
Strategic Summary of ARC Whitepaper: Top Industry Research Group's Independent Study Endorses Rockwell Automation Move into Process Automation Leadership

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As a core part of its growth strategy, Rockwell Automation is serving customers by expanding aggressively into the process industry applications. The progress that the company has made in building its leadership in this space through its Integrated Architecture process automation platform – and the resultant benefits for customers – has been validated by a recent independent study conducted by the ARC Advisory Group, a leading research group focused on manufacturing and supply chain solutions. Highlights of the study are as follows:

- ***Rockwell Automation's process automation system builds on its Integrated Architecture and provides customers with an easy-to-use, unified infrastructure capable of plant-wide control, while presenting information in context to the right people, at the right time, from any point within a manufacturing system.***

With Rockwell Automation's platform, customers are given the ability to maximize plant performance by integrating all aspects of the manufacturing process, from raw materials through distribution. ARC believes Rockwell Automation's process automation platform has set a new benchmark in the industry because it can offer complete control and visualization of an entire manufacturing system.

- ***Rockwell Automation has been making many inroads in key process industry applications by leveraging their worldwide installed base with their Integrated Architecture process automation solution.***

Rockwell Automation is complementing its extensive installed base with its Integrated Architecture to bring together a broad range of components and systems into a highly scalable, open cost competitive solution for process applications. This, combined with Rockwell Automation's strengthening relationships with equipment builders who use the same technology that an end-user employs at their plant, greatly reduces integration costs.

- ***Rockwell Automation's technology leadership and transition to an intellectual capital-based business have also positioned the company to further serve process automation customers in the fast-growing services and solutions segment of the process automation market.***

Through its Manufacturing and Process Solutions business, the company offers a full scope of services and solutions, including consulting, engineering, design, commissioning, startup and after-sales support. This supports a key need of process automation customers, who typically require a full suite of solutions and services to supplement their internal systems management capabilities.

- ***The study estimates that there is approximately \$65 billion worth of process automation systems installed today that are nearing the replacement point in their life cycle.***

This is an enormous market that Rockwell Automation is uniquely positioned to capitalize on, as one of the few providers of process automation migration support services, a leading-edge process automation platform, and other supporting solutions and services, including asset management. Rockwell Automation has also developed a strong strategic alliance with one of the leading process field device suppliers – Endress+Hauser – allowing it to provide a total process automation solution to its customers.

- ***Central to capturing a greater share of the process automation market, Rockwell Automation offers migration services support capabilities that allow customers to smoothly migrate from legacy control systems to the company's Integrated Architecture platform.***

Migrating from legacy control systems to the latest process automation platforms has been an ongoing issue for many automation customers today. In the words of the independent study, Rockwell Automation is "one of just a few process automation system suppliers that have developed and made commercially available a coherent strategy for migrating from competitor DCS platforms."