ACCESS TO AUTOMATION SOFTWARE

Just Got Easier

How software subscriptions remove barriers to entry and deliver increased value

**Rockwell
Automation**

Where it all **begins**

As an engineering manager at a global automotive supplier, Ingrid is tasked with justifying expenditures for projects that require software purchases.

It's 7:00pm and she is still at work preparing for her presentation to management. With this type of financial commitment, she wants to make sure she has all her bases covered.

She sits back and contemplates the complexities associated with software purchases. If only there was a better way.

"There has to be a better way!"

What happens **next**

Ingrid's mind is full of unanswered questions:

With cuts in budgets, how can I get this large capital expenditure approved?

Without the full scope of the project defined, will we be able to sync software requirements with changing demand?

How can I ensure the right person has access to the features they need for their job?

With ongoing changes in personnel, how can I manage the number and types of licenses I need?

How do I make sure that the software I buy today is up to date years from now?

What if I'm in the middle of a project and I need technical assistance?

Ingrid sighs.....

"There are too many unanswered questions."
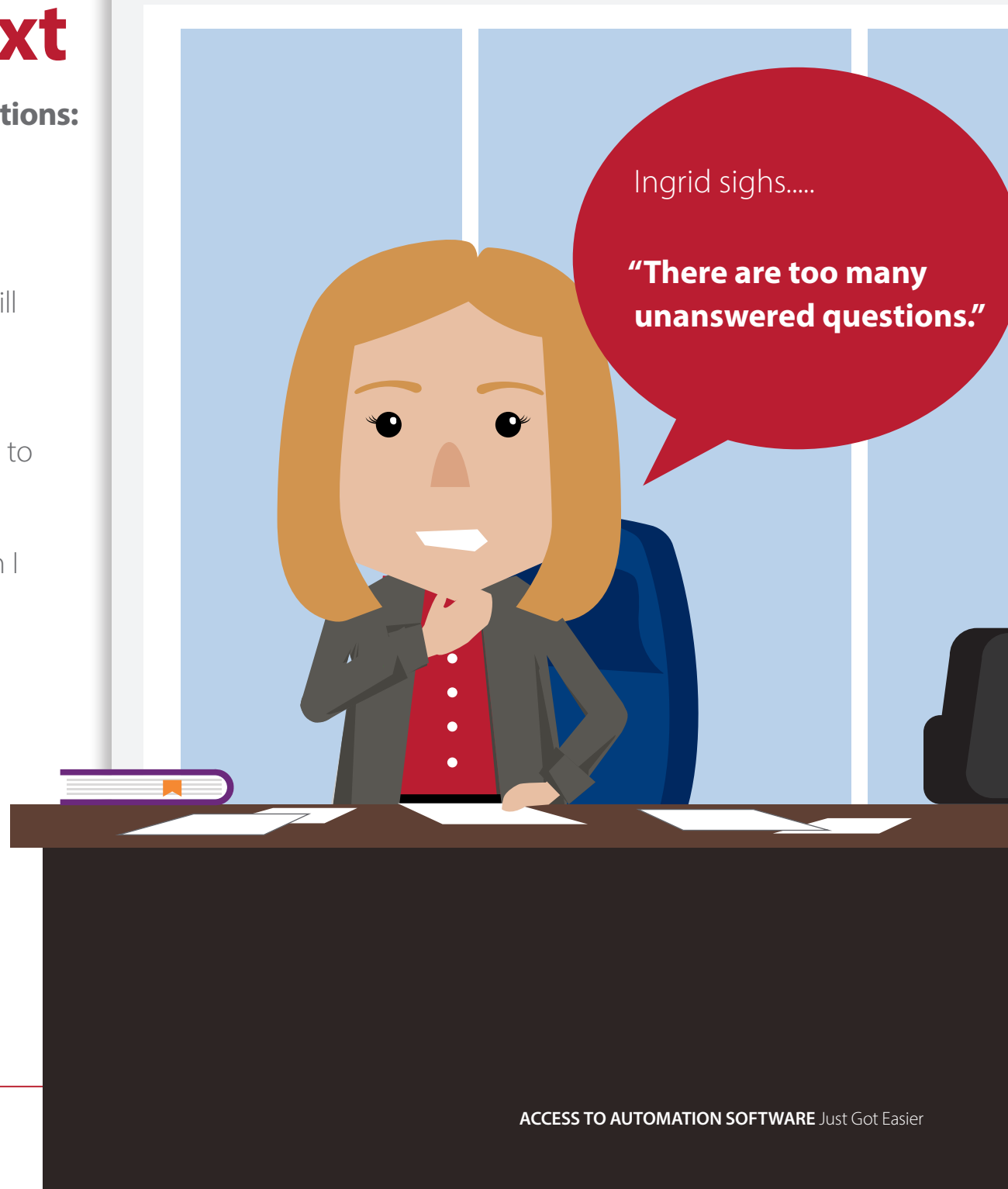
Let's Take a **Closer Look**

While researching options on her computer…

Ingrid thinks "I don't want to worry about buying and managing and upgrading. Why can't I just subscribe to software like I do at home?" And, then… she makes a discovery.

Just like Microsoft Office, Norton Antivirus, and Adobe, Rockwell Automation now offers software as a subscription. She feels like she's late to the party until she learns this is a newer offering in the industrial automation market.

Like Ingrid, if you need software for an upcoming project and value options, flexibility, scalability, access over ownership, predictability in cash flow, customization, ease of distribution, and a gold star… read on.

DON'T BREAK THE BANK ▶

BE SMART WITH YOUR INVESTMENT ▶

CHANGE IS GOOD ▶

IT'S A PARTNERSHIP, NOT A TRANSACTION ▶

Scalable

Faster ROI

Simple Activations

Cost Proration

Flexible Restack

ACCESS TO AUTOMATION SOFTWARE Just Got Easier

Don't Break the Bank

Access full software capabilities without the large up front expense of ownership.

Reduce the cost into smaller, incremental payments to free resources for other projects

Achieve a faster ROI by spending less upfront capital and more time on customizing, measuring, and optimizing

Evaluate software, business needs, and support with a truly transparent partnership

Gain access to the latest software updates, features, and enhancements with no additional cost

LOWER COST, FASTER ROI

ACCESS TO AUTOMATION SOFTWARE Just Got Easier

Be Smart with your Investment

Customize your software package based on your business needs

Activate your software with a single click

Assign & Manage software access based on job role and responsibilities

SEAMLESS USER EXPERIENCE

Change is Good!

Changes in project scope are a reality that we all have to manage. Earn a gold star by saving money in the process!

Scale your license usage with changing requirements

Add or **Remove** licenses with ease and prorated cost

Preserve initial investment even with changes in (or discontinuation of) subscription

VISIBILITY & **CLARITY**

NO MORE OVERBUYING

ACCESS TO AUTOMATION SOFTWARE Just Got Easier

It's a Partnership,
Not a Transaction

Access the latest versions of your software at any time

Support included in every subscription

Flexible choices for getting support from self-serve to talking with a subject matter expert via online chat or phone
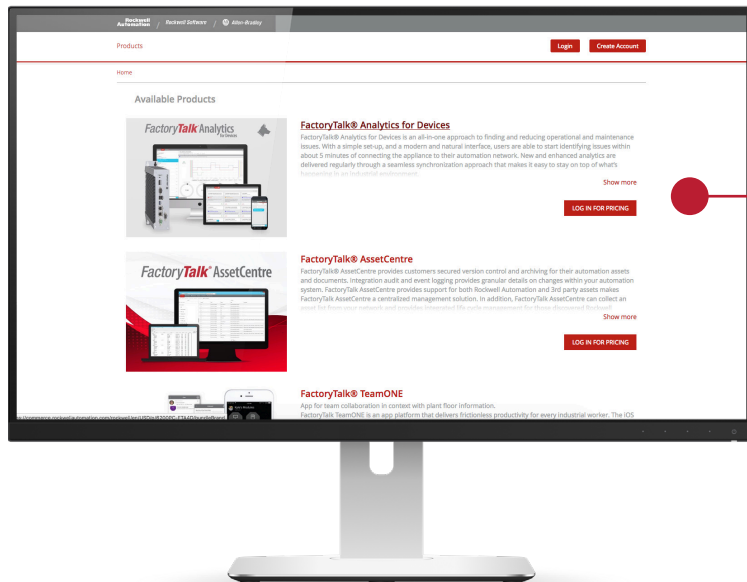
EASE OF DEPLOYMENT

ACCESS TO AUTOMATION SOFTWARE Just Got Easier

Getting Started
is as Easy as 1 - 2 - 3!

1 Visit the **Software Portal**

2 Add the software you need to your cart

3 Submit payment and start using your software

Using software subscriptions, one manufacturer was able to eliminate software management workflows for 90 site administrators globally.

ORDERING IS A SNAP!

1. Visit our **Software Portal** or

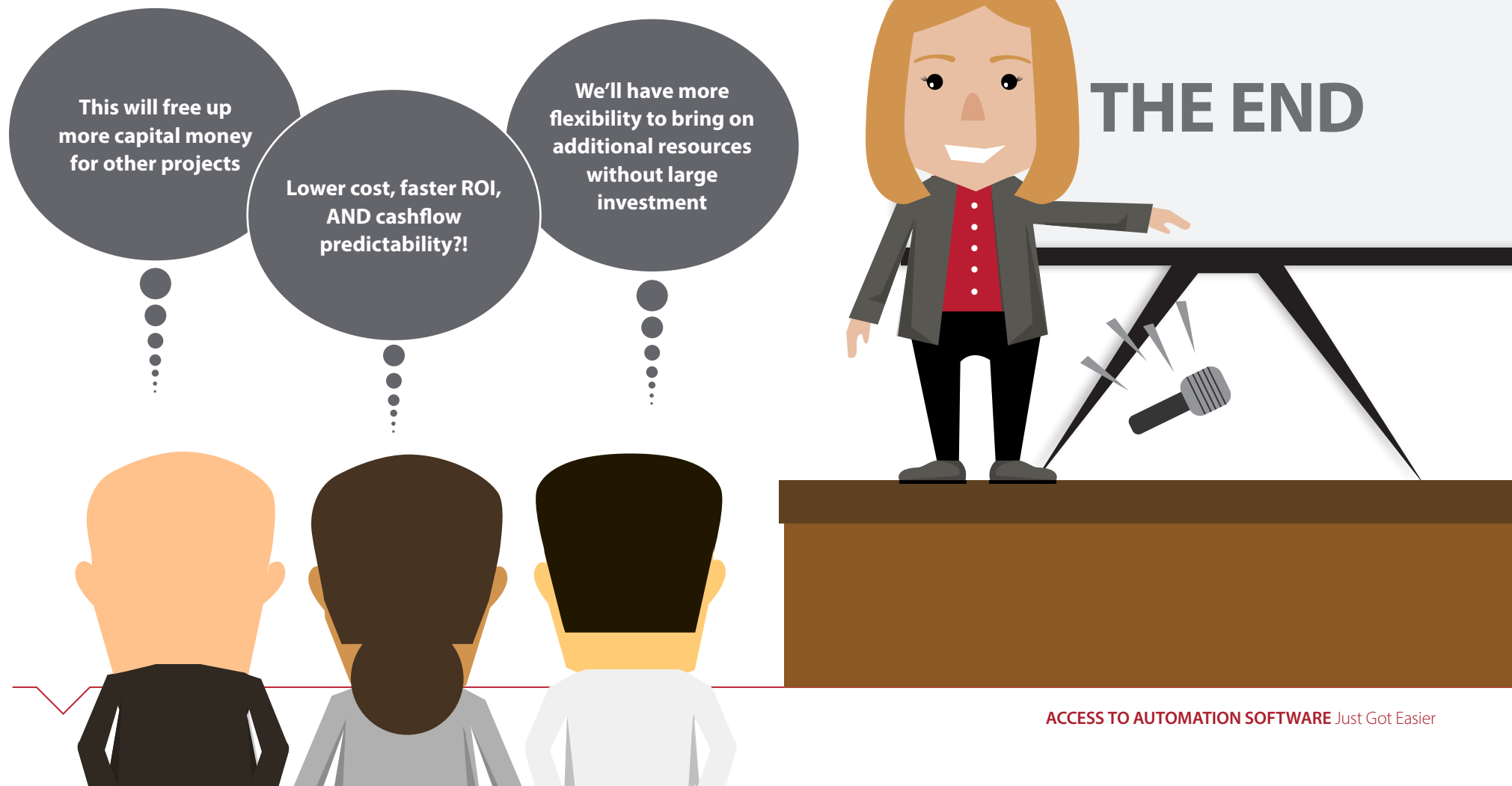2. Contact your **local distributor**

ACCESS TO AUTOMATION SOFTWARE Just Got Easier

How Software Subscriptions **Deliver**

Ingrid's presentation was a rousing success and provided desired business outcomes for her management team.

This will free up more capital money for other projects

Lower cost, faster ROI, AND cashflow predictability?!

We'll have more flexibility to bring on additional resources without large investment

THE END

ACCESS TO AUTOMATION SOFTWARE Just Got Easier

How Software Subscriptions
Saved the Day

Months after Ingrid's management approved this methodology of software acquisition, she is reflecting on the changes her team has realized.

Software distribution and activation is a SNAP!

My team always has access to the latest versions of software and support when they need it

I will never have to justify a large capital expenditure on software again!

Life is GOOD!

For more information, visit our **Software Portal** or contact your **local distributor**

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Rockwell Automation, Inc. (NYSE:ROK), the world's largest company dedicated to industrial automation, makes its customers more productive and the world more sustainable. Throughout the world, our flagship Allen-Bradley® and Rockwell Software® product brands are recognized for innovation and excellence.

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