

# Process OEM Solutions

Helping Drive Profitability

**PlantPAx**  
Process Automation System



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# Rockwell Automation® Process OEM Solutions

## What Matters to You

Many process OEMs have told us that differentiating themselves in the market is their biggest challenge. While their customers have fewer projects and smaller capital budgets, there is greater competition from a broader base of process OEMs. Customers are focused on cost first, but continue to demand more functionality. As a result, many OEMs struggle to balance the cost and design demands of their customers.

Rockwell Automation and its partners help lower Total Cost to Design, Develop and Deliver<sup>SM</sup> equipment. Our modular programming guidelines, PlantPAx™ Process Automation System libraries, and productivity toolkits provide the technology and economic advantages required. We have helped OEMs assess and quantify the value realized by choosing us as their preferred process automation partner.

## Helping You Drive Profitability through Persistent Innovation

We deliver the tools and expertise to help OEMs build equipment control solutions that are more scalable, reusable and plug-and-play enabled. We use off-the-shelf components that help ensure compliance of demanding industry regulations for both batch and continuous applications.

You can easily develop and integrate process control solutions using industry standards with the PlantPAx Process Automation System. PlantPAx is a tested and proven system powered by the Rockwell Automation Integrated Architecture™, a scalable, multi-disciplined control platform. Coupled with our global support and experience implementing specific standards and regulations in industries such as food and beverage, life sciences, specialty chemical, oil and gas, power and many others, this system can provide the guidelines and strategies to help you successfully integrate and deploy modular process solutions for your customers.

## Proven Global OEM Program

As an OEM, you are always looking for opportunities to save money and resources by leveraging proven tools and methods that make your business more profitable. Our Global OEM team has helped process OEMs like you do just that, by applying proven best practices to equipment design and development.

Our Global OEM Technical Consultants (GOTCs) and Global Process Technical Consultants (GPTCs) can help you by sharing best practices and industry expertise gained in applying automation technology to a wide range of process applications.

The team's Project Management Professional (PMP) certified program managers are knowledgeable at applying and managing appropriate resources to keep development initiatives on track. The net result is the reduction of in-house research and development costs and overall time to market while increasing functionality.

## Optimize Cost vs Revenue

We slice the Total Cost to Design, Develop and Deliver a process automation system into distinct segments. Our Global OEM team works with clients to optimize the "costs vs. revenue" equation to maximize your profit.

### Maximize Profitability

- A common mistake is to focus heavily on only one segment, causing the other segments to significantly expand, resulting in a negative impact on profitability.

### Reduce Costs

- By choosing the right process control equipment and applying it in the optimal manner, you can reduce overall costs. This improves manufacturing capacity, reduces labor content and improves revenue.

### Maximize Revenue

- Most importantly, we enable persistent innovation and value-added differentiation for you in the market place.



# PlantPax Process Automation System

## Scalable, Cost-Effective & Easily Integrated

### Reduce Short-Term Costs

- Resides on the skid and ships fully tested and operational
- Interfaces exist to most supervisory systems, including legacy DCS and PLCs
  - Reduces engineering efforts to meet customer specification
- Optimize performance and acquisition price through scalable options
  - Process platforms scaled to loop and I/O count
  - No added fees for extra I/O or memory tag licenses
- Speed design and integration through comprehensive process library
  - Pre-tested logic and visualization content
- Speed configuration of control devices, such as Rockwell Automation PowerFlex® VFDs, motor control components, and other devices by direct integration - no programming required.

### Improve Long-Term Total Cost of Ownership

- Simplify remote monitoring and support through use of unmodified Ethernet
  - Reduce downtime
  - Reduce response time to customer support requests
  - Reduce travel costs
- Leverage remote monitoring to capture operational data
  - Increase value of equipment through process optimization and functional improvements
  - Generate after-sale revenue through support contracts and sale of replacement parts and supplies
- OEM Parts Management Agreement availability
  - Maintain customer parts business and ongoing relationship
  - Avoid cost of spare parts purchases and spoilage
- Maximize uptime and customer satisfaction
  - Industry leading support infrastructure
  - Access to Rockwell Automation experts
  - Training through Rockwell Automation, distributors or educational institutions
  - Support through Rockwell Automation, distributors and System Integrator community

### Protect Intellectual Property

Because of its scalability and designed openness, our OEM solutions can be connected to other systems without exposing your intellectual property.

- Deal directly with the end user – no need to share your proprietary control algorithms with other suppliers or their integrators
- Create long term support contracts with end users instead of relinquishing support to other suppliers
- Protect your proprietary control algorithms using Add-on-Instructions
  - Encapsulate critical programs and algorithms to show only required information and graphics
  - Protect code and provide to end user without jeopardizing intellectual property

### In Summary

At every stage in the life cycle of your equipment, Rockwell Automation is your partner.

By taking advantage of our systems, products and services, you can lower your Total Cost to Design, Develop and Deliver, while improving your time to market.

You will be better equipped to react quickly to change, continuously improve profitability and attract new customers with high-performance, innovative equipment.

To find out more, please visit us at:

[www.rockwellautomation.com/go/process](http://www.rockwellautomation.com/go/process)

*"The tightly integrated PlantPax system reduced design, commissioning and start-up time by 20% versus a traditional solution."*

*– Mike Hilton, Director of Electrical & Integration, Industrial Furnance Company*

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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