Encompass Program
The Benefits of Partnering with Rockwell Automation

In an increasingly competitive global marketplace, sustaining business growth and driving customer loyalty are key success factors. Having a partner in Rockwell Automation can help increase profitability to achieve long-term growth.

Rockwell Automation offers a premier marketing program that references third party products which enhance and extend Rockwell Automation solutions for our customers.

The Encompass Program is a part of the Rockwell Automation PartnerNetwork, which includes specialists in industries, applications, geographies, technologies and services around the world. This collaboration can help customers harness the knowledge and flexibility needed to respond to rapid change and shifting demand.

The Encompass program creates a path for critical information exchange and improved solutions in the marketplace by linking technical and commercial resources of Rockwell Automation and the Encompass partner. In addition, third parties having products referenced in the Encompass Program will have significant commercial opportunities for referenced product promotions, easier communications with Rockwell Automation, easier training of their personnel in the use of Rockwell Automation products and technologies, and supplemental or expanded support resources.

Encompass Program Participation Levels
The Encompass Program is segmented into three distinct regions of participation:

- **Americas**
- **Asia-Pacific**
- **Europe**

A partner can be in one, two, or in all three regions as a ‘Global’ partner. Participation level is determined based on the strategic value to the Rockwell Automation sales region in which they will be referenced. The Encompass logo will be provided for members to use in commercial and technical product collateral based on the region(s) of reference for the partner products.

Encompass partners are companies that have:

- Products that extend and enhance Rockwell Automation solutions
- Submitted a completed membership application
- Been reviewed for eligibility and accepted within the region(s) to which they have applied
- Submitted their membership fee and signed their Memorandum of Membership
Encompass Program

Business partnering benefits both Rockwell Automation and the Encompass partner.

Program Benefits – Rockwell Automation

Through product referencing, we are able to provide unique technology solutions and address more of our customer’s needs. Referenced products are classified into two categories: Peripheral or Connected.

Peripheral Partner Products
Complementary products with no preferred connectivity to Rockwell Automation, peripheral products are critical components of the complete automation solution (e.g., enclosures, power conditioners, test tools, wiring devices). These products are usually representative of product lines carried by Rockwell Automation channel partners.

Connected Partner Products
Complementary products with preferred architectural or network connectivity to Rockwell Automation, these typically offer integrated solutions for applications and industries which Rockwell Automation does not currently serve. Connected products may support communications on Rockwell Automation core networks (such as DeviceNet, ControlNet and EtherNet/IP) or will tie through hardware, software, or licensed connectivity to our control platforms. Example products include pneumatic valve controllers, weigh scale modules, specialty I/O products, and software packages.

Program Benefits – Encompass Partner

As an Encompass partner, you can increase sales potential and internet exposure via joint sales opportunities and industry targeted activities.

Events
• Automation Fair™ for Americas partners
• PartnerNetwork Conference

Opportunities
• Trade Show Activities
• Product Directory / Internet Site
• Advertising Opportunities

Other Benefits
• Encompass Logo
• Rockwell Automation Equipment Discount
• Configuration Tools & Resources
• Encompass Newsletter / Informational Updates

These benefits are described in more detail on the following pages.

For more information on the Encompass Program and to see a current list of Encompass partners and referenced products, please visit our web site at www.rockwellautomation.com/encompass or email us at encompass@rockwellautomation.com.
Encompass Program: Benefit Details

Automation Fair®
Automation Fair is an annual technical fair created by Rockwell Automation to promote automation solutions consisting exclusively of Rockwell Automation and approved partner products. Automation Fair draws 6,000-10,000 customers from around the globe and is supported by Rockwell Automation Sales, Allen-Bradley distributors and Rockwell Automation partners. Automation Fair is hosted in the United States and exhibitor privileges are reserved specifically for Encompass Americas referenced products.

PartnerNetwork Conference
Rockwell Automation hosts an annual event for our partner programs including; Encompass partners, Solution Providers, Alliance partners, Machine Builders and Distributors to meet with Rockwell Automation sales, product and industry management. This conference encourages the development of partner relationships within the Rockwell Automation organization.

Trade Show Activities
Rockwell Automation offers marketing opportunities with Encompass partners at select industry tradeshows. Examples of opportunities include a partner locator brochure or customer hospitality events at industry trade shows.

Internet Site and Product Information
An Encompass product directory containing a product description for each referenced product will be published on the Rockwell Automation internet site. Additional literature about partners will be published for use by Rockwell Automation sales teams and customers to identify Encompass products that complement the Rockwell Automation solutions.

www.rockwellautomation.com
Encompass Program: Benefit Details

Advertising Opportunities

The Journal
The Journal From Rockwell Automation and Our Partners is a quarterly magazine offering the latest trends in automation solutions and published for users of Allen-Bradley equipment. The Journal's current circulation is 50,000 subscribers who are primarily managers from companies with 100+ employees. Advertising in The Journal is limited to Encompass (Americas) partner companies.

Automation Today
Automation Today is a newsletter distributed in Asia Pacific, Latin America and Europe and is translated for each country. The purpose of this magazine-style customer newsletter is to provide solid technical information and the latest technical solutions to current and potential users of Rockwell Automation products and services. Advertising partners must be referenced in the region where the magazine is distributed.

Encompass Logo
A logo will be provided for members to use in commercial and technical product collateral. Distinct logos are available reflecting the region(s) of reference for the partner products, Americas, Europe, and Asia-Pacific.

Rockwell Automation Equipment Discount
Encompass partners will receive discounts on Allen-Bradley and Rockwell Software products purchased for demonstration or product development/support purposes.

www.rockwellautomation.com
Encompass Program: Benefit Details

Configuration Tools & Resources
These tools are utilized by Rockwell Automation sales, distributors, and customers. Partners may choose to participate if appropriate for their referenced products.

- **Proposal Works** is used for proposal generation with catalog number validation, pricing, supplementary information and product drawings.

- **Integrated Architecture Builder** is for configuration of automation systems by selecting hardware for applications that include controllers, I/O, networks, drives, cabling, motion control, and other devices.

- **Motion Analyzer** can maximize ratios, inertia, and mechanical alternatives for motor control applications.

Rockwell Automation has established the Encompass Program to facilitate cooperative marketing efforts with third-party suppliers. The products that are accepted into the Encompass Program are considered to be complementary to the current Rockwell Automation product portfolio and to help solve the automation needs of mutual customers. Any interests of Rockwell Automation in expanding its product portfolio, current or future branding or co-branding of products, acquisitions or any other business venture are outside the scope of the Encompass Program. Rockwell Automation reserves the rights to revise, modify, terminate or withdraw the Encompass Program, in whole or in part, at any time and in its sole discretion, without liability of any kind to any member.