



# Driving innovation through a world-class alliance

An introduction to Operations Intelligence  
from Rockwell Automation and Microsoft:  
Information at the speed of sound

**Microsoft**

**Rockwell  
Automation**



## Working together to help manufacturers improve productivity and reduce costs

**W**ith a strong commitment to understanding and addressing the needs of customers, the alliance between leading technology firms Rockwell Automation® and Microsoft® is helping manufacturers throughout the world to achieve business success. Our considerable joint experience has led to the development of a unique new solution to help empower continuous improvement and reduce costs for manufacturing. Combined, our two companies have many years experience in providing solutions and helping manufacturers around the world streamline their processes. The goal of the alliance is to help customers realize the full value of their technology investments in manufacturing systems over the past decade.

### Introducing the alliance

Rockwell Automation, the leader in Manufacturing Intelligence, and Microsoft, the global leader in software, together offer manufacturers the very best in technology

solutions. The alliance can help customers succeed and grow with specific, innovative solutions designed to reduce the complexities and cost associated with any manufacturing systems. The result is a compelling integration of manufacturing IT and business IT capabilities.

### Working together

To better understand customer needs, we have embarked upon a series of joint initiatives to enable us to understand the unique challenges our manufacturing customers face. Among these are Envisioning Workshops tailored towards white-boarding and solving specific customer problems, joint sales engagements that encourage collaboration between operations and IT leaders, and our annual 'voice of the customer' events which ensure we understand customers' challenges. As members of the Manufacturing Enterprise Solutions Association (MESA), Rockwell Automation and Microsoft share and have access to manufacturing best practices, industry leadership and innovative ideas.

## Introducing... Operations Intelligence: Business Intelligence and Manufacturing Intelligence in one package

Customer requests have led to the development of a unique new solution, Operations Intelligence, that delivers:

- Advanced reporting and analytics consolidation for disparate operations-related systems
- Dramatically reduced 'shadow IT' spend
- Improvement of IT's ability to respond to reporting requests from operations
- A performance management platform, enabling rapidly-built and customized reports.

The solution leverages best-of-breed software:

#### Rockwell Automation VantagePoint

- Powerful web-based reporting via dashboard-style presentation, with drill-down capabilities
- Brings all manufacturing data together into a single information management system.

#### Microsoft SharePoint Server

- Enterprise-scale to meet business-critical needs
- Advanced Business Intelligence capabilities
- Provides better information for better decisions.



Operations Intelligence: role-based reporting and advanced analytics

Delivering real-time Operations Intelligence can significantly empower users across the manufacturing enterprise, helping reduce costs, effectively manage increasingly volatile demand, and meet compliance and sustainability requirements.

#### Solving customer problems

Together, Rockwell Automation and Microsoft improve the manufacturing experience for customers with a need for a more effective, more credible reporting in their manufacturing operations. Delivering real-time Operations Intelligence can significantly empower users across the manufacturing enterprise, helping reduce costs, effectively manage increasingly volatile demand, and meet compliance and sustainability requirements. Our solutions convert both historic and real-time manufacturing data into valuable business knowledge, integrating operational functions and business processes into the enterprise and providing the information customers require to make better decisions more quickly.

#### Developing a new approach

By integrating Microsoft's business collaboration platform SharePoint® with Rockwell Automation's Manufacturing Intelligence platform, VantagePoint, we offer an unprecedented, differentiated approach. This approach helps drive improved plant operations

visibility and collaboration to deliver short-term results, while leveraging existing IT investments and positioning customers for sustainable growth and long-term success. The real-time exchange of information between operations and the rest of the enterprise is critical for making business decisions that improve responsiveness, increase productivity, reduce costs and assure regulatory compliance. Our solution helps deliver this in a dynamic role-based environment that dramatically reduces the complexities and cost of reporting in operations.

#### Delivering a unique solution

The alliance between Rockwell Automation and Microsoft has resulted in a unique capability, Operations Intelligence, which integrates the best of plant floor analysis and reporting (Manufacturing Intelligence) with the trusted, well understood value of Business Intelligence. This exciting new solution gives manufacturers a competitive advantage, by simply connecting and contextualizing (normalizing) the disparate, stand-alone systems throughout operations, and providing advanced reporting and analytics.

#### Customer Profile

Martinrea International – a global, leading automotive Tier 1 supplier

#### Challenge

- Create support for Six Sigma projects
- Tighter inventory control
- Reduction in new product launch times
- Higher asset availability.

#### Solution

Implement the Rockwell Automation Operations Intelligence solution based on Microsoft's business collaboration platform to connect to hundreds of disparate plant floor systems (robots, control systems, work cells, production monitoring systems, etc.) and provide the reporting and analytics environment to solve a widely ranging set of requirements.

#### Results

- Cut average Six Sigma project time 66%, from 6 to 2 months
- Flexible traceability reports for OEMs and suppliers
- 2% increase in throughput (increased production and reduction in rejects)
- Able to decrease product launch ramp up from 6 to 3 months for new line
- Automated data flow to SAP.

“We believe the value of Manufacturing Intelligence will only grow when software providers can integrate it with more traditional Business Intelligence to provide enterprise-wide monitoring and analysis of manufacturing performance”

Gartner



## Customer Profile

### Leading Global Consumer Goods Producer

#### Challenge

- Empower all functions to do ad hoc analysis through widespread, visible, organized access to all manufacturing data in real-time. This would require a single data model for the entire enterprise, keeping the data wherever it lives, access to real-time and historical information, tools for trends, reports, dashboards, and the ability to combine data from multiple sources
- Share reports and best practices across the entire organization
- Correlate consumer feedback to processing conditions
- Analyze effect of maintenance on production and quality KPIs
- Overlaying all batches against a golden batch
- Prototype new reporting ideas without a programmer.

#### Solution

Implement the Rockwell Automation Operations Intelligence solution based on Microsoft's business collaboration platform across their enterprise to integrate their plant floor quality, maintenance, scheduling, MES, inventory, consumer complaints, HAACP and lab systems into one reporting and analytics framework.

#### Results

59 plants and all corporate locations each have real-time, role-based access to information from their operation – along with the ability to correlate data from multiple systems in a common context. They've successfully connected to 140+ disparate manufacturing systems, have over two million data items configured in their model, and 10,000 synchronizations – all in one model, running on one server. They're using the data to better equip each of their thousands of users with real-time decision support and ad hoc analytics for continuous improvement.

Unlike traditional Business Intelligence solutions, Operations Intelligence brings together both real-time and historical data empowering people with the right, content-rich information they need to make better-informed decisions.

#### Customer benefits

By leveraging Operations Intelligence, manufacturers can reap numerous benefits:

*Integrate disparate systems on the factory floor* – this solution combines the best of Manufacturing Intelligence with Business Intelligence to effectively connect disparate production systems and bring together the plant floor and operations. It dramatically simplifies meaningful report generation and provides a much more flexible analytics environment that enables fact-based decision-making.

*Turn information into action* – unlike traditional Business Intelligence solutions, Operations Intelligence brings together both real-time and historical data empowering people with the right, context-rich information they need to make better-informed decisions. Role-based access to information helps lower the complexity of sifting through vast amounts of data and reduces the cost of applying information technologies to production operations.

*Deploy rapidly, scale effectively* – Operations Intelligence is an off-the-shelf solution which is simple to implement and maintain. It also scales effectively for line,

plant or enterprise-wide deployment, ending the need for point solutions and allowing successful views and reports to be duplicated throughout the organization.

*Improve and adapt* – at its core, Operations Intelligence creates the visibility and drill-down access to both the production environment and supply chain. It's designed to rapidly adapt to changes in the manufacturing processes, ensuring its credibility and viability in a dynamic environment.

*Leverage existing technology* – this solution has been designed to be integrated with existing plant and business systems. Building this Rockwell Automation solution on a Microsoft platform means it is delivered through a familiar set of software tools and knowledge – helping improve both the cost of ownership and time to value.

Rockwell Automation and Microsoft offer a unique and differentiated approach to improve plant operations and reduce costs through enhanced visibility, analytics and collaboration, while leveraging existing IT investments to best position manufacturers for future growth



Not just another pretty dashboard – real data, in real-time, creating real value

**Rockwell Automation** and **Microsoft** can deliver results for your manufacturing business. Contact us directly to arrange a consultation or find out more.

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