

Model Predictive Control & Optimization

Our ValueFirst™ Commitment to You



LISTEN.
THINK.
SOLVE.®

 Allen-Bradley • Rockwell Software

**Rockwell
Automation**

What is ValueFirst?

The ValueFirst methodology encompasses every step in our customer engagement process. From a simplified contracts process to a uniform set of performance metrics on every Model Predictive Control (MPC) and Environmental Compliance solution, we are dedicated to delivering the highest possible value to customers, faster and better than alternative solutions.

Making Value Visible

ValueFirst is our commitment to your satisfaction with our solution and your investment. As part of the ValueFirst methodology, each project begins with a pre-project value assessment. This baseline is used to conduct a value assessment following project implementation. Our comprehensive value report indicates the project's cumulative return on investment. This information enables you to justify the value delivered by the project against expectations and easily compare it to other alternatives for future projects. The report also includes best practices and process refinements identified during the project's execution to ensure that future implementations build on lessons learned and successes achieved.



Value-based Proposals and Contract Process

Included in our project proposals we create a project-specific financial benefits analysis with detailed ROI and cash flow calculations and a solid value proposition that goes beyond "typical" benefits and summaries. Our Sales and Engineering teams work closely with each customer to understand a site's business drivers and pertinent process details to quantify the expected benefits for a project. This process fosters mutual agreement and commitment to project objectives and expected value while also facilitating internal project justification.



Results-driven Project Management

The Rockwell Automation seasoned professionals closely manage each project to ensure it meets expectations and delivers the promised benefits. Customers receive continuous updates on the progress of projects, and we work side by side with customer teams to aggressively deal with problems as they arise. As an agile, focused company, we empower our people to "make it happen" without unnecessary overhead or administrative burden.

"A lot of companies talk about value measurement, but Rockwell Software definitely appears to be delivering on the promise. The ValueFirst process is very consistent with ARC's theme of improving the return on assets via improved sustained value and reduced project costs."

Craig Resnick – Analyst, ARC Advisory Group

The ValueFirst[®]

Customer Engagement Methodology

Phase	Objectives	Deliverables	Value Steps
Propose	<ul style="list-style-type: none"> Assess needs Set expectations Confirm business value 	<ul style="list-style-type: none"> ValueFirst estimate Proposal Contract 	ASSESS
Plan	<ul style="list-style-type: none"> Document project plan Define requirements Metrics Determined 	<ul style="list-style-type: none"> Refined value estimate and business case Planning document Conceptual design 	
Design	<ul style="list-style-type: none"> Data gathering and validation Business process design Technical Solution design 	<ul style="list-style-type: none"> Functional design Initial installation Preliminary model designs 	DELIVER
Develop	<ul style="list-style-type: none"> Model Development Business process implementation System configuration and integration 	<ul style="list-style-type: none"> Application Process models Training and transition documentation 	
Deploy	<ul style="list-style-type: none"> Deployment of systems and models Final Testing Training and documentation 	<ul style="list-style-type: none"> Deployed process models Completed installation System documentation 	
Support	<ul style="list-style-type: none"> Value Assurance Transition to team Ongoing support Release upgrades 	<ul style="list-style-type: none"> Commissioning report Performance validation 	AUDIT & SUSTAIN



Focus on Lifecycle Cost Reduction

With typical technology solutions customers realize eroding benefits. Not with Rockwell Automation. We are committed to delivering long-lasting results and the lowest lifecycle cost in the control and environmental compliance industries. On every project, we implement a standard set of performance metrics. These metrics identify when performance is degrading and address problems before they are detected via product and financial measures. What's more, they help us constantly focus and improve our products and services by identifying the root causes of degrading performance and making appropriate adjustments.



Measuring What's Important

Rockwell Software augments performance measures with specific Key Performance Indicators (KPIs) that are tailored to each customer and each project. As a part of the early requirements gathering process, our sales and engineering team works with the customer to identify a set of process and/or financial measures that can accurately measure the benefits being delivered. This process includes a pre-project baseline performance assessment. Standard performance reports can be generated to compare current and historical performance against the baseline. These measures keep us focused on what really matters—sustaining the benefits.



Flexible Support Offering

Our Maintenance and Support offerings are structured to meet the unique needs of every customer and project by providing maximum flexibility in ongoing support. It allows you to choose the options you need to select the level of service required. We continually enhance our products to reduce service delivery costs and minimize the time it takes to detect and correct problems before they impact your bottom line.

At Rockwell Automation, it's the way we do business.

ValueFirst is the Rockwell Automation unique customer engagement process that guarantees measurable value and lasting results. ValueFirst aligns every aspect of the Rockwell Automation people, process and product with customers' business needs to deliver and demonstrate the incremental and cumulative value of our solutions.

Delivering Predictable Results.

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Rockwell Automation at a glance

Who We Are:

Rockwell Automation is a leading provider of Model Predictive Control (MPC) and Environmental Compliance solutions for process manufacturers.

What We Do:

Rockwell Automation works closely with customers in the process industries to solve critical business problems in highly complex environments, helping them increase efficiency, decrease costs, and accelerate profitability.

How We Do It:

The Rockwell Automation ValueFirst™ customer engagement methodology aligns our people, process, and products to deliver predictable results.

Why We Do It:

To help our customers receive greater value faster and longer than alternative investments.

Why Rockwell Automation:

At Rockwell Automation, teams of the brightest researchers, mathematicians, software developers, and industry experts collaborate to create practical solutions to our customer's most pressing needs.

Sectors We Serve:

Biofuels, cement, chemicals, consumer packaged goods, energy, environmental, life sciences, mining, minerals, petro-chemicals and polymers.