ACCESS TO AUTOMATION SOFTWARE

Just Got Easier

How software subscriptions remove barriers to entry and deliver increased value
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.
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**
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

**DID YOU KNOW?**
By shifting to a subscription model, a large consumer products company was able to divert CapEX money they would have spent on software ownership to fund an analytics project.
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

DID YOU KNOW? A global automotive company consolidated 700 users to 110 licenses tuned to actual usage.

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

DID YOU KNOW?
A Food & Beverage manufacturer expanded across 14 plants, 8 countries, and 3 currencies while reducing overlap and waste.

**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

**DID YOU KNOW?**
Taking advantage of electronic software delivery eliminates the need for physical media and reduces solid waste in landfills.
Using software subscriptions, one manufacturer was able to eliminate software management workflows for 90 site administrators globally.

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

**ORDERING IS A SNAP!**
1. Visit our **Software Portal** or
2. Contact your **local distributor**
How Software Subscriptions Deliver

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

DID YOU KNOW?
Taking advantage of electronic software delivery eliminates the need for physical media and reduces solid waste in landfills.

- 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
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.