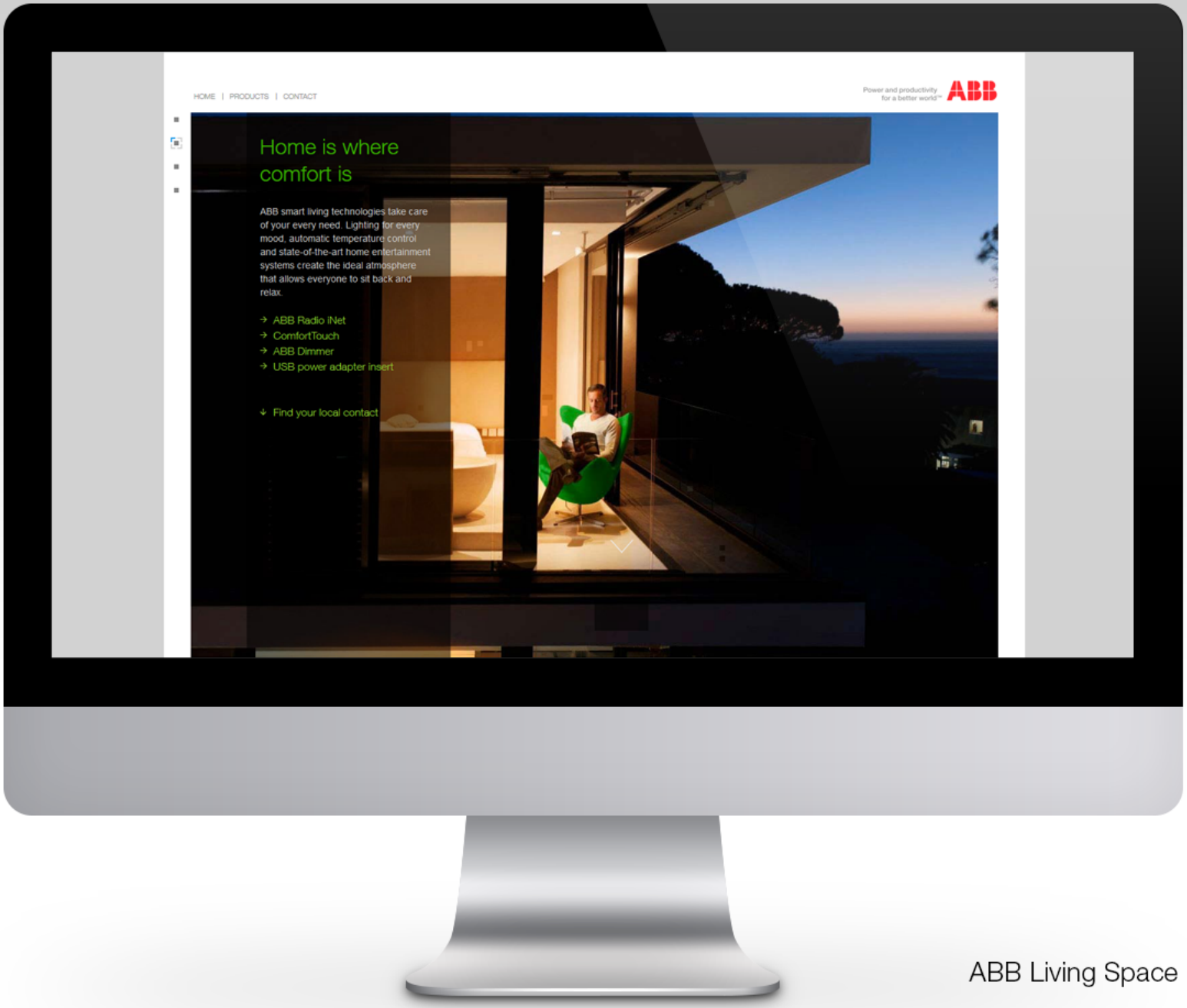


ABB Living Space

Energy Efficiency report

Challenges and the road ahead

Your story, your information, your note? **feedback@20minuten.ch**

ENERGY EFFICIENCY

09th April 2013 15:08, *Act: 09/04/2013 15:08*

ABB brings revolutionary power saver

With the intelligent lock «Emax 2" ABB brings a product to market, the annual electricity consumption of 1.4 million households can be saved.

Welcome home

Meet the Nest Learning Thermostat ›

PLAY THE NEST VIDEO ›

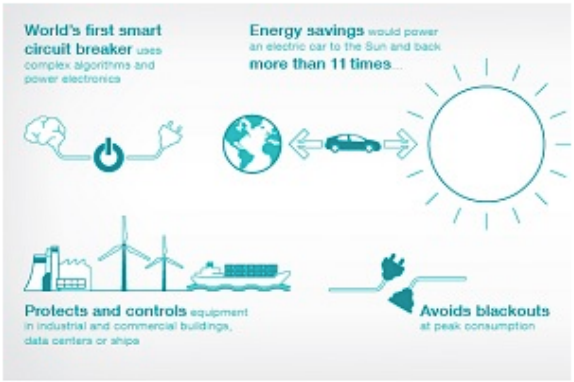
Living with Nest ›

Save energy. Make money. ›

Will Nest work for you? ›

SACE Emax 2

SACE Emax 2 is a new series of low voltage air circuit-breakers up to 6300 A. With the ability to efficiently and simply control electrical installations – from the traditional to the more complex – with minimum impact, the new SACE Emax 2 circuit-breakers represent the evolution of a circuit-breaker into a Power Manager.



SACE Emax 2 air circuit-breakers have been designed to manage, with maximum efficiency, all low voltage electrical installations: from industrial plants, naval applications, traditional and renewable power generation installations to buildings, shopping centers, data centers and communication networks.
Achieving maximum efficiency of an electrical installation in order to reduce consumption and waste requires intelligent

Downloads

Emax 2

All documents (451)

Popular documents

- SACE Emax 2. New low voltage air circuit-breakers
  English – 2013-04-22 – 10,19 MB – pdf – Catalogue
- SACE low voltage air circuit-breakers. Sometimes evolution takes a leap.
  English – 2013-04-10 – 1,69 MB – pdf – Brochure
- New SACE Emax 2. From Circuit-breaker to Power Manager
  English – 2013-04-09 – 0,99 MB – pdf – Brochure
- Emax2 – The first circuit breaker that saves energy
  English – 2013-04-10 – 0,47 MB – pdf – Picture
- Emax 2 Promotional video
  English – 2012-11-06 – 20,16 MB – flv – Movie

Article (2)

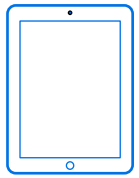
- The new SACE Emax 2 Ekip G trip units for generator protection
  English – 2013-04-09 – 0,36 MB – pdf
- The new SACE Emax 2 family of air circuit-breakers. The evolution from circuit-breaker to power manager

Complexity and scale
Small challenges are multiplied

1 million pages

60 country web sites

250,000 products



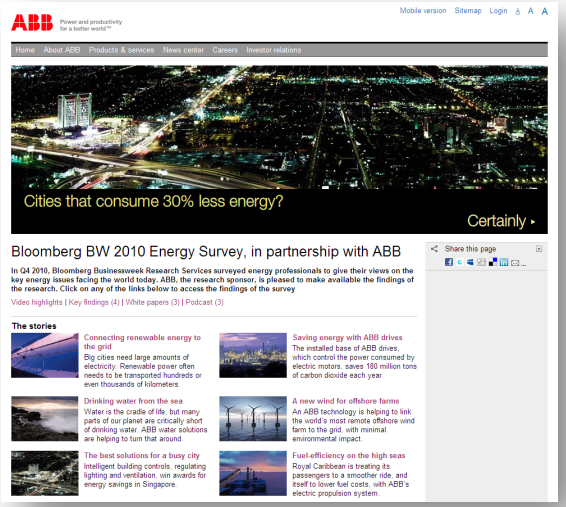
18 web applications / platforms

3,500 content editors

27 languages

© ABB Group

Complexity and scale
Fast pace of change, mastery of new concepts



Mastery required

The web as a billboard

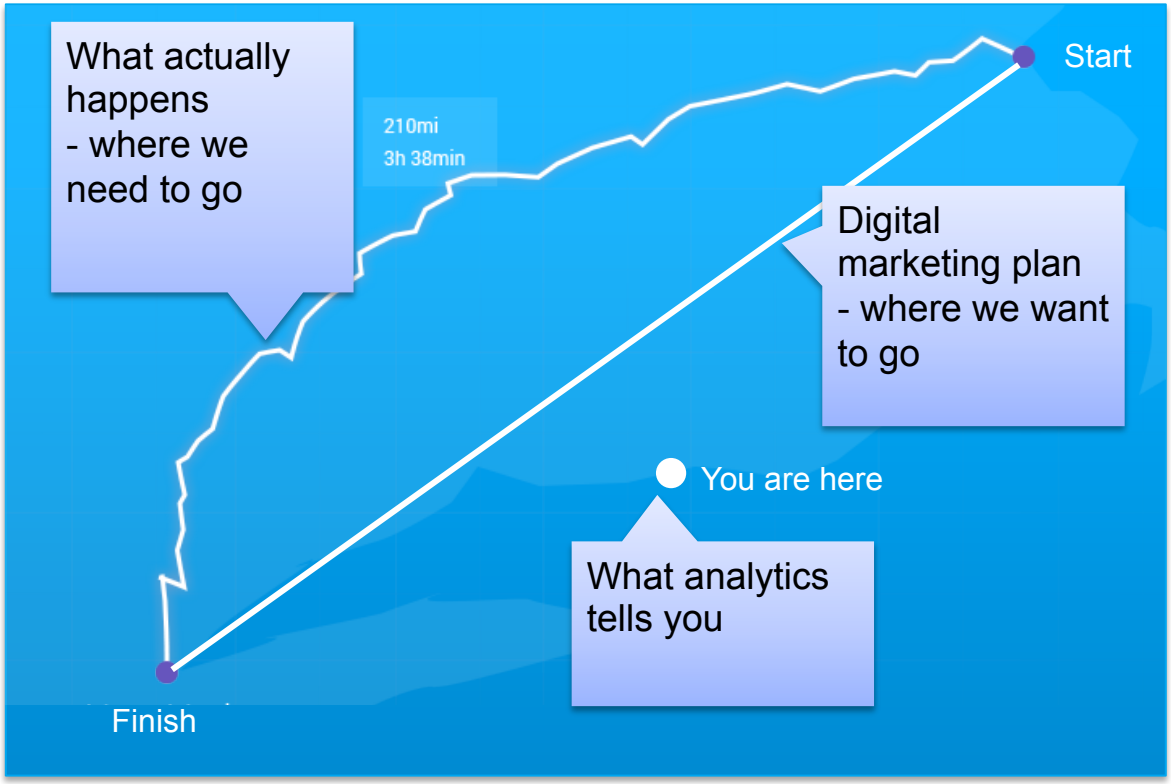
- Editorial
- Imagery
- Analytics
- The World Wide Web

The web as an interactive experience

- Interaction design
- Application design
- Animation
- Complex devices
- Big Data Analytics
- User Experience
- Social marketing
- Consumer technologies

3,500 content editors

Web analytics: the answer to everything?
Or the World's most useless GPS?

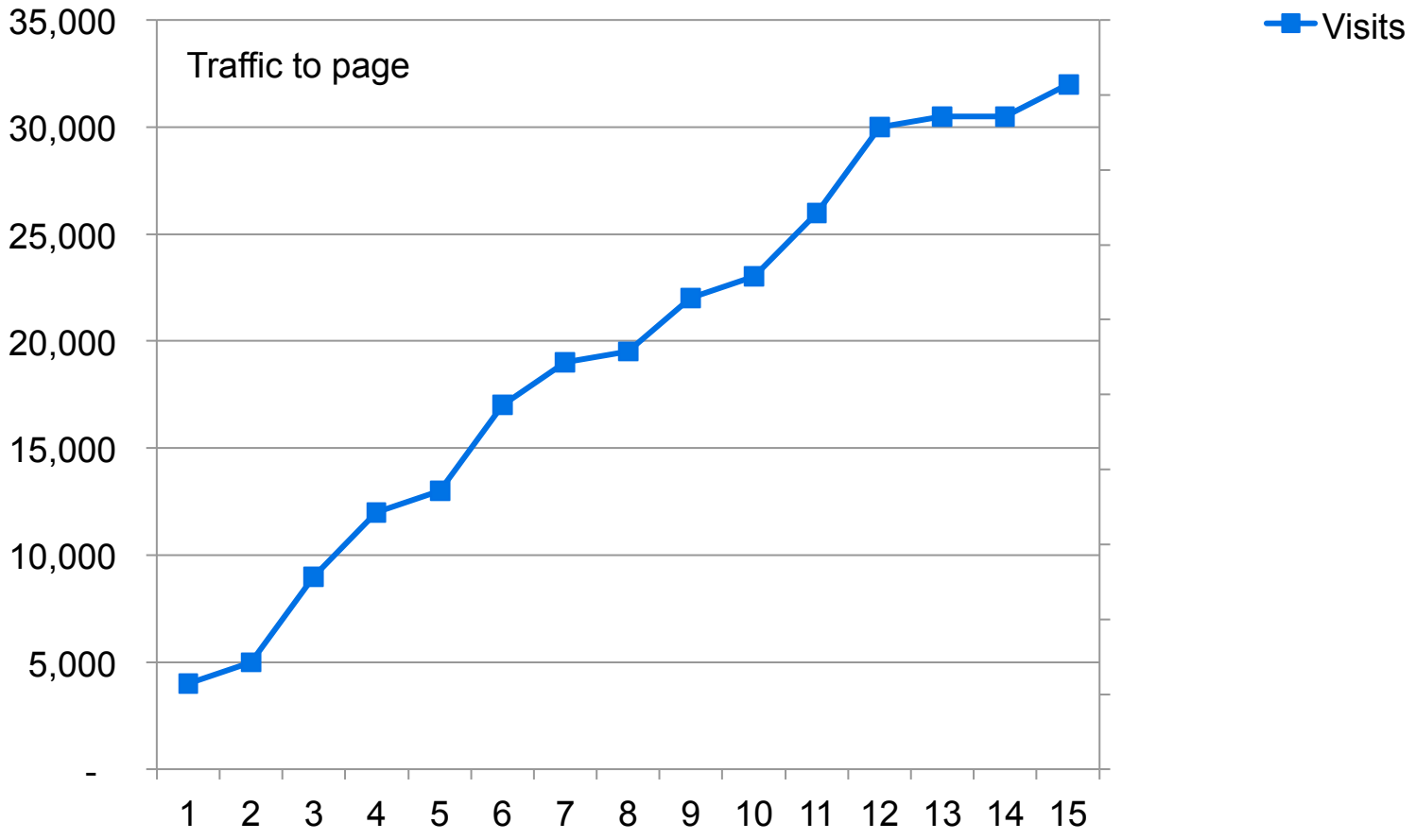


In practice, analytics adds another layer of complexity to an already complex topic

Data points are not actionable improvement suggestions

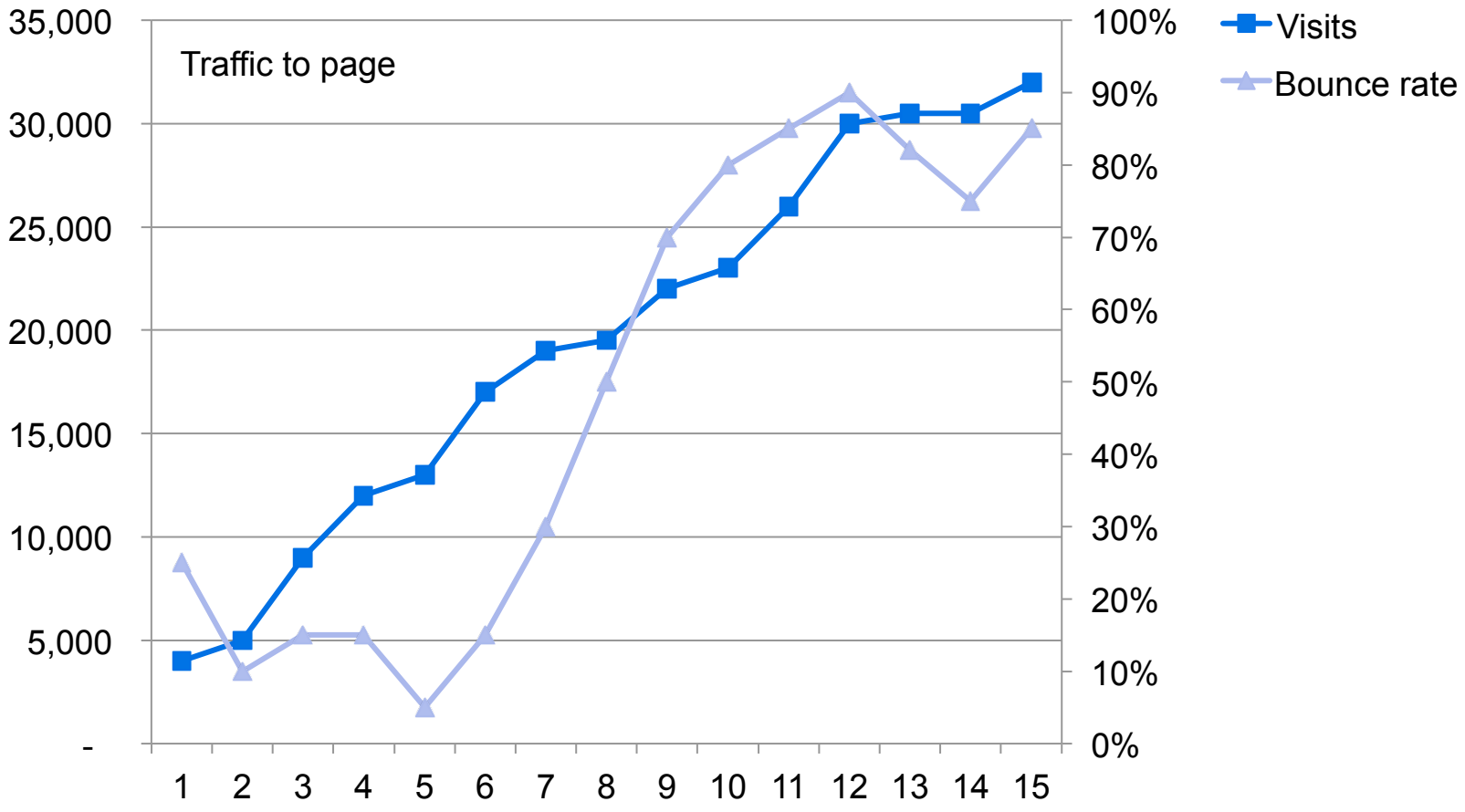
© ABB Group

In practice
Does this show improvement?

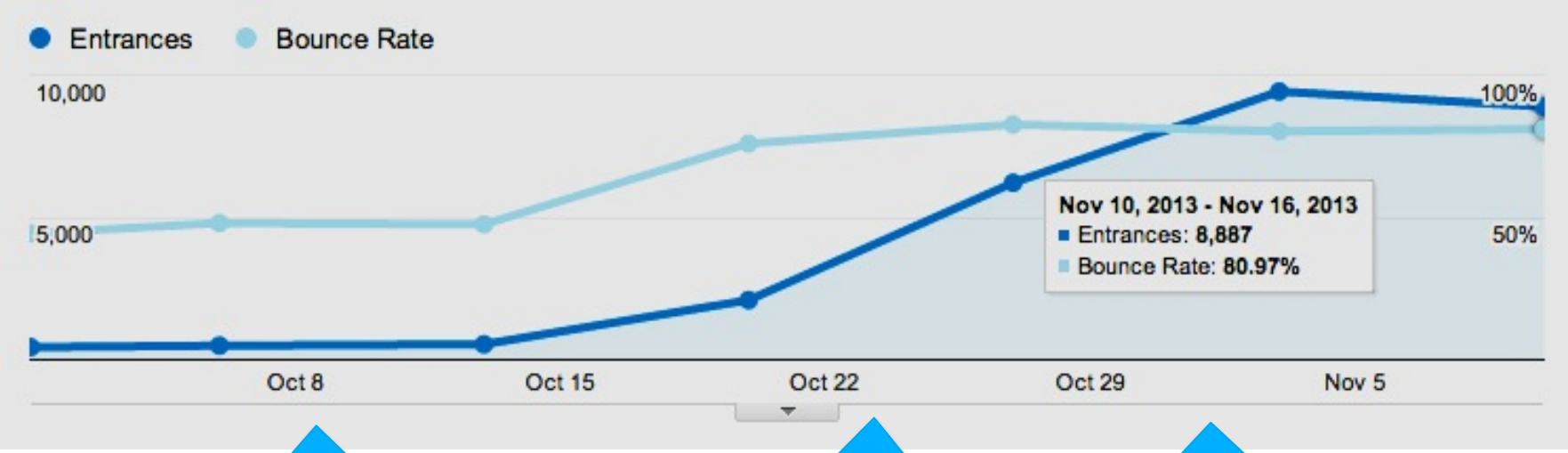


© ABB Group
Month DD, Year

Does this show improvement?
Or failure?



Understanding the story behind the data
A real example



Good situation, generating results

Poorly targeted advertising

"Amazing traffic!"

but terrible results

A completely new approach to web analytics

How the web is changing approaches to big problems

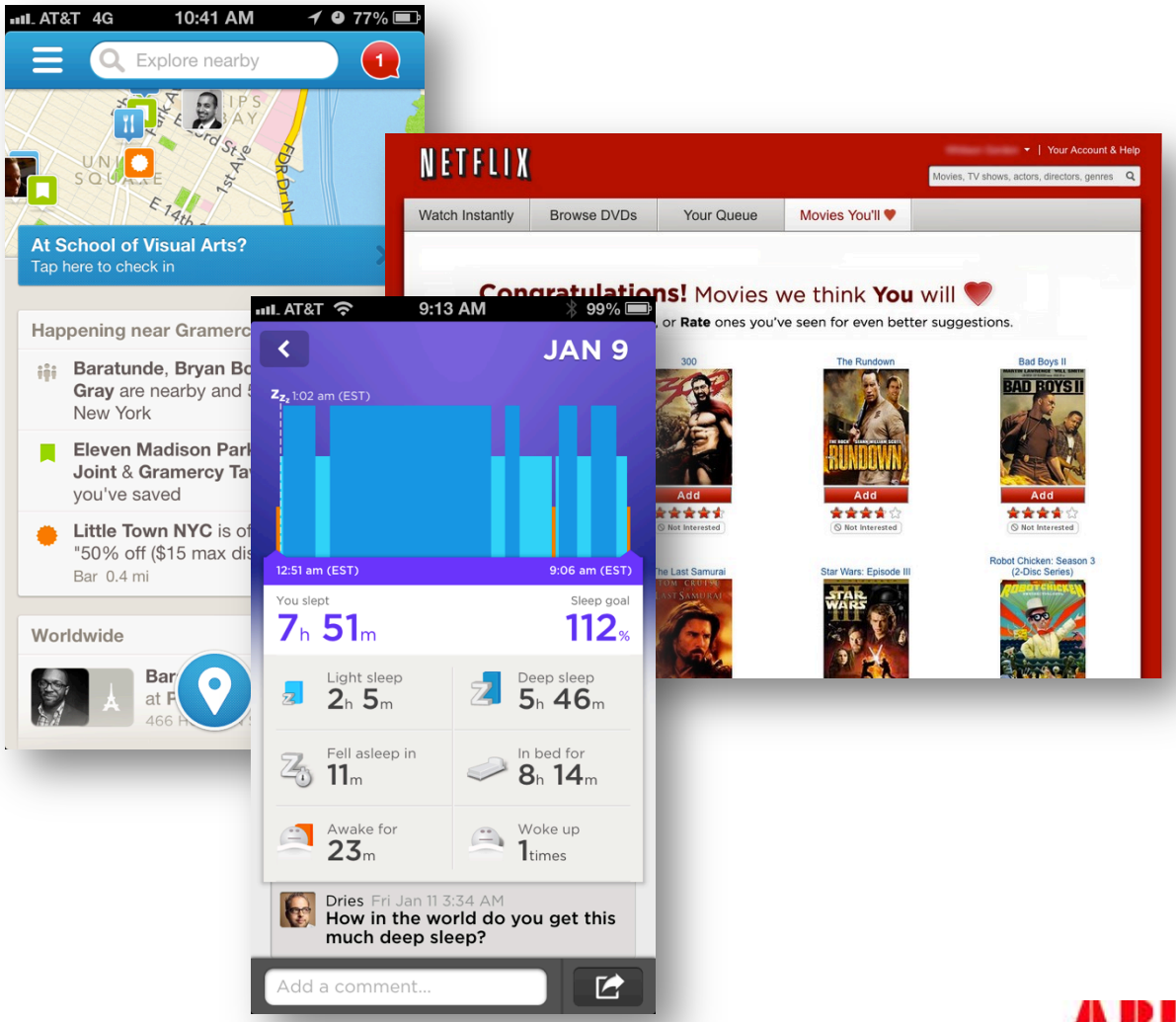
4 key trends

Crowd sourcing

Visualization

Big data

Gamification



8 billion data points every year
The trick is to make sense of it

Visitor
visitorType
visitCount
daysSinceLastVisit
userDefinedValue
visitors
newVisits
percentNewVisits
Session
visitLength
visits
bounces
entranceBounceRate
visitBounceRate
timeOnSite
avgTimeOnSite
Traffic Sources
referralPath
fullReferrer
campaign
source
medium
sourceMedium
keyword
adContent
socialNetwork
hasSocialSourceReferral
organicSearches
Adwords
adGroup
adSlot
adSlotPosition
adDistributionNetwork
adMatchType
adKeywordMatchType
adMatchedQuery
adPlacementDomain
adPlacementUrl
adFormat
adTargetingType
adTargetingOption
adDisplayUrl
adDestinationUrl
adwordsCustomerID
adwordsCampaignID
adwordsAdGroupID
adwordsCreativeID
adwordsCriteriaID
impressions

adClicks
adCost
CPM
CPC
CTR
costPerTransaction
costPerGoalConversion
costPerConversion
RPC
ROI
margin
Goal Conversions
goalCompletionLocation
goalPreviousStep1
goalPreviousStep2
goalPreviousStep3
goalXXStarts
goalStartsAll
goalXXCompletions
goalCompletionsAll
goalXXValue
goalValueAll
goalValuePerVisit
goalXXConversionRate
goalConversionRateAll
goalXXAbandons
goalAbandonsAll
goalXXAbandonRate
goalAbandonRateAll
Platform or Device
browser
browserVersion
operatingSystem
operatingSystemVersion
isMobile
isTablet
mobileDeviceBranding
mobileDeviceModel
mobileInputSelector
mobileDeviceInfo
mobileDeviceMarketingNam
e
deviceCategory

Geo Network
continent
subContinent
country

region
metro
city
latitude
longitude
networkDomain
networkLocation

System
flashVersion
javaEnabled
language
screenColors
screenResolution

Social Activities
socialActivityEndorsingUrl
socialActivityDisplayName
socialActivityPost
socialActivityTimestamp
socialActivityUserHandle
socialActivityUserPhotoUrl
socialActivityUserProfileUrl
socialActivityContentUrl
socialActivityTagsSummary
socialActivityAction
socialActivityNetworkAction
socialActivities
Page Tracking
hostname
pagePath
pagePathLevel1
pagePathLevel2
pagePathLevel3
pagePathLevel4
pageTitle
landingPagePath
secondPagePath
exitPagePath
previousPagePath
nextPagePath
pageDepth
pageValue
entrances
entranceRate
pageviews
pageviewsPerVisit
uniquePageviews

timeOnPage
avgTimeOnPage
exits
exitRate
Internal Search
searchUsed
searchKeyword
searchKeywordRefinement
searchCategory
searchStartPage
searchDestinationPage
searchResultViews
searchUniques
avgSearchResultViews
searchVisits
percentVisitsWithSearch
searchDepth
avgSearchDepth
searchRefinements
percentSearchRefinements
searchDuration
avgSearchDuration
searchExits
searchExitRate
searchGoalXXConversionR
ate
searchGoalConversionRate
All
goalValueAllPerSearch
Site Speed

pageLoadTime
pageLoadSample
avgPageLoadTime
domainLookupTime
avgDomainLookupTime
pageDownloadTime
avgPageDownloadTime
redirectionTime
avgRedirectionTime
serverConnectionTime
avgServerConnectionTime
serverResponseTime
avgServerResponseTime
speedMetricsSample
domInteractiveTime
avgDomInteractiveTime
domContentLoadedTime

avgDomContentLoadedTim
e
domLatencyMetricsSample
App Tracking
appInstallerId
appVersion
appName
appId
screenName
screenDepth
landingScreenName
exitScreenName
screenviews
appviews
uniqueScreenviews
uniqueAppviews
screenviewsPerSession
appviewsPerVisit
timeOnScreen
avgScreenviewDuration
Event Tracking
eventCategory
eventAction
eventLabel
totalEvents
uniqueEvents
eventValue
avgEventValue
visitsWithEvent
eventsPerVisitWithEvent
Ecommerce
transactionId
affiliation
visitsToTransaction
daysToTransaction
productSku
productName
productCategory
currencyCode
transactions
transactionsPerVisit
transactionRevenue
revenuePerTransaction
transactionRevenuePerVisit
transactionShipping
transactionTax
totalValue
itemQuantity

uniquePurchases
revenuePerItem
itemRevenue
itemsPerPurchase
localTransactionRevenue
localTransactionShipping
localTransactionTax
localItemRevenue
Social Interactions
socialInteractionNetwork
socialInteractionAction
socialInteractionNetworkAct
ion
socialInteractionTarget
socialEngagementType
socialInteractions
uniqueSocialInteractions
socialInteractionsPerVisit
User Timings
userTimingCategory
userTimingLabel
userTimingVariable
userTimingValue
userTimingSample
avgUserTimingValue
Exceptions
exceptionDescription
exceptions
exceptionsPerScreenview
fatalExceptions
fatalExceptionsPerScreenvi
ew
Content Experiments
experimentId
experimentVariant

Custom Variables or
Columns
dimensionXX
customVarNameXX
customVarValueXX
metricXX
Time
date
year
month
week
day

hour
minute
nthMonth
nthWeek
nthDay
nthMinute
dayOfWeek
dayOfWeekName
dateHour
yearMonth
yearWeek
isoWeek
isoYear
isoYearIsoWeek

Audience
visitorAgeBracket
visitorGender
interestOtherCategory
interestAffinityCategory
interestInMarketCategory

Adsense

adsenseRevenue
adsenseAdUnitsViewed
adsenseAdsViewed
adsenseAdsClicks
adsensePageImpressions
adsenseCTR
adsenseECPM
adsenseExits

pageLoadTime
pageLoadSample
avgPageLoadTime
domainLookupTime
avgDomainLookupTime
pageDownloadTime
avgPageDownloadTime
redirectionTime
avgRedirectionTime
serverConnectionTime
avgServerConnectionTime
serverResponseTime
avgServerResponseTime
speedMetricsSample
domInteractiveTime
avgDomInteractiveTime
domContentLoadedTime

8 billion data points every year
Let's start with the actual questions that we have

- Is our content being read? → Consumption
- Does our content generate leads? → Conversion
- Are our pages being visited? → Popularity
- Does our content trigger interaction and involvement? → Interaction
- Does it make visitors to stay and read more? → Retention
- Is our content visible and popular outside our website? → Visibility
- How old is our content? → Age

Visitor
visitorType
visitCount
daysSinceLastVisit
userDefinedValue
visitors
newVisits
percentNewVisits

Session
visitLength
visits
bounces
entranceB
visitBounc
timeOnSit
avgTimeO

Traffic So
referralPat
fullReferre
campaign
source
medium
sourceMe
keyword
adConten
socialNetw
hasSocial
organicSe
Adwords
adGroup
adSlot
adSlotPos
adDistribu
adMatchT
adKeywor
adMatche
adPlacem
adPlacem
adFormat
adTargeti
adTargetingOption
adDisplayUrl
adDestinationUrl
adwordsCustomerID
adwordsCampaignID
adwordsAdGroupID
adwordsCreativeID
adwordsCriteriaID
impressions

adClicks
adCost
CPM
CPC
CTR
costPerTransaction
costPerGoalConversion
costPerConversion

mobileDeviceInfo
mobileDeviceMarketingNam
e
deviceCategory

Geo Network
continent
subContinent
country

region
metro
city
latitude
longitude
networkDomain
networkLocation

previousPagePath
nextPagePath
pageDepth
pageValue
entrances
entranceRate
pageviews
pageviewsPerVisit
uniquePageviews

timeOnPage
avgTimeOnPage
exits
exitRate
Internal Search
searchUsed
searchKeyword
searchKeywordRefinement

serverConnectionTime
avgServerConnectionTime
serverResponseTime
avgServerResponseTime
speedMetricsSample
domInteractiveTime
avgDomInteractiveTime
domContentLoadedTime

avgDomContentLoadedTim
e
domLatencyMetricsSample
App Tracking
appInstallerId
appVersion
appName
appId

transactionsPerVisit
transactionRevenue
revenuePerTransaction
transactionRevenuePerVisit
transactionShipping
transactionTax
totalValue
itemQuantity

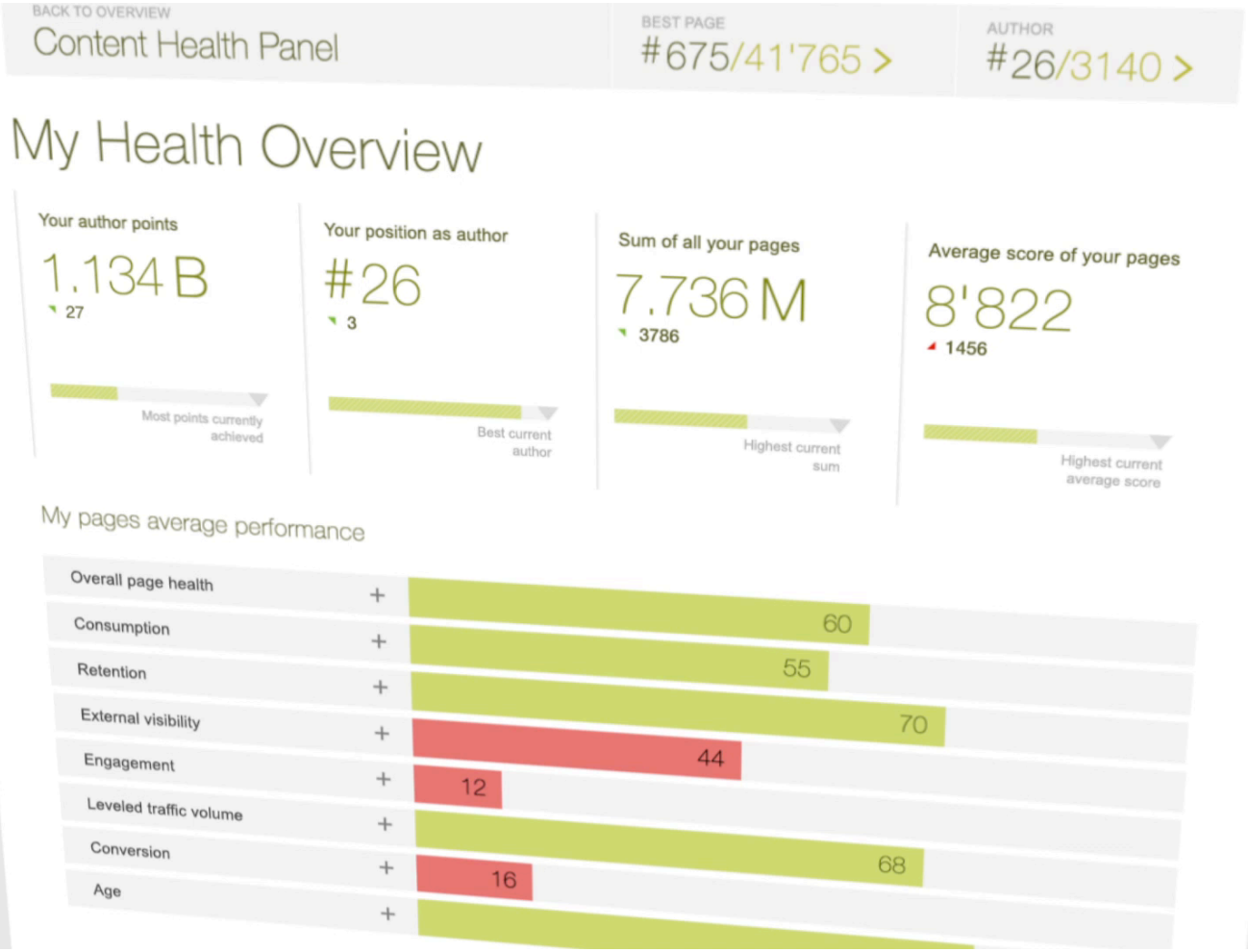
uniquePurchases
revenuePerItem
itemRevenue
itemsPerPurchase
localTransactionRevenue
localTransactionShipping
localTransactionTax
localItemRevenue

customVarNameXX
customVarValueXX
metricXX
Time
date
year
month
week
day

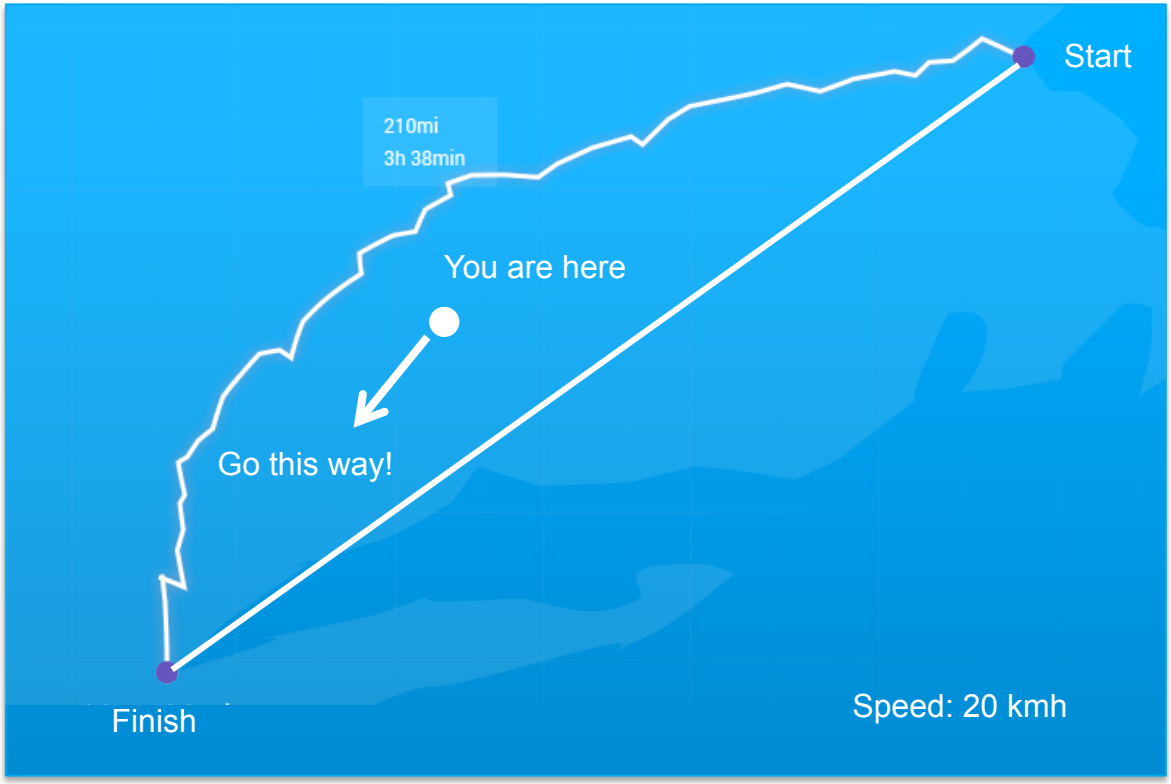
hour
minute
nthMonth
nthWeek
nthDay
nthMinute
dayOfWeek
dayOfWeekName

redirectionTime
avgRedirectionTime
serverConnectionTime
avgServerConnectionTime
serverResponseTime
avgServerResponseTime
speedMetricsSample
domInteractiveTime
avgDomInteractiveTime
domContentLoadedTime

Crowd sourcing, big data, visualization, gamification
The ABB Content Health Panel



Web analytics 2.0
A GPS for web content



Where we are

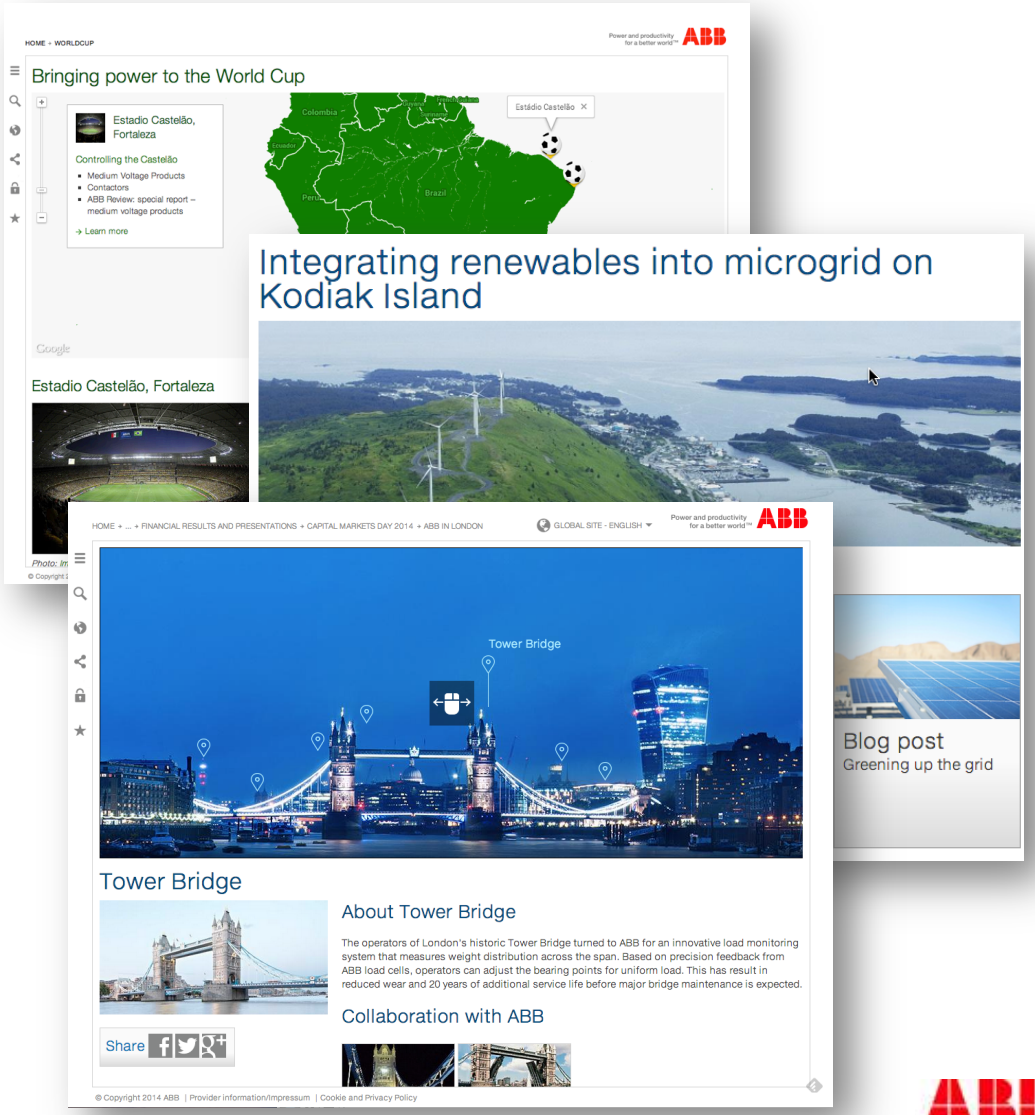
Where to go

How fast we are traveling (improving)

Constant feedback = less trial & error = a more direct route

Experience of the Content Health Panel so far
Changing the conversation

- From “I think” to “what users want”
- Challenges our instincts on form and function
- Provides instant feedback which creates a performance culture
- Provides a much better dialogue and common language between HQ and the business



Press releases

+ Group press releases

+ Trade press releases

ABB's TOSA flash charging electric bus technology wins innovation prize

2014-10-10 - ABB-developed boost charging technology and traction equipment for electric buses recognized at German EBUS Award 2014.

The technology incorporated on TOSA, the first 100% electric articulated bus, was recognized at the EBUS Award 2014 on October 10. TOSA, which has now been in operation in Geneva, Switzerland, for over a year, won the Power Train and Charging Technology categories for its innovative on-board traction system and flash in-route charging. The EBUS Award is selected by a jury of worldwide recognized experts and the German public transportation association under the patronage of Alexander Dobrindt, Germany's Minister of Transport and Digital Infrastructure.

TOSA (Trolleybus Optimisation Système Alimentation), which carries up to 135 passengers, could represent a viable alternative to diesel-powered urban transportation in the future. The vehicle is charged directly at selected stops on its route with a 15-second, 400-kilowatt energy boost while the passengers enter and leave the vehicle, based on a new type of automatic flash-charging mechanism. The system uses a laser-controlled moving arm, which connects to an overhead receptacle for charging at bus shelters. The charging time is so quick that it does not interfere with the bus schedule and the lack of overhead lines improves the urban environment while providing greater route flexibility. At the end of the bus line a three to four-minute boost enables the full recharge

Search → OK

News only

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Contact us

General information:

→ Contact ABB

Links

→ ABB demonstrates technology to power flash charging electric bus in 15 seconds (press release)

→ Flash charging an electric bus in 15 seconds (video)

→ Enabling a new generation of electric buses (infographic)

→ Swiss Federal Office of Energy SFOE (video)

TOSA: A new generation of buses

No overhead lines and ultrafast charging times at bus stops pave the way for the next generation of silent, flexible, zero-emissions urban mass transit.

Learn about the project

News article, October 10, 2014

TOSA flash charging electric bus technology wins innovation prize

Press release

ABB's technology flash charges electric bus in 15 seconds

TOSA takes to the streets

Infographic

Enabling a new generation of electric buses

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From the world's longest discussion, to the shortest meeting ever

ABB to enable integration of renewables in Alaskan island microgrid

Innovative solution to enable Kodiak island to integrate more renewable energy and stabilize power supply across its remote and isolated microgrid

Zurich, Switzerland, September 12, 2014 - ABB, the leading power and automation group, will install its PowerStore, an integrated commercial flywheel technology to integrate with a battery system on Kodiak Island in Alaska to enable the integration of more renewable energy from an expanded wind farm to its microgrid and also to address stability challenges that will arise from a crane upgrade being undertaken to enhance its port operations.The project is being undertaken on behalf of Kodiak Electric Association (KEA), an electric cooperative owned by residents of the Island.

Kodiak Island, off Alaska's south coast, is the second largest island in the United States. Its population of 15,000 people live in just seven communities, the largest in the port town of Kodiak. KEA operates a microgrid that generates virtually all of its 28 megawatts (MW) of electricity capacity from hydropower and wind.

Search → OK

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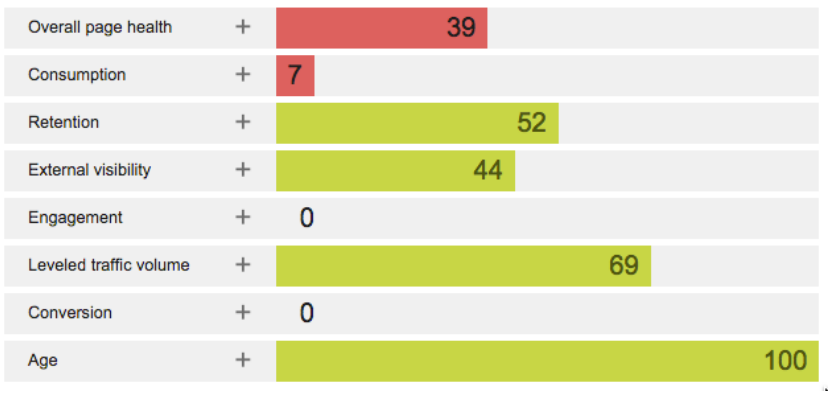
Thomas Schmidt; Antonio Ligi
Switzerland: Tel. +41 43 317 7111
http://twitter.com/ABBcomms

Resources

→ Press release: English version (pdf)
→ Press release: German version (pdf)
→ YouTube video: Alaskan island goes green with ABB technology
→ Infographic: Microgrid to run Alaskan island on renewables
→ High resolution image (jpg)
→ www.abb.com/glossary

Further reading

→ Microgrids solutions web page
→ PowerStore web page
→ News on Faial Island order



Ranked 2,884 of 4,000

Integrating renewables into microgrid on Kodiak Island

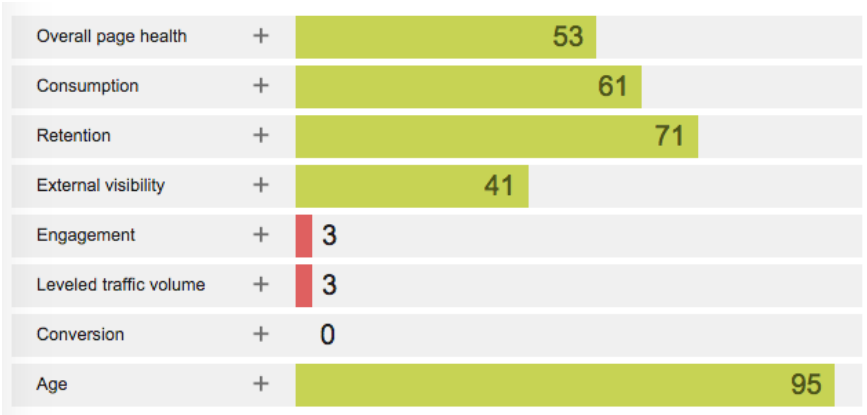
Learn about the project

Press release
ABB to enable integration of renewables in Alaskan island microgrid

YouTube video
Alaskan island goes green with ABB technology

Infographic
Microgrid to run Alaskan island on renewables

Blog post
Greening up the grid



Ranked 192 of 4,000

Where next?

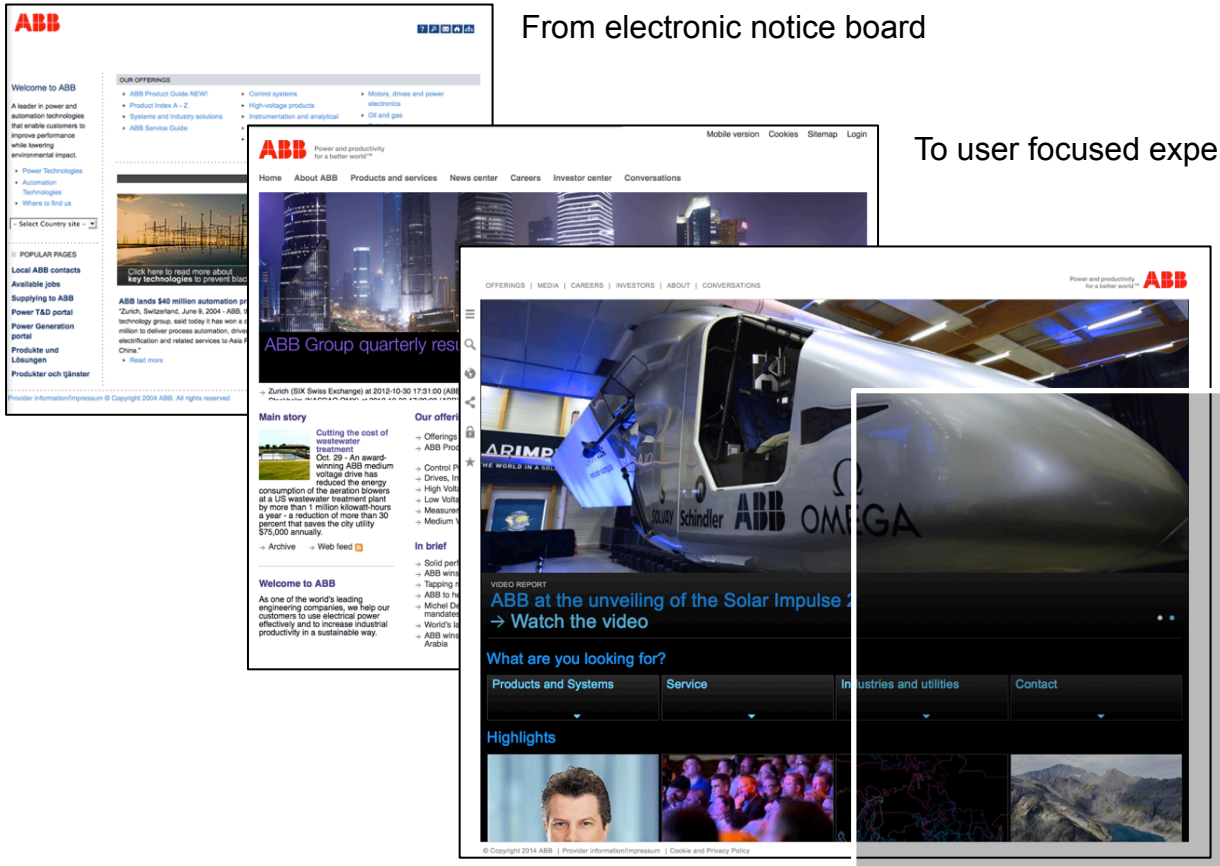
Some key technology trends
And their impact for the web at ABB

The news industry is figuring out **new business models** – the new generation of news outlets mean that news has never been richer or more widely consumed

New web tools and applications are changing the way **information is created, shared** and unlocking the **value** within it

User experience expectations continue to be driven **sky high** by firms such as Google and Apple

Where next?
Continuing to leverage the Internet to create value



From electronic notice board

To user focused experience

To rich brand experience

To the next level

The next abb.com

Power and productivity
for a better world™