



# System Integrator Commercial Program Guide

Benefits. Requirements. Incentives.



# Program overview

At Rockwell Automation, we recognize the important role System Integrators play in bringing The Connected Enterprise to life. The PartnerNetwork™ is designed to collaborate with highly qualified System Integrator Partners who are committed to enhancing value to their customers across the globe, by maximizing our broad portfolio of products and services.

## Reasons to join the Rockwell Automation **System Integrator Partner Program:**

### **Achieve Sales Success**

Our System Integrator program focuses on establishing strong business relationships between our PartnerNetwork members, the Rockwell Automation sales teams and channel partners. Together, we bring the best of what we offer to any challenge, our collective expertise gets stronger, more complete and both our businesses grow.

### **Differentiated Capabilities**

Rockwell Automation knows the importance of our program participants and works to align their capabilities in technologies and application expertise that are complementary to offerings from Rockwell Automation. Core technology disciplines are determined by competencies in:

- Control
- Process
- Power
- Information Solutions

### **Enablement and Support**

In the ever-changing world of product and technology advancements, Rockwell Automation supports our System Integrators with opportunities to stay ahead through:

- Specialized training and enablement materials
- Distance and local training opportunities
- Access to preferred customer-facing collateral

## **Helping build business relationships**

**We recognize the important role you play in delivering our broad portfolio of products and services to our global customers. Our System Integrator Partner Program is designed to produce highly qualified System Integrators like you who are committed to enhancing their value to their customers. Our goal is to help you develop the best possible solution.**



# The Value of our program

## Why is the System Integrator Partner Program important to our shared customers?

Rockwell Automation has a well-established brand and recognition in the industry. Our customers know that our support is second to none. To achieve successful outcomes, our end-user customers use our System Integrator program as a way to differentiate between solution delivery companies.

A Rockwell Automation System Integrator must demonstrate competencies in technologies and application expertise, sales success, and investment in collaboration with Rockwell Automation.

## Why is our program important to System Integrators like you?

As a Rockwell Automation PartnerNetwork™ member, you can leverage the global reach of our PartnerNetwork to differentiate yourself in the marketplace. We can help you enhance your visibility, depending on the level of commitment that you're willing to make. For example, we can help increase your technical competency and build a more sustainable business practice for the long term.

## Why is the System Integrator Partner Program important to Rockwell Automation?

Rockwell Automation Partner Programs have been integral to the success and strategy of our business for 100+ years because we know that no single company can deploy best-in-class solutions alone.

The System Integrator Partner Program brings robust commercial and technical enablement to maximize System Integrators' skills, recognize and reward System Integrator performance, and provide the ability to find the right System Integrator for a project to meet our customers' needs and achieve mutual success.

The program leverages a bronze, silver, gold and platinum pyramid structure with categories based on criteria such as sales success, competencies, and investment in collaboration with Rockwell Automation. Placement within the levels will provide differentiated and meaningful benefits to recognize their value add, fuel an ongoing successful partnership, and motivate the System Integrator to invest further with Rockwell Automation.

# Partner levels

The Rockwell Automation System Integrator partner program is tiered into four levels – bronze, silver, gold, and platinum that rewards for sales success, skills and capabilities, and investment in collaboration with Rockwell Automation. Partners will be provided with opportunities to build competencies within their organization and use commercial enablement tools leveraged by Rockwell Automation sellers. As partners build competency and experience sales success, they have an opportunity to advance in the program, and receive more program benefits.

Obtaining recognition in each tier is based on three criteria:

## 1 SALES SUCCESS

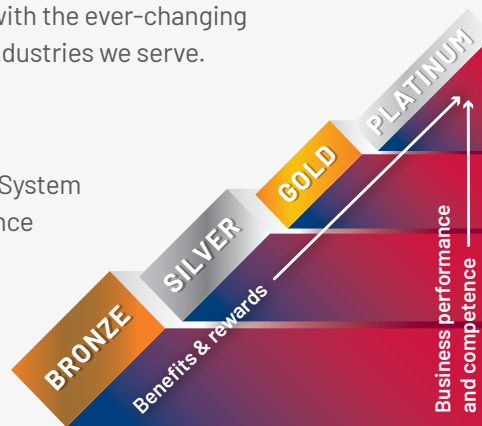
You'll get rewarded as you grow your business and achieve the revenue milestone associated with each tier.

## 2 COMPETENCIES

A cornerstone of our program is our desire to increase the technical and commercial competencies of our System Integrators. We offer a wide range of training opportunities to help you gain the knowledge required to keep pace with the ever-changing technology advancements in the industries we serve.

## 3 COLLABORATION

Rockwell Automation can help our System Integrator partners grow and advance when we collaborate on strategic alignment initiatives and success planning through business planning and co-managed objectives.



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# Program eligibility requirements

To help ensure a successful program, we look for System Integrators who share our values. A participating System Integrator must demonstrate a desire to build a stronger business relationship with Rockwell Automation and, where appropriate, our Authorized Distributor network.

Figure 1 gives a snapshot of the eligibility requirements, by partner level, that you'll need to meet to become a member of our program. The criteria includes achieving a predetermined annual revenue amount, capabilities in one or more of our program disciplines, and a willingness to collaborate on building strong business relationships.

	BRONZE	SILVER	GOLD	PLATINUM
SALES SUCCESS	<p><b>Revenue Achievement (\$)</b> based on average of previous 2 years sales</p> <p>\$</p> <p>Note: System Integrators can request to include Influenced revenue (at a 1/3 factor)</p>	<p>\$\$</p>	<p>\$\$\$</p>	<p>\$\$\$\$</p>
COMPETENCIES	<p><b>Capability</b></p> <p>Control, Process, Power and Information program disciplines</p> <p>(requires training &amp; resources, plus some capabilities have other requirements such as project reviews)</p> <p>Capabilities - 1</p> <p>Credentialed resources per Capability - 1</p>	<p>Capabilities - 2</p> <p>Credentialed resources per Capability - 2</p>	<p>Capabilities - 3</p> <p>Credentialed resources per Capability - 3</p>	<p>Capabilities - 4</p> <p>Credentialed resources per Capability - 4</p>
	<p><b>Toolkit</b></p> <p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>
COLLABORATION	<p><b>Strategic Alignment</b></p> <p>Success Planning with Co-managed Objectives</p> <p>Recommended annually</p>	<p>Reviewed bi-annually</p>	<p>Reviewed quarterly</p>	<p>Reviewed quarterly</p>

## SALES SUCCESS

The Rockwell Automation System Integrator program focuses on establishing strong business relationships between our PartnerNetwork members, the Rockwell Automation sales teams and channel partners.

Together, these partnerships will help our System Integrators bring the best of what we offer to the challenges our customer face, achieve sales success and annual revenue goals.

## COMPETENCIES

Our System Integrator business partners are distinguished based on the tier they qualify for. We also differentiate them by recognizing and promoting their capability in technologies and application expertise that are complementary to our offerings.

As a participant in the program, you can qualify for any combination of disciplines that is appropriate for the markets you serve. Each discipline includes subsequent capabilities to drive additional focus in applications that enhance our mutual value to the end customer.

To achieve a capability, a participant must complete the competency curriculum that has been established as part of the program. Figure 2 outlines each program discipline and its corresponding capabilities.

PROGRAM DISCIPLINES & CAPABILITIES			
CONTROL	PROCESS	POWER	INFORMATION
<ul style="list-style-type: none"> <li>Control <sup>1</sup></li> <li>Visualization <sup>1,6</sup></li> <li>General Motion <sup>1,6</sup></li> <li>Machine Safety <sup>2,3,6</sup></li> <li>Intelligent Conveyance <sup>2,4,5,6</sup></li> <li>Digital Engineering <sup>2,6</sup></li> </ul>	<ul style="list-style-type: none"> <li>PlantPAX<sup>®</sup> <sup>2,6</sup></li> <li>Batch <sup>6</sup></li> </ul>	<ul style="list-style-type: none"> <li>Low Voltage Drives <sup>1,6</sup></li> <li>Low Voltage Drive Systems</li> <li>Low Voltage MCCs <sup>2,4,6</sup></li> <li>Medium Voltage Drives and MCCs <sup>2,4</sup></li> </ul>	<ul style="list-style-type: none"> <li>Edge Analytics</li> <li>IIoT <sup>2</sup></li> <li>Fixx CMMS <sup>2,4,5</sup></li> <li>Plex MES <sup>2,4,5</sup></li> <li>Plex Production Monitoring <sup>2,4</sup></li> <li>Plex Asset Performance Management <sup>2,4</sup></li> <li>Plex QMS <sup>2,4,5</sup></li> <li>Plex ERP <sup>2,4,5</sup></li> </ul>

KEY: 1- Test Out. 2 - Project Review Required. 3 - 3rd Party Certification Required. 4 - Application Approval Required. 5 - Limited Access. 6 - Prerequisites required

Figure 2. System Integrator Program disciplines.

Note: This program is not open to end-user or OEM customers that may have department-level System Integrator services.



## COLLABORATION

### Success Planning with Co-managed Objectives

One of the unique aspects of our program is the local business relationships we establish with our System Integrators through sales planning. Expectations for participating in success planning vary from bi-annually to monthly, depending on your program tier.

#### During this process, we work with you to establish the following:

**Evaluate the relationship** and identify areas of improvement through co-managed objectives.

**Establish business objectives** for the coming year.

**Determine growth opportunities** through target account / project opportunity planning.

**Evaluate and develop competency plans** to enhance your technical expertise where required.

**We use this information to develop your success plan and establish our goals. It is completed in accordance with all anticompetition laws. It should not be interpreted as an agreement, not to compete contract or divide the market.**



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# Program participation benefits

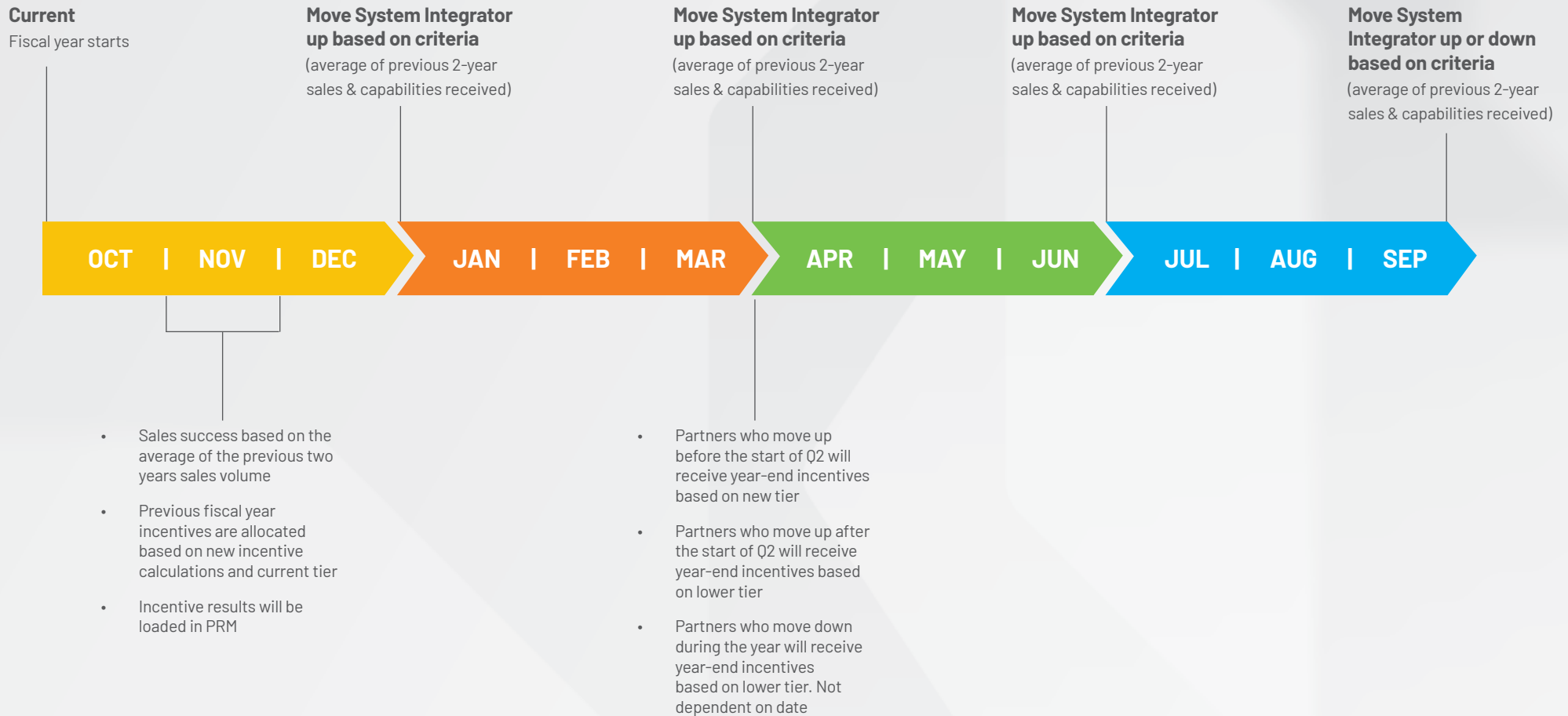
Figure 3 gives a snapshot of the key benefits you'll receive as a member of our program. You have the opportunity to gain recognition with customers and in the industry, as well as receive financial incentives and product and technical support.

	BRONZE	SILVER	GOLD	PLATINUM	
<b>RECOGNITION</b>	<b>Access to Rockwell Automation system integrator logo</b>	 BRONZE System Integrator A ROCKWELL AUTOMATION PARTNER	 SILVER System Integrator A ROCKWELL AUTOMATION PARTNER	 GOLD System Integrator A ROCKWELL AUTOMATION PARTNER	 PLATINUM System Integrator A ROCKWELL AUTOMATION PARTNER
	<b>Presence on Rockwell Automation partner locator</b>	Not Applicable	Silver status + Capabilities shown	Gold status + Capabilities shown	Platinum status + Capabilities shown
<b>FINANCIAL</b>	<b>Incentives</b>	% of last years sales plus % for growth + accelerators (on focus offerings) Growth %'s increase as level increases			
	<b>Extended Warranty</b>	1 year standard + 1 year with registration	1 year standard + 1 year with registration	1 year standard + 2 years with registration	1 year standard + 2 years with registration
<b>ENABLEMENT &amp; SUPPORT</b>	<b>Toolkit</b>	Discount \$	Discount \$\$	Discount \$\$\$	Discount \$\$\$
	<b>Enablement</b>	Access to Commercial and Technical Enablement through Seismic and Rockwell Automation University (RAU) Access to hands-on labs through our cloud-based learning platform, onCourse. Please check with your local Distributor or Account Manager for access details.			
	<b>Technical Support</b>	Access to Rockwell Automation system level support as part of Toolkit			



# Tier evaluation timeline

Figure 4 provides an overview of the steps and fiscal year timeline associated with evaluating movement within tiers for the System Integrator Program.





## PROMOTING YOUR PROGRAM MEMBERSHIP

### Program Certificate of Membership

Your initial welcome packet contains a Certificate of Program Membership, which is reissued upon your annual renewal. It identifies you as a Rockwell Automation System Integrator partner for the active program year. Contact your local Rockwell Automation Partner Manager for details on the welcome packet and certificate of participation.

### Program identity mark

Participating System Integrators receive a program identity mark intended to differentiate your relationship with Rockwell Automation. As a mark well recognized in the industry, it is an important factor when customers want to ensure the success of their projects by engaging knowledgeable, experienced solution delivery partners. Therefore, your exclusive right to use the program identity mark is a marketing benefit for your business and we encourage you to include it in your marketing materials (print and digital).

Be sure to follow the Rockwell Automation brand standards. Please review the co-marketing handbook for information on positioning statements, basic graphic standards, advertising, reproduction and electronic media.

### Program internet promotion and partner locator

Silver, Gold and Platinum participants are displayed on the Rockwell Automation System Integrator Partner Locator. End user customers can search qualified partners based on location, capabilities, industries and core services. Be sure to keep your company profile up to date in the Rockwell Automation PartnerNetwork Portal. The Partner Locator is fed directly from the PartnerNetwork portal.

# FINANCIAL INCENTIVES

## Incentive rewards

As a participant of our System Integrator Program, you're eligible to receive incentive rewards based on your purchases of our products and services made during our current fiscal year (October 1st to September 30th) and year-over-year growth.

Available incentive dollars vary by program tier. To qualify, you must achieve the minimum purchase requirements based on your program tier. Purchases are determined based on your point-of-sale history.

In addition, eligibility for incentives calculation will be determined based on program entry date. Participants must be active in the program for a minimum of six months before the end of the current Rockwell Automation fiscal year (Sept. 30th) to be eligible for incentives calculation.

Qualifying participants receive 1% in incentives for all purchases made in the current fiscal year, up to a maximum of your previous year's annual sales. You'll also receive an additional incentive for any growth above your previous year's sales or baseline. The growth percentage varies by program tier. Contact your local Rockwell Automation sales team for details on growth incentives in your geography. Incentive awards are credited to your account on or about December 1st.

Incentives can be used to purchase toolkits, software subscriptions, demonstration and development hardware, e-Learning, and non-custom internal training. Incentives may not be used to fund, or partially fund, the purchase the following: Customer Training Investment Account (CTIA), Custom Workstations/Job Aids, and Private/Custom/On-site Instructor-led training.

**Contact your local Rockwell Automation sales team for details.**

Note: Select products containing third-party licensing are not eligible for a discount. Contact Program Administration at [rschannel@ra.rockwell.com](mailto:rschannel@ra.rockwell.com) for a current listing of ineligible products.

\*Suggested discounts are available by quote on a case-by-case basis. Products purchased using the Internal Development Software Discount may not be resold or transferred or used in a production or manufacturing capacity.

\*\* Excludes software on price schedules E2, E3, and E5, in price group codes (PGC) 581-591, 594, 601-607, 913, 995, and 999 (toolkits and toolkit software).

## Internal development hardware discount

Silver, Gold and Platinum tier participants qualify for a suggested 15% discount\* off of the published list pricing on Rockwell Automation control systems hardware purchased for development or demonstration. Contact your local Rockwell Automation sales office or participating Distributor for pricing, product availability and ordering information.

\*This discount cannot be combined with any other discounts. Products purchased using the internal development discount cannot be resold or transferred.

**Program participants who purchase internal development hardware or software, including toolkits, and resell, transfer or otherwise assign the product(s) or license(s) to an end-user company or other third party, may be terminated immediately from the program.**

## FINANCIAL INCENTIVES

### Software resale discounts

You may purchase selected software for resale at a suggested discount off the Rockwell Automation published list price. The suggested discount is available for eligible software under the price group codes (PGC) 581-591, 594, 601-607, 913, 995 and 999 within price schedules E2, E3 and E5. Toolkits, Allen-Bradley branded software, and third-party software are not included.

Bronze tier partners may receive a suggested 10% discount on eligible software purchased against the program's Special Pricing Agreement (SPA).

Silver, Gold and Platinum tier partners may receive a suggested 15% discount on eligible software purchases against program Special Pricing Agreement (SPA).

As a program participant, you may only resell software as a part of your system offering. Purchase and resale of discrete product items without some form of recognized value-add is not permitted. Products purchased for resale are not covered under your company's toolkit support contract.

If you purchase products for resale, you may also purchase a TechConnect<sup>SM</sup> Support contract for resale to your customers if they do not have an active contract.

Contact your local Rockwell Automation sales representative – or, where applicable, your participating Distributor – for pricing information and availability.

### The following software is eligible for Resale Discount when purchased against the Program Agreement

Schedule	PGC	Product Family Name	Schedule	PGC	Product Family Name
C7	10H	Modular Info Software (Portal)	E5	604	Line Performance / Plantmetrics
N2	41H	Visualization SW Products (Portal)	E5	605	RSView32
E2	50E	Energy Monitoring Software	E5	606	Machine Edition Visualization
E2	581	Asset Management	E5	607	Supervisory Edition Visualization
E3	585	RSLogix 500 (Portal)	N2	66G	Edge Analytics (Portal)
E3	586	RSLogix 5	N3	80H	FactoryTalk Historian SE, (Portal)
E3	587	RSLinx Classic / RSNetworx	N3	81H	FactoryTalk AssetCentre, (Portal)
E3	588	Linx Enterprise (Portal)	C7	82H	Enterprise Analytics (Portal)
E3	589	RSTeststand	E2	913	FactoryTalk Historian
E3	590	RSLogix 5000 (Portal)	N2	91F	ThinManager (Portal)
E3	591	FactoryTalk Architect	N2	93F	Visualization SW Bundles (Portal)
E3	594	Process Software	N3	94F	SFW Subscriptions Dist Purchase (Portal)
E5	601	RSSQL / Historian	E2	995	RSIncuity EMI
E5	602	Standard MES Software	E5	999	Factory Talk VantagePoint

Table 1. Software Discount

#### NOTES:

- The availability of products for purposes of resale on a value-add basis is not intended to create any form of authorized or formal reseller relationship between you and Rockwell Automation or the local participating Distributor, and you may not market or otherwise position yourself as an "authorized" reseller of those products.
- Some selected products are not eligible for a discount, such as FactoryTalk® Historian (Clients), and Allen-Bradley branded or other third-party software products. Rockwell Automation software list pricing is available from your local Distributor or Rockwell Automation sales representative.
- Subject to change without notice.

# FINANCIAL INCENTIVES

## TechConnect support contracts for resale

Participants are eligible to quote and resell TechConnect Support contracts to end-user customers that do not have a contract in place. By bundling TechConnect Support with a machine/system, you can resell it as part of the deliverable. This can help you reduce the time and money you spend supporting your customers post-sale (for example, software updates), and a comprehensive support offering can help you differentiate yourself in the market and create new revenue opportunities.

Participants need to submit their bill of materials (BOM) and end-user customer information to generate a quote. The initial contract is based on your BOM and is purchased through your local Rockwell Automation Distributor. We suggest a 10%-15% mark-up; however, mark-up pricing is at your discretion.

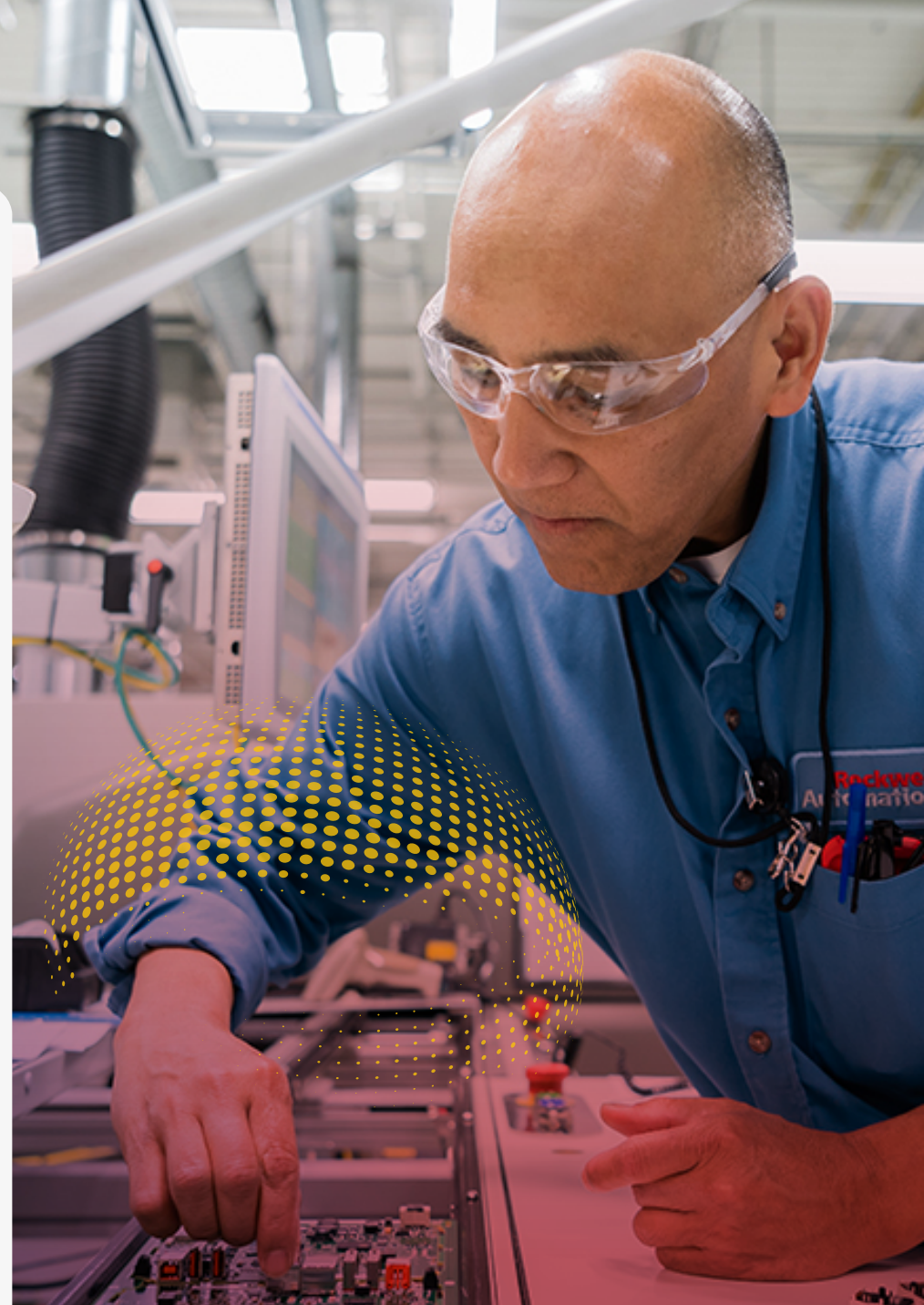
To generate a TechConnect Support quote, complete the TechConnect Support Quote Request Form, available on your Program webpage via the [PartnerNetwork portal](#), and email it to [RATechConnect\\_CS@ra.rockwell.com](mailto:RATechConnect_CS@ra.rockwell.com).

- Quote Request Form must include end-user company name and address, hardware counts, software part numbers and quantities, end-user contact name, support service level, and product families.
- A quote will be provided to you within 48 hours and must be submitted to Rockwell Automation or your local authorized Distributor along with your order.
- Quotes may not exceed 12 months in length; multi-year quotes are not eligible.

### NOTES:

To be eligible, your end-user customer cannot have an existing TechConnect Support contract, or have had a contract within the last 12 months. Participant-bundled contracts are to be in place for one year, and then renewed through your customer's local Distributor at standard TechConnect Support pricing.

Technical Support, software and firmware updates are available to the end-user customer as soon as you have transferred ownership of applicable software packages and hardware to that customer.



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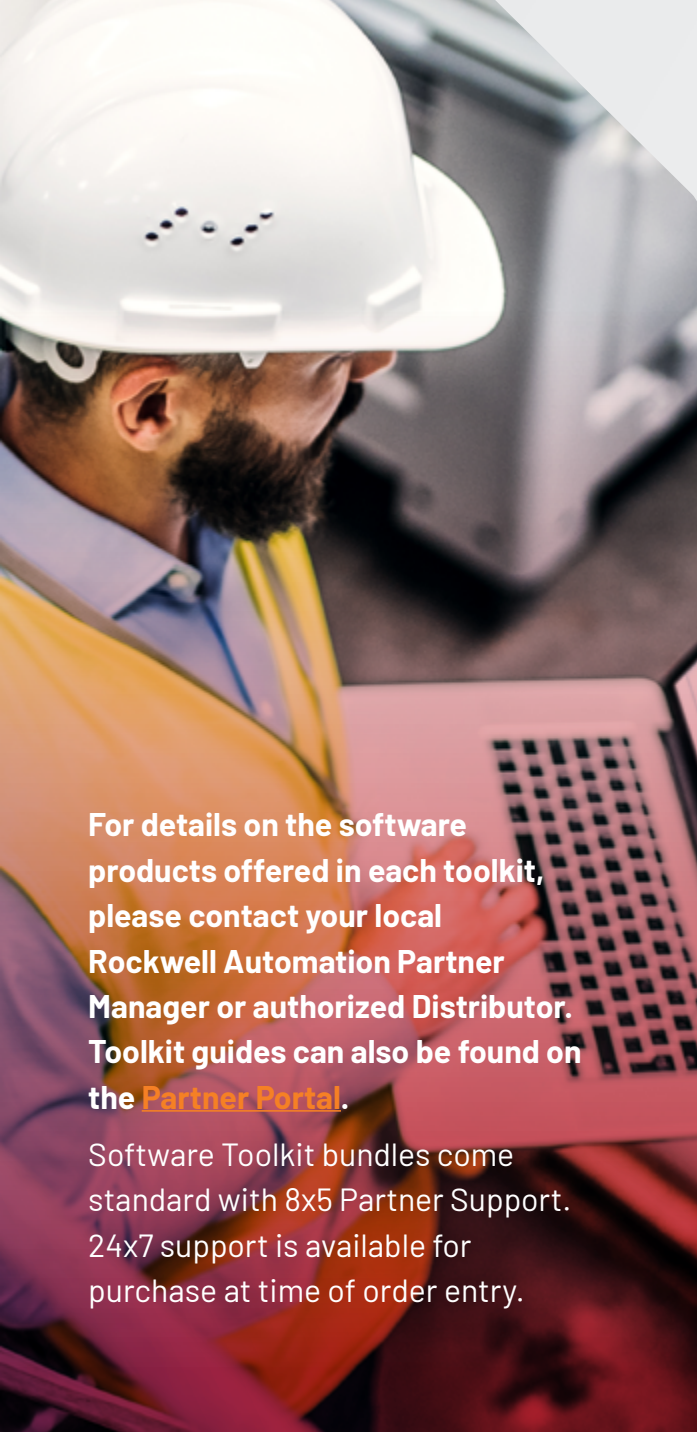
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# Solution development tools

Program participants qualify for significant discounts on the purchase of software development tools. Toolkits can be purchased through the [Rockwell Automation software portal](#) and are available as a 1- to 5-year subscription. The toolkit offering includes System Level Support and should be renewed at the end of each contract period.

**There are 3 versions of the development tools offered to program participants:**

**Mid-Range toolkit:** The Studio 5000® Lite Edition is used to program and configure the CompactLogix and Compact GuardLogix families of controllers. Studio 5000® Lite Edition supports Ladder, Function Block Diagram and Structured Text programming editors but does not support ControlLogix, or GuardLogix families of controllers. This Studio5000 offering provides an activation for versions 20.05 and above.

**Mid-Range Plus toolkit:** The Studio 5000® Standard Design Environment is used to program and configure the Logix5000™ family of controller products and PanelView™ 5000 products. Studio 5000 Standard includes a Ladder Diagram editor. This Studio5000 offering provides an activation for versions 20.05 and above.

**Enterprise toolkit:** The Studio 5000® Professional Design Environment is a scalable application solution, used to program and configure any of the Logix 5000™ family of controller products and PanelView™ 5000 products. Studio 5000® Professional includes everything you need including the following editors: Ladder Diagram, Function Block, Structured Text, Sequential Function Chart, GuardLogix Safety Editor, Phase Manager, and Sequence Manager. Professional Edition also includes Logix Emulate, Architect, and RSNetworkx applications. This Studio5000 offering provides an activation for versions 20.05 and above. If older versions of Studio5000 are required to support past projects, a Legacy Toolkit can be purchased along with the Enterprise toolkit. See details on the software portal website.

Participants who qualify for incentive dollars may use them to purchase any software in the software portal, including the development software products.

For details on the software products offered in each toolkit, please contact your local Rockwell Automation Partner Manager or authorized Distributor. Toolkit guides can also be found on the [Partner Portal](#).

Software Toolkit bundles come standard with 8x5 Partner Support. 24x7 support is available for purchase at time of order entry.

## PARTNER ENABLEMENT

Selected partners are invited and encouraged to attend annual training classes, events, and conferences to enhance their professional competencies and product knowledge. This helps to understand our company's high-level strategic direction as it relates to product development and technology, emerging market trends, marketing resources and partnering opportunities.

In addition, we also provide virtual and in-person technology updates and training events for end-users, System Integrators, Distributors, Technology Partners, OEMs, and Rockwell Automation sales personnel. With our latest products and technology solutions on display, participants gain an in-depth understanding of how Integrated Architecture® is enabling companies worldwide.

### Created for your benefit, your goal at such events should be to:

- Learn more about Rockwell Automation to further develop the partner relationship
- Hear discussions around company objectives relative to our direction in the marketplace
- Meet and network with key Rockwell Automation personnel, other members of the PartnerNetwork community and industry peers.
- Share best practices
- Learn how peers solve day-to-day challenges
- Explore our solutions – from beginner-level overviews to in-depth, advanced hands-on labs
- Listen to presentations given by Rockwell Automation leaders, as well as customers and industry experts within a relaxed, informal atmosphere.

These events feature keynote speakers, hospitality networking opportunities, and breakout sessions led by key Rockwell Automation employees. Breakout sessions generally discuss strategic direction from the perspective of industry groups, geographic regions, professional business development, marketing, human resource development and business planning. Product managers also give updates on their specific products.

**As a program participant, you may attend events at a reduced price or at no charge, depending on your program tier.\***

\*Other prerequisites or qualifications may apply. Qualifications and prerequisites are established at the beginning of each year. For details, contact your Rockwell Automation sales representative or Distributor.

# PARTNER ENABLEMENT

## Technical enablement

As a program participant, you have access to our learning management system, **Rockwell Automation University (RAU)**. The RAU system contains the System Integrator learning plans. Each discipline/capability associated with the System Integrator program has specific training modules that are available to program participants. To request an account to access the RAU Portal, please contact your Rockwell Automation Account Manager.

You will also have access to **onCourse training**. onCourse is a system that provides web browser access to cloud-based virtual machines. These virtual machines contain a wide range of Rockwell Automation software and hardware that can be used for demonstrations, sales labs, sales enablement training, self-learning, and a wide range of other applications. Please check with your local Distributor or Account Manager for access details.

To be recognized as qualified in a discipline capability, you must successfully complete the training modules associated with each capability.

Spend time between projects increasing your technical proficiency with **Quarterly System Integrator and Knowledge Transfer Webinars**, a web-based learning series designed to help keep you up to date on the latest products, technologies, productivity tools and industry trends throughout the year. These webinars are intended to improve competencies and transfer knowledge to our PartnerNetwork, Distributors and Rockwell Automation sales teams.

NOTE: Contract-level Knowledgebase or MySupport Account access required.

In addition, learn about the areas of focus planned for delivery through **The Partner Learning Series (PLS)**. PLS is a series of informal, highly educational, and interactive virtual meetings between our Platinum and Gold Machine Builder subject matter experts (SMEs), System Integrator Partner SMEs, Technology Partners, and the business unit leadership and SMEs to drive alignment in our business strategies and priorities. The PLS sessions are hosted by our business leads and their support staff, and provide a strategic overview and update of our Connected Enterprise® product and architectural area, portfolio positioning, system capability, 12-month supporting roadmap, market differentiation (why Rockwell), sales enablement and Q&A.

## Commercial enablement

As a valued business partner and program participant, you have access to our web-based sales enablement platform that is your central hub – called Seismic – for all things content-related. Seismic will give you access to much of the same collateral used by Rockwell Automation sales and Distributors, helping to build your relationship and become the expert partner.

Become an expert today! To learn more about Seismic and utilize the tool to its fullest, visit [ra.seismic.com](http://ra.seismic.com) and follow the instructions to request access.



## PARTNER PORTAL

The Partner Portal is a self-serve site that has been designed to allow members of the Rockwell Automation PartnerNetwork™ to manage their relationship with us and provide the access you need to be successful.

The Partner Portal serves as an essential tool to maintain company information, and gives you access to the market and business opportunities; access to benefits of your partner program; and access to valuable resources and information, including:

- Program updates
- Online contact and location editors (for use by your designated main contact and/or software librarian)
- Software subscription license administration tools
- Partner summary report tools, allowing you to review your enrollment and benefits at a glance
- Productivity tools and resources
- Business-partner-only events, technical updates and training announcements

**PLEASE NOTE:** The Partner Portal unlocks the benefits of our program. All communications related to the System Integrator Program are funneled through the Partner Portal, It is important that you have a PRM account to ensure you receive communications and that all your company information such as contacts, addresses, profile, etc. is regularly reviewed and updated or as changes occur in your company. There are 3 roles in PRM that are required. They are the Executive Contact, Main Contact and Secondary Contact. It is acceptable to have the same person designated for all 3 roles if desired.

**PRM can not accept personal email addresses** when registering contacts in PRM. Participants must have a company domain as part of the email address for employees.

## Communications

As a program participant, you receive periodic updates and communications tailored to you. Depending on your program participation, you receive technical updates, commercial communications, and announcements to help you stay informed.

Contact your Partner Account Manager or local Rockwell Automation sales team for additional details.

# Co-marketing program

We invest in our partners around the world by offering expertise and co-marketing resources that can help accelerate your growth. Leverage amplification and enablement benefits to assist you to strategize, extend your visibility and reach, and gain credibility with customers.

Credibly market your business with joint marketing, enablement, and amplification opportunities provided to you as a Rockwell Automation System Integrator Partner.

- Communicate with customers using co-marketing materials that convey a strong, strategically aligned business partnership with Rockwell Automation
- Raise your profile and credibility within the industry by becoming involved with far-reaching Rockwell Automation events and publications
- Gain credibility and share your success stories when you take advantage of a streamlined and efficient process for developing case studies
- Get noticed by influential companies in the industry and engage potential customers when you're highlighted in Rockwell Automation marketing materials and social media

## Co-Marketing Resources and Tools\*

- Branding
  - Partner program logos
  - Capability badges and certificates
- Collateral
  - Rockwell Automation co-marketing guide
  - Case Studies and Customer Success Stories
  - Access to end-user-facing messaging
  - Partner solution overview slides
- Events
  - PartnerNetwork™ Conference participation
  - PartnerNetwork Awards submission opportunities
  - Automation Fair® exhibitor and session and presentation opportunities
  - Cross-ecosystem networking events
  - Rockwell Automation event participation and related event co-marketing activities
- Ecosystem Amplification
  - Channel, OEM, and Technology Partner extensions
- Industry Recognition Programs
- Commercial Trainings
  - Forrester B2B Marketing Training
  - Social Media best practice training
  - Media and Public Relations best practice training
- Social Media
  - Event-driven social media toolkits
  - Rockwell Automation YouTube channel inclusion
- Media and Public Relations
  - Access to press release templates
  - Access to Rockwell Automation trade publication participation
- Web and Digital Marketing
  - Partner locator inclusion on [rockwellautomation.com](http://rockwellautomation.com)

\*Co-marketing programs and benefits vary by program tier level. See the System Integrator Program page on Seismic for more details or speak with your Partner Manager to learn more.

# Program disclaimer

## System Integrator Program Guide Global Edition

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