

# Rockwell Automation OEM Program

For Machine and Equipment Builders

## Program Benefits

- **Solution Development Tools and Technical Support**  
Toolkits, technical support, internal software and hardware discounts
- **Engineering Consultation**  
Best practice architecture and control design, machine design optimization, project management, co-development on control conversions
- **Competency Development**  
Training events, web-based learning series, technical update communications
- **Sales and Marketing**  
Software resale discounts, hardware discounts for internal development and tradeshow equipment, training and support resale discounts, marketing collateral development and promotion



## Overview

As an OEM, you are challenged to differentiate yourself amidst global competition and rapidly evolving technology. Within today's dynamic marketplace, your customers demand innovative solutions that increase business agility, optimize productivity and achieve sustainability objectives, all while lowering their total cost of ownership.

To effectively compete in this global marketplace, you need to define value beyond the cost of your equipment and maximize company performance. Rockwell Automation can help improve your performance with solutions and services to lower the Total Cost to Design, Develop, and Deliver<sup>SM</sup> equipment and meet your customers' requirements.



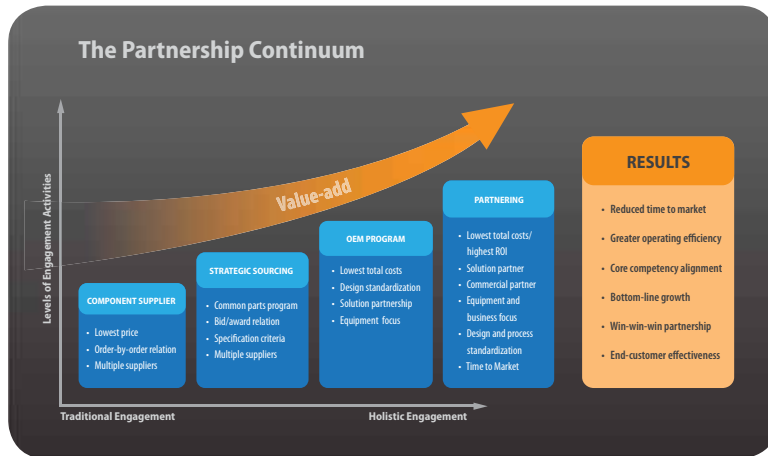
LISTEN.  
THINK.  
SOLVE.®

## The OEM Program for Machine and Equipment Builders

### Grow your business, drive customer loyalty

The OEM Program, part of the Rockwell Automation PartnerNetwork™ offers you an opportunity to collaborate commercially and technically to:

- Increase new business opportunities
- Increase market awareness
- Expand into new market sectors
- Improve technical competency



## Program Levels

The OEM Program includes three participation levels:

**Developer Level** – Ideal for companies looking to take advantage of Rockwell Automation software and competency development tools. All other benefits noted in this brochure are not applicable.

**Participant (Machine & Equipment) Level** – Companies that use extensive Rockwell Automation content in at least one machine bill of materials (BOM), as qualified by Rockwell Automation.

**Partner (Company) Level** – Companies who show a commitment to use Rockwell Automation as their standard automation offering on all equipment bill of materials as qualified by Rockwell Automation.

Benefit	Developer Level	Participant Level	Partner (Company) Level
Solution Development Tools	X	X	X
Engineering Consultation		X	X
Competency Development Tools	X	X	X
Sales & Marketing Tools			
Software Product Resale Discounts	X	X	X
TechConnect & Training Voucher Resale	X	X	X
Hardware Discounts – Internal Development		X	X
Hardware Discounts – Tradeshow Machines		X	X
Program Identity Marks (Logo)		X Automated	X Machine/Equipment Builder
Co-Marketing Opportunities		X	X
Rockwell Automation Internet Listing			X
Promotion with End Users			X
Advertising ( Print, Email, Web)			X
Automation Fair Trade Show Exhibit			X
Partner Events			X

## Program Benefits

### Engineering Consultation

#### Best Practice Architecture and Control Design

For new machines/equipment or redesigns which use extensive Rockwell Automation content, Rockwell Automation can provide consultation and support services tailored around specific machine control development needs. High-level application consultants can provide best practice design concepts and development assistance to help reduce control technology development time.



#### Machine/Equipment Design Optimization

Optimize designs for machine/equipment and product cost, performance, modularity and energy consumption.

#### Project Management

Leverage disciplined project management professionals for machine conversions to plan, execute, control and close the project.

#### Co-Development on Control Conversions

Knowledge transfer to your company's engineering team can decrease design and development time while speeding time to market.

### Sales & Marketing

#### Sales/Marketing Collateral

Rockwell Automation can help co-fund development and promotion of qualified machine-specific marketing collateral. Examples include machine profiles and customer success stories.

#### Trade Show – Hardware Discounts

Special factory pricing and support for Rockwell Automation hardware purchases for select tradeshow machines/equipment using extensive Rockwell Automation content.

#### Program Identity Mark (Logo)

Leverage our program identity mark in promotion materials to identify relationship with Rockwell Automation.



Participant (Machine/Equipment) Level



Partner (Company) Level



Partner (Company) Level

### Marketing Software Activations

Temporary software activations can be used for sales and marketing campaigns.

### Speeches & Presentations

Team up with Rockwell Automation to present at industry leading tradeshows or customer events.

### Software Resale Discounts

Purchase select products for resale at a discount off of Rockwell Automation suggested list price.

### Training Savings Accounts for Purchase or Resale

Purchase Training Savings Accounts at a discount for resale or internal use. Use for any Rockwell Automation standard training class or training product.

### Technical Support Contracts for Resale

Quote and resell TechConnect Support contracts to end customers who do not have a contract in place.

## Competency Development Tools

### RSTechED Training

This annual event provides technology updates and training for end-users, system integrators, OEMs, distributors and Rockwell Automation sales personnel. Explore the latest products and technology solutions, join interactive dialog surrounding best practices, attend hands-on labs, all while networking with industry peers.

# RSTechED

### Virtual Learning Series

Spend time increasing your technical proficiency. The KnowledgeNetwork is a web-based learning series available to help keep you up to date on the latest products, technologies, productivity tools, and industry trends throughout the year. Intended to improve competency and transfer knowledge, the Network is available to Program participants, distributors and Rockwell Automation sales.



### RSTrainer® Computer-based Training

Self-paced, self-directed, computer-based training courses. Program Participants purchasing an Enterprise Software Toolkit will receive one install of each RSTrainer product included in the RSTrainer Adder.


### Communications

Receive access to the Rockwell Automation Partner Extranet and obtain program updates, product information, training information, discussion forum, productivity tools and email newsletters with product tips and updates.


## Solution Development Tools

### Software & Productivity Toolkits

The Rockwell Automation Software and Productivity Toolkits provide software development tools, technical support, training, and productivity tools around the world. Use these toolkits to help you reduce your Total Cost to Design Develop and Deliver<sup>SM</sup> machines/equipment.



Product	Catalog Number	Activation Key Name
RSLogix 5000 Lite Edition - includes:	9324RLD250ENE	RSSK_200.EXE
RSLogix 5000 Mini Edition	9324RLD200ENE	RSSK_MLP.EXE
RSLogix 500 Multi-Language Pack (FBD, SVC & ST)	9324RLDMPLE	N/A
RSLink Lite Communication Drivers	N/A	N/A



### Toolkit Technical Support

Receive technical support for the software and associated hardware included in the Toolkits.

### Internal Development Software Discount

For Enterprise Software Toolkit users, if additional software not included in the Toolkit is needed for internal development, it may be purchased at a discount.

### Internal Development Hardware Discount

Program Participants qualify for discounts on hardware purchased for development or demonstration purposes.



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