高层寄语

我们亲眼见证整个制造行业发生根本性的变化。过去，我们追求的只是实现生产过程自动化，提升机器运行速度和产能。而如今，我们需要整合工厂车间的机器数据，实现整个工厂与企业其它部分的互联，并最终扩展至外部供应链。只有这样才能在实现节能的同时，满足更加严格的客户需求。

在中国市场，制造业享有的传统优势正逐步消失，通过创新来寻求生存之本已成为当务之急。与此同时，随着人们可支配收入的不断增加，国内城乡原始人口激增，消费品、基础设施和自然资源方面的压力愈发凸显。

要成功应对这些社会变革和大趋势，您需要明智的业务伙伴为您保驾护航，需要掌握重要资源和突破性技术的专家来应对当今复杂的市场变化。十多年来，罗克韦尔自动化凭借“互联企业”战略，始终在引领智能、安全和可持续生产的前沿。

“物联网”的出现是一次千载难逢的良机，可以让您的业务更上一层楼。我们能够帮您实现这一点。

柯思齐
罗克韦尔自动化(中国) 有限公司
董事长兼大中华区总经理

Ken Kofsky
Managing Director,
Rockwell Automation China

GREETING MESSAGE

We are now witnessing fundamental changes throughout the whole manufacturing industry. Gone are the days of simply automating production processes and having your machines run faster and producing more. Integrating data from your machines on the plant floor and linking your entire plant with the rest of your enterprise, and eventually the external supply chain, beholds the secret to seamlessly meeting evolving customer demands while yielding energy savings.

The need to innovate to survive is becoming increasingly pertinent in China, where the traditional advantages the manufacturing industry used to enjoy are diminishing. Meanwhile, pressure on consumer goods, infrastructure and natural resources is intensifying due to increasing disposable income and the country’s booming rural-to-urban migration.

Facing these transformational forces and mega trends, you need smart business partners at your side. Experts with the right resources and groundbreaking technologies to help you manage change today. Rockwell Automation has more than a decade of experience at the forefront of driving smart, safe and sustainable operations through our Connected Enterprise strategy.

The arrival of the Internet of Things is an once-in-a-lifetime opportunity to take your business to the next level. We can help you make that happen.
Core to The Connected Enterprise
互联企业的核心

Customer Value Drivers
为客户创造新的价值

更快的上市时间
Faster Time to Market

更低的总拥有成本
Lower Total Cost of Ownership

更高的资产利用率
Improved Asset Utilization

企业风险管理
Enterprise Risk Management

为更快的价值创造优化持续
Optimized for Rapid Value Creation

公司总部
Headquarters

智能电网
Smart Grid

供应链
Supply Chain

分拨中心
Distribution

客户
Customers
Company Overview

$6.62B
FISCAL 2014 SALES
2014财年销售额：约66.2亿美元

22,500
EMPLOYEES
全球员工：约22,500名

80+
COUNTRIES
分布全球80多个国家

★ World Headquarters (Milwaukee, WI USA)
★ Regional Headquarters (Hong Kong / Diegem, Belgium / Miami, FL USA)
◆ Manufacturing Operations
● Remanufacturing Centers
▼ Parts / Exchange Hubs / Repair Centers
▲ Drive Centers
♦ Support & Sales Offices

★ 全球总部（美国威斯康辛州密尔沃基市）
★ 区域总部（香港/比利时迪更/美国佛罗里达州迈阿密市）
◆ 生产运营中心
● 再制造中心
▼ 备件/维修/更换中心
▲ 传动产品中心
♦ 销售和服务办公室

全球概览

2014财年销售额：约66.2亿美元
全球员工：约22,500名
分布全球80多个国家
Leading global provider of industrial power, control and information solutions

Automation Solutions for a broad range of industries

SERVING CUSTOMERS FOR 111 Years

- Technology innovation
- Domain expertise
- Culture of integrity & corporate responsibility

我们提供全球领先的工业动力、控制和信息解决方案

我们的自动化解决方案适用于广泛的行业应用领域

我们已经服务客户 111 周年

- 技术创新
- 领域专知
- 诚实守信、富于社会责任
When you choose Rockwell Automation, you also tap into the power of our PartnerNetwork™ Program—a framework of well-managed relationships based on your needs. Our program provides you with access to a local, regional and global network of best-in-class companies including distributors, system integrators, machine builders, alliances and complementary product providers.

The keystone of our PartnerNetwork is collaboration that allows a seamless relationship with you, built on mutual trust and shared business values.
Rockwell Automation is the preferred automation supplier for many industries in China. Our various products, high-quality services and excellent solutions provide opportunities for end users, system integrators and OEM manufacturers, to succeed in achieving production automation, preparing to further realize informatization and even helping manufacturing enterprises to achieve smart, safe and sustainable production in the whole factory.

- More than 2,200 employees
- 37 sales offices with 5 training facilities (including Hong Kong & Taiwan)
- Research Center in Shanghai
- Cooperation with more than 60 universities on training and R&D
- 12 authorized distributors and 90+ recognized system integrators
- 40 Encompass Strategic Partners and Global Strategic Alliance
- Repair Centre in Shanghai
- 3 Plants in Shanghai and Harbin
- Logistic centers in Hong Kong, Taipei and Shanghai
- Software development center in Dalian
- OEM Application Development Center in Shenzhen, Shanghai and Beijing
- Sales and support of Rockwell Automation brand products

Local Overview

- Rockwell Automation Control Solutions (Harbin) Co., Ltd.
  - Major Products:
    - PowerFlex 6000
    - PowerFlex 7000

- Shanghai R & D Center / Shanghai Research Center
  - Working Scope:
    - Applied Research
    - Product Engineering Development
    - Support R&A’s Business in China
    - Process of project management
    - Innovation patent and new product

- Rockwell Automation Control Solution (Shanghai) Limited
  - Major Products:
    - Standard Drive PF70/PF700
    - MCC 2500
    - ESB
    - Remanufacturing

- Rockwell Automation Manufacturing (Shanghai) Limited
  - Major Products:
    - 800F/T/H push buttons
    - 1492 terminal blocks and cables
    - Custom control panel solutions
  - Main Products:
    - 800F/T/H 按钮指示灯
    - 1492 接线端子和电缆
    - 定制控制面板解决方案
ControlLogix

Small Controllers

Industrial Networks

Drive Systems

Industrial Control Products

MicroLogix

SAFE POWER

RUN

FAULT

FORCE

OKDSC

Small Controllers

Motion

Configuration & Visualization

Safety

Sensing

Information Software

System Integration

Motor Control Centers

Services

Industry Offering

We Can Also Offer
Expertise in wide range of industries, including:

Oil and Gas & Petrochemical,
Automotive, Tire, Food, Beverage and Packaging, Life Science,
Electric Power, Energy, Mass Transit, Mining,
Water & Waste Water, Semiconductor, Crane and Marine, Cement and Metal etc.

500,000+Products

- Programmable controllers
- Power devices
- Sensors
- Operator Interfaces
- Motion Control
- Communication products
- Software
- Variable frequency AC drives
- Variable speed DC drives

Core Solutions

- Integrated Architecture
- Intelligent Motor Control
- Information Solutions
- Service Solutions
- Asset management
- Process solutions

50多万种产品

- 可编程控制器
- 电源装置
- 传感器
- 操作员界面
- 运动控制
- 通信产品
- 软件
- 交流变频器
- 直流调速器

50多种解决方案

- 集成架构解决方案
- 智能马达控制
- 信息解决方案
- 服务解决方案
- 企业资产方案
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服务和支持

- 方案论证
- 项目管理
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- 现场支持服务，包括应急服务、扩展保修期服务、
  后勤服务、更换服务、预防性的维护服务和
  维修及维护服务
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- 生命期间及资产管理服务

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- 集成实施监控
- 生命期间及资产管理服务
Rockwell Automation certified project management teams provide:
- An implementation plan that details your project or program approach using our standardized internal processes.
- A single point of ownership that aligns your internal resources with our project teams and keeps them focused while maintaining accountability for deliverables.
Sustainable Customers
Rockwell Automation helps our customers solve these challenges as part of our mission to improve the standard of living for everyone by making the world more productive and sustainable. Our 22,000 employees in 80 countries and our global PartnerNetwork™ of 5,900 companies help the makers of the products you use every day move toward the next generation of smart, safe and sustainable manufacturing.

Sustainable Community
Our global supply chain provides us with a broad range of experience and expertise that allows us to meet our customer needs while contributing to the economic growth of communities where we do business.

Sustainable Company
Rockwell Automation is committed to demonstrating the highest standards of environmental management and employee safety, while creating an inclusive and ethical culture where our colleagues can do their best work. We strongly believe this is fundamental to thriving as a sustainable company in an uncertain global economy.

Achievement At-A-Glance
Recognition
• Listed on the Dow Jones Sustainability North America Index as one of the most sustainable companies for third consecutive year
• For the twelfth year, listed on FTSE4Good Index of Companies, a leading social responsibility investment index
• Again named to CR (Corporate Responsibility) Magazine’s “100 Best Corporate Citizens” list

Dedication to Community
University Partnership Program
Launched in 1998, Rockwell Automation China University Partnership Program (RACUPP) has established joint laboratories with more than 70 Chinese leading universities, including institutions such as Tsinghua University, Shanghai Jiao Tong University, Zhejiang University, Harbin Institute of Technology, Northeastern University and Hong Kong Polytechnic University, etc., and formed a laboratory network covering over 20 provinces and municipalities throughout China as well as Hong Kong SAR.

Up to the end of 2014, Rockwell Automation has donated a total amount of RMB 160 million worth of equipments, scholarships and teaching awards to Chinese universities.

Rockwell Automation will continue to make contributions to China’s development by supplying more competitive and talented engineers to the society through the program so as to help China meet the emerging challenges from global manufacturing.

客户的社会责任
Rockwell Automation致力于展示最高标准的环境管理和员工安全，营造一个包容、高尚的文化氛围，令员工发挥出最佳的潜能。我们坚信这是可持续企业在变化莫测的全球经济环境中繁荣发展的根本。

社会贡献
大学合作项目
自1998年底至今，罗克韦尔自动化通过“与中国大学共勉”项目，陆续在中国超过70余所大学合作建立了自动化实验室，形成了罗克韦尔自动化高校实验室网络，覆盖国内20余个省市自治区和香港特区。其中包括清华大学、上海交通大学、浙江大学、哈尔滨工业大学、东北大学、香港理工大学等知名学府。

截止2014年底，罗克韦尔自动化共为各个高校合作伙伴捐赠的设备、奖学金、奖教金已高达人民币1.6亿元。

通过“与中国大学共勉”项目，罗克韦尔自动化将为中国培养出更具竞争优势、高素质的自动化人才，以迎接未来来自全球制造业的挑战。