Transforming Your Challenges Into Advantages

That’s Smart, Safe, Sustainable Manufacturing
Transforming Your Business

Business as usual? Those days are gone. Today’s companies must navigate a dynamic marketplace that demands innovative strategies and technologies to contend with the need for increased productivity, sustainability and business agility.

Facing these transformational forces, you need smart business partners at your side. Experts with the right resources and groundbreaking technologies to help you manage change today. And industry insiders with deep knowledge and insight to help you map a successful future.

To get from point A to point B, you need a partner who understands the challenges you face – and can provide the team and tools you need to gain a competitive advantage in the global marketplace.

That’s Rockwell Automation.

That’s Smart, Safe, Sustainable Manufacturing.
The Smart, Safe, Sustainable Advantage

Today’s companies rely on information integration to drive efficiency and productivity.

But while many manufacturers have achieved better supply and demand chain integration through their business systems, they still lack that connection to what is happening directly in their production processes.

And the production process is often characterized by a fragmented environment that includes outdated machinery, legacy information systems and various automation solutions.

We believe the future lies in connecting these pieces across your business.

Our approach to Smart, Safe, Sustainable Manufacturing will help you replace disparate silos of technology with an integrated, information-enabled plant and supply network – our Integrated Architecture™ system.

Solutions based on the Rockwell Automation Integrated Architecture are designed to:

Enable Plant-Wide Optimization

Plant-wide optimization is our approach to helping you reap more productivity and efficiency from your automation investments throughout all stages of the plant lifecycle.

Our architecture is designed for continuous improvement and enables unprecedented levels of visibility and flexibility so you can quickly adjust to market demands and maximize the return on your assets.

Boost Machine Builder Performance

Each day brings new challenges. And whether it’s reducing time-to-market or sharpening your focus on innovation, you must meet those challenges within the global marketplace.

Our flexible, scalable automation solutions are designed to lower Total Cost to Design, Develop and Deliver™ machines and improve overall performance.

Drive Sustainable Production

Now is the time to embrace sustainability, so you can increase competitiveness and overcome the rising costs of energy, raw materials and lost worker productivity.

From regulatory compliance to zero-impact manufacturing, we can help make operations cleaner, safer and more resource-efficient.
Accelerating the Speed of Business with Future-Enabling Technologies

You need a flexible, responsive enterprise to meet today’s business demands. And your costly manufacturing assets must also address new challenges for years – or decades – to come. That’s why our solutions are designed to optimize your legacy systems – and migrate your new investments into the future.

With our Integrated Architecture control and information system, Intelligent Motor Control portfolio and components offering, we bring together future-enabling products and technologies to improve your processes through every stage of your production cycle.

Leverage the Strength of Our Integrated Architecture

Through our Integrated Architecture system, we will help you apply one scalable infrastructure to drive efficiency and productivity across your organization. Unique in the industry, the Rockwell Automation Integrated Architecture captures true manufacturing intelligence through technology convergence. Our Integrated Architecture system is a comprehensive approach that combines Allen-Bradley® automation controls and Rockwell Software® information technologies in a converged Ethernet environment.

As a result, we can produce more flexible overall solutions with higher levels of visibility – and unlock the real-time decision power that is often hidden within automation systems.

With an Integrated Architecture solution, you are assured these industry-leading features:

- **Multiple Disciplines** – A full range of automation applications with common equipment and standards across all control disciplines – from discrete, motion and process to power and critical safety – through our Logix platform.

- **Scalable Dimensions** – Offerings that are right-sized by product, architecture and core multiple discipline functionality.

- **EtherNet/IP** – A single, secure network of IT-friendly Ethernet for information, I/O and motion.

- **Real-Time Information** – Live data and open access throughout your power and control system, enterprise and supply chain.

- **Knowledge Integration** – Premier integration of device and system to maximize and secure your intellectual property.

Optimize Performance and Protection with Intelligent Motor Control

From motor starters to drives to packaged motor control solutions, Rockwell Automation leverages your automation investment with Intelligent Motor Control technology. By combining the advanced system-wide communication capabilities of the Integrated Architecture with our Intelligent Motor Control devices, you can access the information you need to maximize equipment availability, improve time-to-market, enable an energy management strategy and protect your personnel and assets.

Improve Productivity and Flexibility with the Right Components

Our broad range of quality components is designed to improve your productivity and flexibility while reducing costs. This extensive offering means you can select the right product for your application – while leveraging the single-source convenience and supply chain efficiencies provided by your local distributor. And thanks to our online product selection tools, you can assure the right fit – and minimize your own engineering time.
Smart Products and Technologies

Choose Rockwell Automation products and technologies to improve your processes at every stage of the automation lifecycle:

- Circuit & Load Protection
- Computers & Operator Interface
- Connection Devices
- Drives & Motors
- Energy Monitoring
- Input/Output (I/O) Modules
- Lighting Control
- Motion Control
- Motor Control
- Networks & Communications
- Power Supplies
- Programmable Controllers
- Push Buttons & Signaling Devices
- Relays & Timers
- Safety Products
- Sensors & Switches
- Signal Conditioners
- Software Solutions
- Turbomachinery Control
Bringing You a World of Experience Through Solutions & Services

Your business has complex challenges. But your ultimate goal is likely a simple one: to run a profitable, safe and sustainable operation. Reaching that goal is easier with Rockwell Automation at your side.

Our aim? To provide your organization with the solutions and services you need to maximize production throughout your automation lifecycle – from design and installation through operation and migration.

Delivering Value – and Confidence

When you work with Rockwell Automation, you engage a supplier focused on listening to you – and learning about your issues and objectives. Then, we apply our domain expertise, global execution ability and certified project management methodology to help you create and execute innovative solutions that meet or exceed your business goals.

Our know-how spans a wide range of industries and includes complete solution delivery capabilities that complement and enhance our product offerings. Whether your automation challenges are centered on discrete, process or safety control, drive systems, energy management, information or sustainable production, we will draw on our in-house expertise and partner resources to deliver repeatable, scalable and maintainable solutions on time and within budget.

In addition, we will assess your entire operation and recommend the right mix of services to help increase productivity, optimize plant assets and improve overall financial performance across your enterprise.

Offerings include:

- **Asset Management**
- **Consulting & Assessment**
- **Engineered Packages & Panels**
- **Integration & Turnkey Services**
- **Main Automation Contractor (MAC)**
- **Maintenance & Repair**
- **Migration Services**
- **Online & Phone Support**
- **On-Site Services**
- **Project / Program Management**
- **Systems Design**
- **Training**

Know that you can rely on our team to provide a full scope of capabilities to deliver the solutions and services you need – both now and in the future.
Doing Business Globally

Rockwell Automation stands ready to serve you from more than 80 sales, service and support locations around the world.

- World Headquarters (Milwaukee, WI USA)
- Regional Headquarters (Hong Kong / Diegem, Belgium / Miami, FL USA)
- Manufacturing Operations
- Remanufacturing Centers

Learn how our approach to Smart, Safe, Sustainable Manufacturing can transform your challenges into real business advantages.

www.rockwellautomation.com
The Power of Collaboration

When you choose Rockwell Automation, you also tap into the power of our PartnerNetwork™ program – a framework of well-managed relationships based on your needs. Our program provides you with access to a local, regional and global network of best-in-class companies including distributors, system integrators, machine builders, alliances and complementary product providers.

The keystone of our PartnerNetwork is collaboration that allows a seamless relationship with you, built on mutual trust and shared business values.

PartnerNetwork™

Business Enterprise

- Strategic Alliances

Sales & Solutions

- Distributors
- System Integrators
- Machine/Equipment Builders

Products & Technologies

- Product Reference
- Technology Licensing

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