PartnerNetwork™
Addressing Your Challenges
Locally, Regionally and Globally
Meeting Your Needs

A World-Class Network:
• Skilled suppliers who understand how products are integrated
• Professionals with deep engineering knowledge
• Specialists who understand and consistently follow industry standards
• Selected suppliers who are leaders in their industry
• Professionals who strive to solve your business challenges

PartnerNetwork Benefits Include:
• Effective products and solutions
• Resources closely matched to your industry or application need
• Simplified implementations to accelerate the return on your investment
• Consistency and coordination that help reduce obstacles
• Improved flexibility and responsiveness to help drive business results

“We have a long history of partnering. It is fundamental in our DNA. We see it as the best way to address customer needs. Our collaborative approach is based on an understanding that no single supplier can do it all and a belief in the importance of working with best in class companies to bring innovation, global reach and local responsiveness.”

Keith Nosbusch – Chairman and Chief Executive Officer, Rockwell Automation
Designed to Help You Succeed…

PartnerNetwork™ Values:

Simplify
Streamlined access to solutions and services can save time and reduce your workload. Through its PartnerNetwork, Rockwell Automation simplifies project sales, implementation and support by offering a one-stop shop for your entire project lifecycle.

Collaborate
Rockwell Automation and PartnerNetwork members work seamlessly together. Our collaborative approach with each other and with customers enables us to deliver the most appropriate long-term solution and provide you with long-term value.

Innovate
Rockwell Automation and its partners deliver cutting-edge technology with targeted solutions that optimize your automation investments and give you a competitive advantage. The reach of a global corporation combined with industry specific specialists help you obtain the correct solution more easily and enable you to get products and services to market faster, reduce your total cost of ownership and use your plant assets more effectively.

“Our PartnerNetwork provides a unique combination of innovation, local responsiveness, global reach and application expertise to help our customers achieve their business needs - improving their productivity, sustainability, and global competitiveness.”

Joe Kann – Vice President of Global Business Development, Rockwell Automation
The strong alliance between Rockwell Automation and Endress+Hauser goes beyond simply offering field instrumentation in conjunction with the PlantPAx Process Automation System. It involves joint research and development between the two companies, as well as fieldbus interoperability testing, and even encompasses the integration of Rockwell Automation devices, such as drives, into a complete plant asset management solution.

Craig Resnick – Research Director, ARC Advisory Group
Sales and Solutions

Distributors

Over 300 Authorized Distributors Worldwide
Doing Much More Than Selling

Having the world’s leading automation solutions doesn’t mean anything if they’re not available to you locally. Our distributors understand that you need integrated supply, product aggregation and increased automation sophistication – with an exceptional level of service – regardless of location.

To meet these challenges and improve your time-to-market you need one-stop shopping from a trusted electrical advisor with the ability to deliver local sales and support:

• Technical assistance for your system configurations
• Daily support through expert staff and emergency service any time
• E-Commerce enabled to improve your supply chain performance and efficiency
• Provides you leading automation solutions

The solid relationships and shared commitment between our sales offices and distributors provides consistent and simple access to products, services and people, leaving you free to focus on your business challenges.

System Integrators

Over 500 System Integrators Worldwide Deliver Innovative Results to Keep Your Facilities Operating Efficiently

These market leaders offer extensive experience in the design, implementation, project management and maintenance of industrial control systems. From initial design and consultation through system development, commissioning and support, they provide innovative control and automation solutions to keep your processes online and in production.

A Rockwell Automation Recognized System Integrator or Solution Partner must demonstrate high ethical standards, financial stability, and sound processes using Rockwell Automation technologies. These well-established organizations offer:

• Extensive experience in automation solutions
• Dependable advisors for their customers

OEMs

Collaboration and Technology
that Drives Competitive Advantage

Finding the right OEM is critical to the success of your manufacturing operation. Our global Machine and Equipment Builder Partners are designing innovative equipment with Rockwell Automation solutions that will give you a competitive advantage by:

• Increasing business agility
• Lowering your total cost of ownership
• Optimizing productivity
• Helping achieve sustainability

Machine and Equipment Builder Partners work with Rockwell Automation to improve machine performance and help you reap the benefits. With extensive knowledge of Rockwell Automation technology, they can collaborate with you to design equipment for your specific needs.

“Rockwell Automation PartnerNetwork truly is a differentiator. No other technology provider for manufacturers is bringing together the organizations that are key to a successful solution delivery with such collaboration – providing greater value to our common customers.”
Brent Stromwall – Vice President at Solution Partner, Polytron, Inc.

“The Rockwell Automation limited distribution model allows Authorized Allen-Bradley Distributors to offer more support, to invest in training and to carry a more extensive inventory.”
Kevin Powell – President of Authorized Distributor, Werner Electric Supply

“Because of PCMC’s history with Rockwell Automation – being closely coupled as a PartnerNetwork member, not just a transactional vendor – we trusted each other to share where we were going with our products and work together to make both of our new products a success.”
Rodney Pennings – Product Line Engineering Leader at OEM Partner, PCMC
Products and Technologies

**Encompass™ Referenced Products**

**Thousands of Complementary Products from Industry Leading Suppliers**

To be the best in an industry, a manufacturer needs to align with companies that are the best in their industries. Through the Rockwell Automation Encompass™ third-party product referencing program, you can quickly locate the products that best solve your application challenges.

Simply buying products and technology is not enough. For you to produce the best results, you need to align with best-in-class suppliers whose superior automation services and solutions are backed by application knowledge and unparalleled support. The Encompass™ Product partners are key to bringing innovation to the PartnerNetwork through their development of products that complete the Rockwell Automation portfolio.

The Encompass™ Partner program gives you the confidence to know that the products you need come from reputable, sound companies. These products provide additional functionality and enhance and extend Rockwell Automation solutions.

**Licensed Developers**

**Providing Access to Rockwell Automation Technologies**

From chip sets and circuit boards to knowledge and know-how, Rockwell Automation Technologies, Inc., can provide the design expertise and enabling technology to embed into your products to create the solutions customers require.

Whether connecting to the Rockwell Automation architecture, acquiring a license for hardware or software technologies, or purchasing components, our technology licensing program will meet your global needs.
Our History

Throughout its history, Rockwell Automation has believed in the importance of collaborative relationships with industry-leading organizations and understood that a single technology vendor cannot do it all. The PartnerNetwork provides you with the optimum solution. Our collaborative approach enables Rockwell Automation to provide a seamless continuum - from products and technologies to solutions and delivery expertise.

Follow ROKAutomation on Facebook & Twitter. Connect with us on LinkedIn.

www.rockwellautomation.com

Power, Control and Information Solutions Headquarters

Americas: Rockwell Automation, 1201 South Second Street, Milwaukee, WI 53204-2496 USA. Tel: (1) 414.382.2000, Fax: (1) 414.382.4444

Europe/Middle East/Africa: Rockwell Automation NV, Pegasus Park, De Kleetlaan 12a, 1831 Diegem, Belgium. Tel: (32) 2 663 0600, Fax: (32) 2 663 0640

Asia Pacific: Rockwell Automation, Level 14, Core F, Cyberport 3, 100 Cyberport Road, Hong Kong. Tel: (852) 2887 4788, Fax: (852) 2508 1846

Publication PN-BR007C-EN-P – October 2012
Superseded Publication PN-BR007B-EN-P – March 2010

Copyright ©2012 Rockwell Automation, Inc. All Rights Reserved. Printed in USA.