



**Rockwell
Automation**

Unlocking your potential with Digital Thread

Accelerate digital transformation with
a unified enterprise approach



Transform disruption into opportunity

Disruption is the new normal for today's manufacturers. Breakdowns in the global supply chain and major shifts in customer demand have forced leaders to rethink their business strategies and increase organizational agility. While organizations can't avoid disruption in the market, there are key steps they can take to prepare, adapt, and ultimately benefit from the changes it brings about.

To maintain their competitive edge, world-class manufacturers are investing heavily in digital transformation initiatives. Digital technologies and capabilities have the power to fundamentally change the way organizations discover, create, make, and sell products. The most successful digital transformation initiatives result in better products that improve people's lives and expand human possibility.

The foundation of digital transformation is a connected enterprise which unites and integrates information technology (IT) and operational technology (OT). The result is a Digital Thread of information that enables better decision making through centralized data and insights captured across the value chain.

At Rockwell Automation, we've spent the last decade building the industry's most comprehensive Digital Thread solution on a unified, open architecture. We've prioritized premier integration with best-in-breed partner solutions to capture information from the entire product lifecycle. Our approach enables collaborators from across the value chain to capitalize on information captured earlier in the production process and hasten innovation from concept to reality.

The results are clear: digital industrial organizations outperform their nondigital counterparts in both revenue and profit. And this performance gap only increases over time.

Source: IDC

To significantly improve business outcomes

*Metrics established through Rockwell Automation customer results



Improve OEE
by up to

50%



Increase factory
output by up to

30%



Reduce operational
costs by up to

12%



Accelerate
commissioning by up to

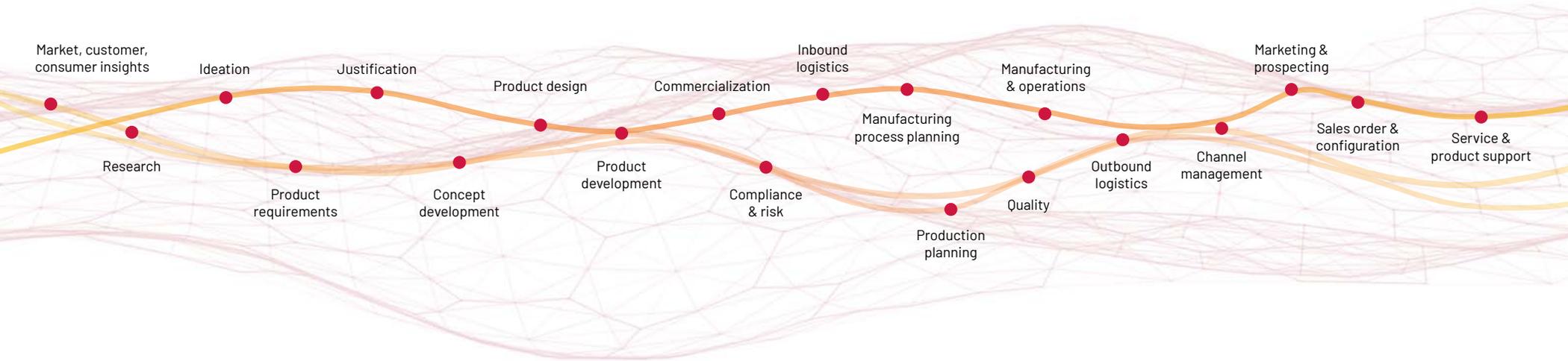
30%

Discover

Design

Manufacture

Sell



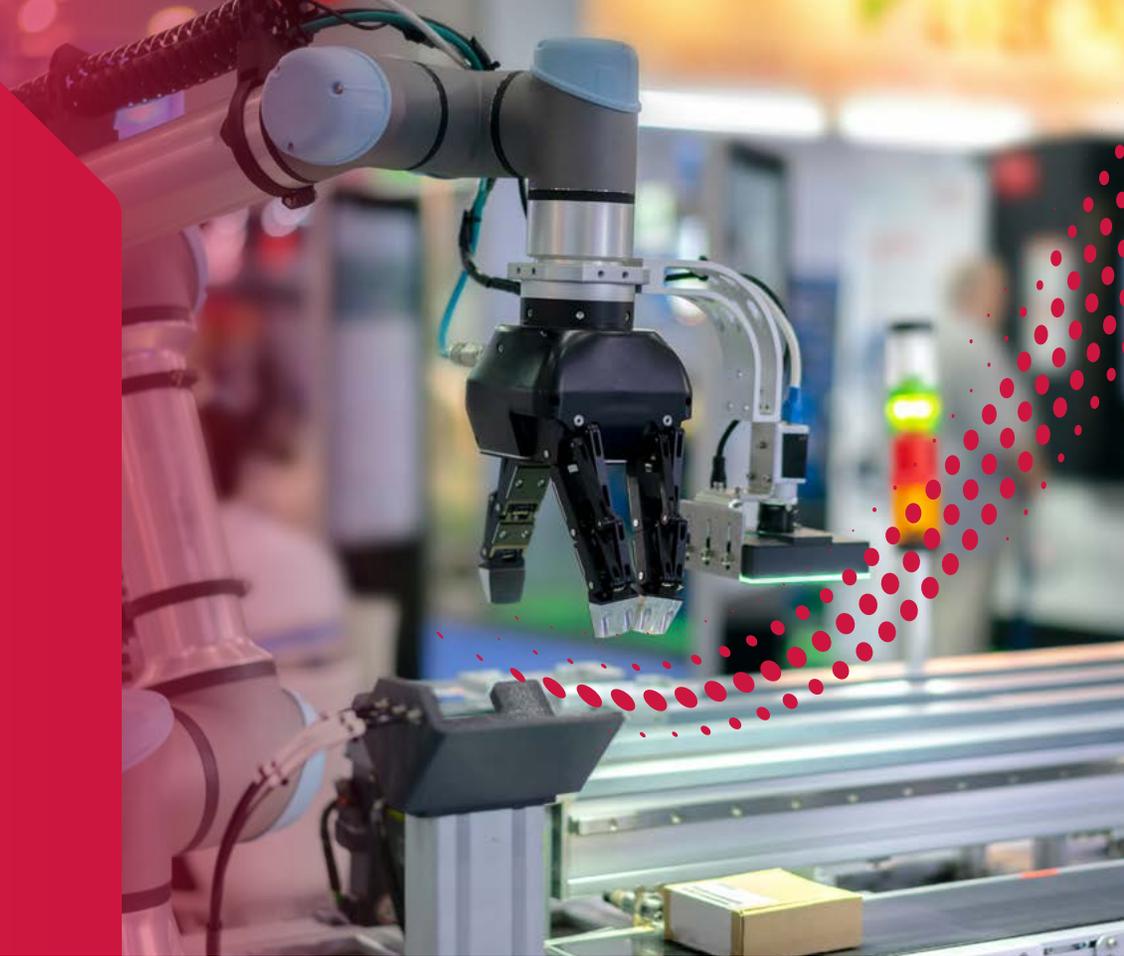
Closing the digital loop

Digital Thread connects your business processes, systems, products, and equipment through a seamless, integrated flow of data. This visibility is critical to transforming disruption into competitive advantage by improving and automating decision making in every phase of the product lifecycle. Think of Digital Thread as a living, real-time record of the evolution of your entire value chain – from customer insights to product design, from plant to end user – providing visibility into their past, present, and future state.

By uniting and continuously communicating changes between various digital twin models, Digital Thread unlocks new possibilities in product development and manufacturing operations. These rich twin digital simulations reduce the risk in testing operational changes and the time needed to reach operational efficiency goals. Digital Thread is the key to accelerating innovation, maximizing workforce productivity, optimizing operations, and building agility and resiliency at your organization.

Accelerate innovation

Innovation is the backbone of your competitive advantage. Achieve value and quality faster by connecting distributed stakeholders and their data through the digital value chain.



Accelerate time to market

Remove dependencies by bringing every stakeholder together in real time from the start. Product design, machine design, and production engineering can begin simultaneously with Digital Thread which reduces timelines and enables design manufacturability to be evaluated earlier in the process.

Reduce time to quality

Optimize manufacturing processes in a virtual environment prior to investing in the physical world. Centralized product data empowers engineers to simulate every aspect of production and virtually commission machines before equipment even arrives at the plant.



Maximize workforce productivity

The industrial workforce is changing rapidly. Elevate your employees' performance with seamless knowledge transfer and enhanced training enabled by Augmented Reality solutions.

Improve employee effectiveness

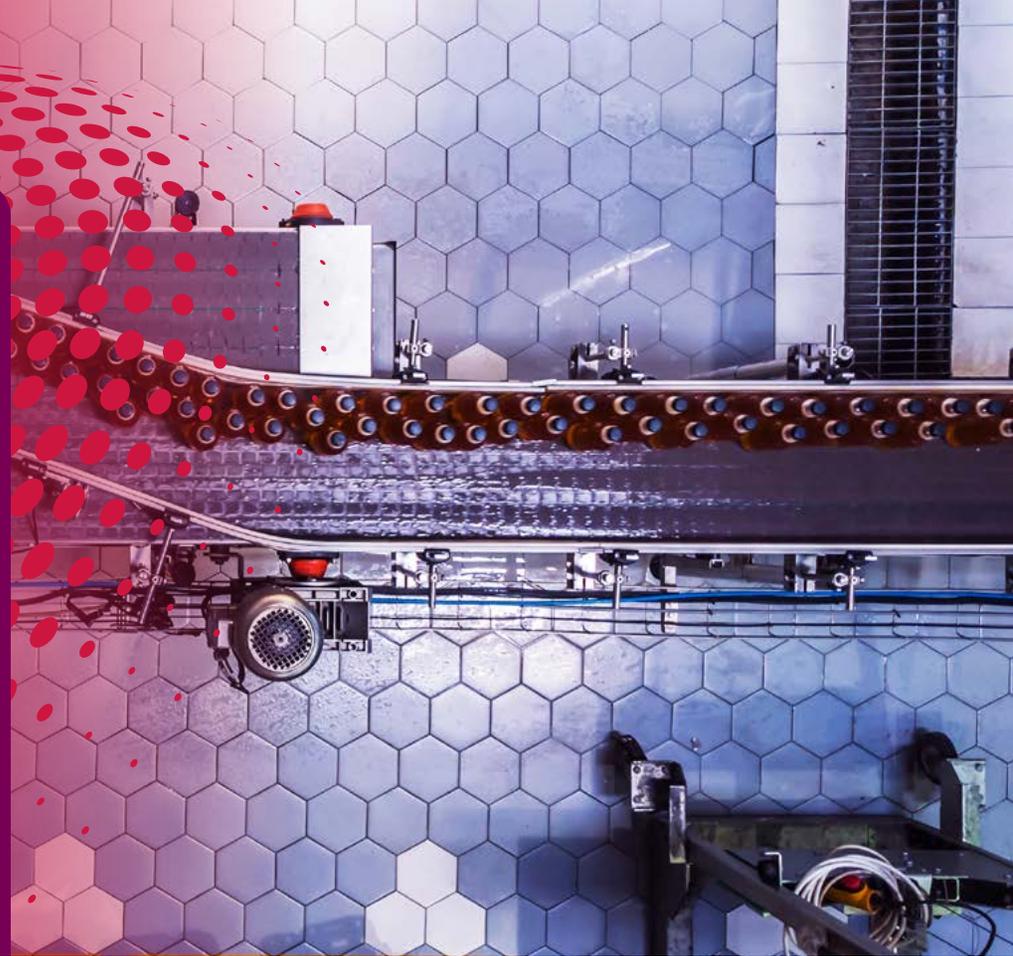
Scale manufacturing expertise from your top operators across the workforce with Augmented Reality. Procedural recording technology allows your domain experts to quickly document and share their standards of excellence to improve enterprise-wide standard operating procedures.

Accelerate employee ramp time

Empower your workforce to reach their potential with high-fidelity training and on-the-job instruction. With access to hands-free, step-by-step directions delivered through Augmented Reality, new personnel are equipped to deliver a first-time fix their first day on the production floor.

Optimize operations

In manufacturing operations, data and integrated analytics are essential for continually improving performance. Maximize your productivity potential with autonomous systems and AI-enhanced analytics.



Maximize operational efficiency

Maintain peak operating performance constantly with automated process control optimization integrated into the control layer. Prescriptive analytical models equip your control systems to continuously optimize production parameters despite shifting operating conditions.

Reduce operating costs

Decrease the cost of quality and operations drastically by deploying predictive analytical models in production. AI-enabled quality and process optimization integrated into production reduces work in progress and prevents losses associated with scrap and product rework.



Build resiliency and agility

As disruption becomes the new normal, organizations need to prepare to adapt quickly. Position your organization to transform disruption into opportunity with increased organization agility and manufacturing flexibility.

Reduce operational risk

Test and validate manufacturing process improvements through virtual simulation of physics and automation before making any changes to your physical operations. The ability to identify any key issues in process changes through simulation can prevent costly errors on the manufacturing line.

Establish supply chain visibility

Decrease the cost of inventory and achieve complete supply chain traceability with intelligent warehouse management solutions. Full visibility into supply chain and inventory enables improved inventory management and better responses to potential supply chain breakdowns in the future.

Achieve your potential with Rockwell Automation, the clear global leader in Digital Thread

The right partner is instrumental in realizing success on your digital transformation journey. Only a partner with the right combination of technical capabilities and proven customer outcomes can help you avoid common pitfalls and build for enterprise scale.



RECOGNIZED DOMAIN EXPERTISE

At Rockwell Automation, we've married more than a century of OT expertise across industries with over a decade of focus on digital transformation. Leveraging this unique combination of experience, we've enabled our customers to transform product innovation by bringing the digital value chain to life.



UNIFIED, OPEN ARCHITECTURE

The time for monolithic Digital Thread strategies is over. That's why Rockwell Automation has built a pre-integrated, comprehensive partner ecosystem with best-in-breed capabilities across the IT and OT spectrum. This open architecture delivers the capabilities you need today and the flexibility to build for tomorrow.



VALUE-DRIVEN SERVICES PORTFOLIO

Instead of taking a foundational approach focused on technical capabilities, we prioritize delivering tangible outcomes on high-value use cases. With this methodology, our teams drive projects to maximum value rapidly to prove return on investment before scaling capabilities to further applications.

Ready to accelerate transformation?

Visit rok.auto/ra-digitalthread
to learn more

Connect with us.    

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