



**Rockwell  
Automation**



**Encompass™  
Product Partner**

A ROCKWELL AUTOMATION PARTNER

# Encompass Program

Providing new possibilities for our customers



# Introduction

In today's dynamic global marketplace, the key factors of success are sustaining business growth and driving customer loyalty. Having a partner like Rockwell Automation can help increase your profitability and achieve long-term growth. We offer a premier marketing program that references your products that enhance and extend Rockwell Automation solutions for our customers. Together, we can use our innovative thinking and domain expertise to help bring The Connected Enterprise to life.

The Encompass™ Program is a part of the Rockwell Automation PartnerNetwork™, which includes specialists in industries, applications, geographies, technologies and services around the world. This collaboration can help customers harness the knowledge and flexibility needed to respond to rapid change and shifting demand.

The Encompass Program creates a path for critical information exchange and improved solutions in the marketplace by combining the technical and commercial resources of Rockwell Automation with Encompass partner capabilities.

Plus, third party companies that have their products listed in the Encompass Program Catalog will have significant commercial opportunities to promote their products, and easier communications with Rockwell Automation. We also provide valuable training for your personnel on our products and technologies, and supplemental or expanded support resources.

## PartnerNetwork

| Enterprise          | Sales & Solutions  | Products & Technologies        |
|---------------------|--------------------|--------------------------------|
| Strategic Alliances | Distributors       | Encompass™ Referenced Products |
|                     | System Integrators | Licensed Developers            |
|                     | OEMs               |                                |



# Encompass Program participation levels

The Encompass Program is segmented into three regions (markets):

**AMERICAS | ASIA-PACIFIC | EUROPE**

As a partner, you can be in one, two, or in all three regions, which would designate you as a 'Global' partner. We determine a partner's participation level based on the strategic value to the Rockwell Automation sales region in which you are referenced. You will receive an Encompass logo that you can include in commercial and technical product collateral based on the region(s) of reference for the partner products.

## To become an Encompass Partner, you must:

1

Offer products that extend and enhance Rockwell Automation solutions

2

Submit a completed membership application

3

Be eligible for and accepted into the region(s) to which you have applied

4

Submit your membership fee and sign a Memorandum of Membership



# Why become an Encompass Partner?

## Program benefits

Through product referencing, we are able to provide unique technology solutions and address more of our shared customers' needs. Referenced products are classified into two categories: Peripheral or Connected.

- **Peripheral Partner Products**

Peripheral products are critical components of a complete automation solution (e.g., enclosures, power conditioners, test tools, wiring devices) that have no preferred connectivity to Rockwell Automation products. These products usually represent product lines carried by Rockwell Automation channel partners.

- **Connected Partner Products**

Connected products are complementary to our products – with preferred architectural or network connectivity – and typically offer integrated solutions for applications and industries which we do not currently serve. Connected products may support communications on our core networks (such as DeviceNet, ControlNet and EtherNet/IP) or will tie through hardware, software or licensed connectivity to our control platforms. Examples include pneumatic valve controllers, weigh scale modules, specialty I/O products and software packages.

- **Valuable promotional opportunities**

As an Encompass partner, you can increase sales potential and internet exposure via joint sales opportunities and industry-specific activities.

- **Events**

- Automation Fair® for Americas partners
- PartnerNetwork Conference

- **Increased visibility**

- Trade show activities
- Product directory and other literature on our website
- Advertising opportunities

- **Other benefits**

- Encompass logo
- Rockwell Automation equipment discount
- Configuration tools and resources
- Encompass newsletter and informational updates

These benefits are described in more detail on the following pages.

For more information on the Encompass Program and to see a current list of Encompass partners and referenced products, please visit our [Encompass Partner Locator](#) or email us at [encompass@rockwellautomation.com](mailto:encompass@rockwellautomation.com).

# Program benefit details

## Automation Fair®

Automation Fair® is our annual technical trade show. It was created to promote automation solutions that focus exclusively on products, services and solutions offered by our company and our partners. Automation Fair® draws between 6,000 and 10,000 customers from around the globe and is supported by Rockwell Automation Sales teams, Allen-Bradley distributors and Rockwell Automation partners. The event is hosted in the United States and exhibitor privileges are reserved specifically for Encompass Americas referenced products.



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## Automation Fair®

## PartnerNetwork conference

Every year, we host an event to honor our partners, including Encompass partners, Solution Providers, Alliance partners, Machine Builders and Distributors. We gather together to meet and share ideas and give our partners the opportunity to engage with Rockwell Automation sales teams and product and industry management. This event helps us to build stronger business relationships, network with thought leaders and exchange ideas, working together to solve problems and expand human possibility.

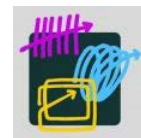


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## PartnerNetwork™ Conference

## Trade show activities

We offer marketing opportunities with our Encompass partners at select industry trade shows. Examples include a partner locator brochure or customer hospitality events.



**sps**

smart production solutions

## Online directory and other literature

An Encompass product directory containing a description for each referenced product will be published on rockwellautomation.com. Additional literature about partners will be published and used by our sales teams and customers to identify Encompass products that complement our solutions.



# Program benefit details continued

## Advertising opportunities

### The Journal

The Journal is a quarterly magazine that offers information about the latest trends in automation solutions. The audience is Allen-Bradley equipment customers and end users. The Journal's current circulation is 50,000 subscribers who are primarily managers from companies with 100 or more employees. Currently, we offer advertising opportunities to our Encompass Americas partners.



### Automation Today

Automation Today is a newsletter distributed in Asia Pacific, Latin America and Europe and is translated for each country. This magazine-style customer newsletter provides solid technical information and the latest technical solutions to current and potential users of Rockwell Automation products and services. Advertising partners must be referenced in the region where the magazine is distributed.



## Encompass logo

A logo will be provided for members to use in their commercial and technical product collateral. Distinct logos are available that reflect the region(s) of reference for the partner products – Americas, Europe, and Asia-Pacific.



# Program benefit details continued

## Equipment discounts

Encompass partners will receive discounts on Allen-Bradley and Rockwell Software products that are purchased for demonstration or product development/support purposes.







## Configuration tools and resources

These tools are utilized by Rockwell Automation sales, distributors, and customers. Partners may choose to participate if appropriate for their referenced products.

- Proposal Works is used for proposal generation with catalog number validation, pricing, supplementary information and product drawings.
- Integrated Architecture® Builder is for configuration of automation systems by selecting hardware for applications that include controllers, I/O, networks, drives, cabling, motion control, and other devices.
- Motion Analyzer can maximize ratios, inertia, and mechanical alternatives for motor control applications.
- Custom Add-On Profiles for third party products improve the user experience by making it faster and easier to connect partner products with Logix controllers.





Connect with us.    

**rockwellautomation.com** ————— expanding **human possibility**<sup>®</sup>

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

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