

Rockwell Automation and Microsoft Alliance Profile

Creatively applied technology can drive innovation in many ways – from manufacturing methods to business models. Rockwell Automation® and Microsoft® are joining forces to accelerate this innovation for both Operations and IT practitioners, empowering them to apply solutions in transformative and powerful new ways.

Operations Intelligence: Business and Manufacturing Intelligence

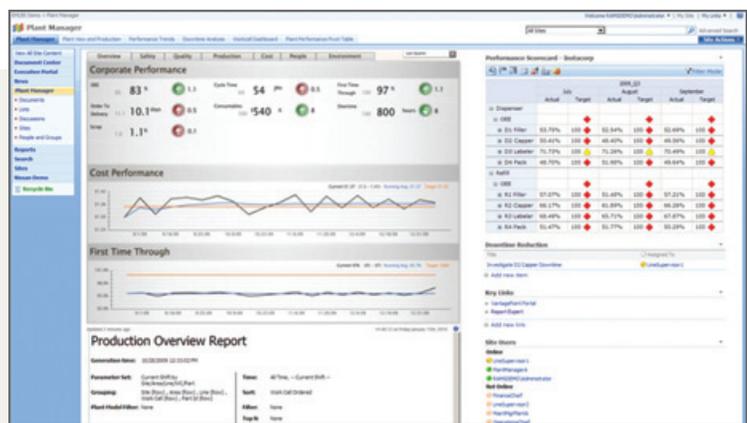


Companies that differentiate faster in this competitive environment are taking advantage of the synergy created by Business Intelligence and Big Data practices along with cloud, social network and mobile technologies. Traditional systems of record need to be enhanced with systems tailored for specific roles that help people engage in managing assets and operations. These new systems of engagement make the new manufacturing world people-centric and connect decision makers to the operational, manufacturing and enterprise intelligence they need to reduce throughput time, keep equipment running and increase customer satisfaction.

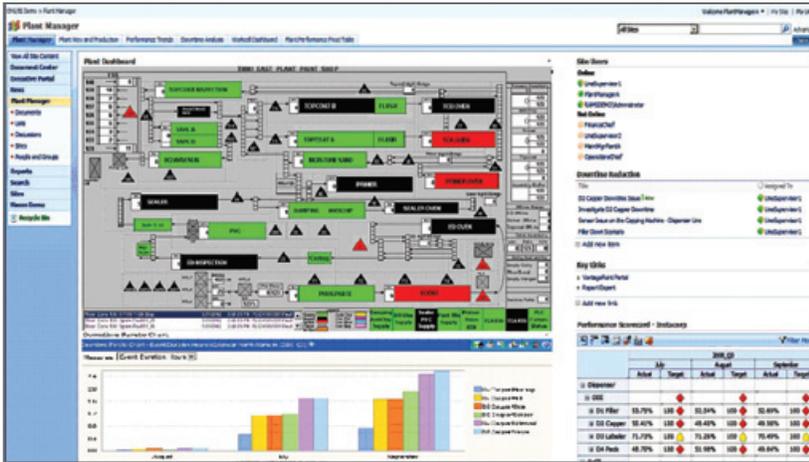
By integrating Microsoft's business collaboration tools such as Lync, Yammer and SharePoint along with business intelligence capabilities from Excel and StreamInsight with the Rockwell Automation Manufacturing Intelligence platform – FactoryTalk® VantagePoint® – we offer more effective and credible reporting in your manufacturing operations. 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.

- **Integrate disparate systems on the factory floor:** Simplify meaningful report generation and utilize a flexible analytics environment to enable fact-based decision-making.
- **Turn information into action:** Both real-time and historical data provides you with the right, context-rich information you 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.
- **Improve and adapt –** Operations Intelligence creates the visibility and drill-down access to both the production environment and supply chain. Designed to rapidly adapt to changes in the manufacturing processes, it ensures credibility and viability in a dynamic environment.
- **Leverage existing technology –** 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 are working together and aligning strategically around the application of innovative technologies in manufacturing to address significant customer challenges. The two companies are partnering to develop manufacturing information solutions that enable manufacturers to increase the value of ownership, and empower people by lowering the barriers of applying information technologies to optimize production.



Operations Intelligence: role-based reporting and advanced analytics



Real data, in real-time, creating real value

Solving Customer Problems

Today, we are developing solutions for our customers like you who want to leverage their existing technology investments and reduce cost of ownership. The joint solutions deliver the right content to the right function and role in the right client environment to support operations excellence for both manufacturing and IT.

Our Operations Intelligence solution brings together key technologies:

Rockwell Automation FactoryTalk 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

- Enterprise-scale to meet business-critical needs
- Advanced Business Intelligence capabilities
- Facilitates collaboration with all key stakeholders in both, plants and supply chain
- Microsoft Excel Add-In
- Pull information from the Unified Production Model in FactoryTalk VantagePoint EMI to build highly effective reports

Microsoft StreamInsight

- Monitor your data from multiple sources for meaningful patterns, trends, exceptions, and opportunities
- Analyze and correlate data incrementally while the data is in-flight

Customer Success Story: M.G. Bryan

A leading heavy equipment and machinery OEM for the oil and gas industry, implemented a system for remote management of high-tech oil and gas equipment. M.G. Bryan's new equipment's control and information system leverages a cloud-computing platform to help provide secure remote access to real-time information, automated maintenance alerts, and service and parts delivery requests.

- The Microsoft Windows Azure cloud platform provides cost-effective method to monitor equipment and help customers maximize asset uptime, dramatically improving return on investment
- Using mobile technology and the seamless transfer of business information over the cloud, M.G. Bryan has access to a higher degree of connected intelligence, enabling new levels of customer service in this industry
- The cloud offers a highly scalable, cost-efficient method for storing and remotely accessing real-time information that will help extend equipment lifecycles and optimize productivity

Rockwell Automation and Microsoft are exploring how cloud-computing can impact industrial applications



Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential

www.microsoft.com

Rockwell Automation is a leading provider of power, control and information solutions that enable customers to get products to market faster, reduce their total cost of ownership, better utilize plant assets, and minimize risks in their manufacturing environments.

www.rockwellautomation.com

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

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