

# 罗克韦尔自动化

## 帮助您在中国发展业务

### ■ 罗克韦尔自动化：您的成功之路

今天，罗克韦尔自动化在中国和全世界被推荐为首选自动化销售商。我们品种繁多的产品、服务和解决方案，为最终用户、系统集成商和OEM铺设了一条成功之路，使他们除了达到具体的商务目标外，还得以提高竞争优势。

### ■ 凭借我们的经验和实力

罗克韦尔自动化在中国是自动控制、传动系统产品和解决方案的领先供应商。我们能够满足客户在本地区发展业务的需要。我们在香港、北京、上海、厦门、沈阳、武汉、广州、重庆、大连和西安设有办事处。我们强大的销售、技术支持和培训的實力、完善的后勤服务为全中国的主要制造商提供支持。我们的经验和实力与本地的产品总代理和授权系统集成商网络相结合，以方便、迅捷的全球工业资源网络为您的自动化投资提供有力的保障。

### ■ 完善的解决方案资源库

罗克韦尔自动化具有雄厚的实力，汇集了领先的自动化品牌，包括艾伦-布拉德利、瑞恩电气、道奇和罗克韦尔软件等。这些品牌为客户提供从控制到最终连接到负载的各种解决方案。其自动化解决方案满足全球质量标准，包括ISO9000、欧洲CE标志准则以及中国的CCIB标准。

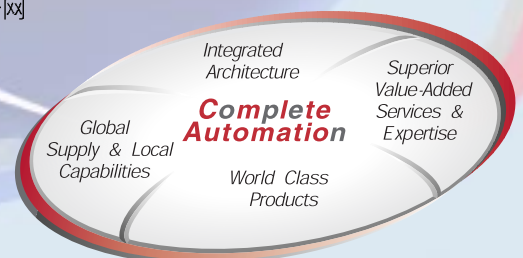
罗克韦尔自动化为客户提供一整套部件、产品、控制和信息平台以及支持服务和制造业解决方案，我们称之为全方位自动化。通过全方位自动化，我们能够实施全面的业务策略，满足今天的行业要求。

我们倡导了电子化制造，也就是从工厂层到企业业务系统的无缝透明连接，提供实时数据采集和决策，优化生产调度，减少浪费，改进质量，提高客户满意度。要实现这些，除了利用商业技术外还需要一个高度集成的架构，也就是说要利用开放式网络和开放式软件平台。

罗克韦尔自动化同时也是资产管理工具和解决方案的领先供应商。我们还提供备件管理、计算机化维护管理系统、状态监测设备和系统，可大大降低一个企业的维护成本，提高生产力和安全水平。

此外，罗克韦尔自动化一直致力于在中国和全球范围倡导节能和遵守行业管理规范。除了我们自己的全球工业解决方案部和遍布世界各地的支持网络，我们还与公司以外的专业人士合作，为您的在华业务提供最灵活的系统解决方案，形成了一个包含全球OEM支持在内的综合网络。

我们同时能够提供各种工业领域的专家支持，诸如食品加工、林业产品、塑料、汽车、半导体、地铁、制药、轮胎、冶金、材料处理、采矿、水处理、电力与能源、印刷及石油天然气等。



## ■ 罗克韦尔自动化全球概况

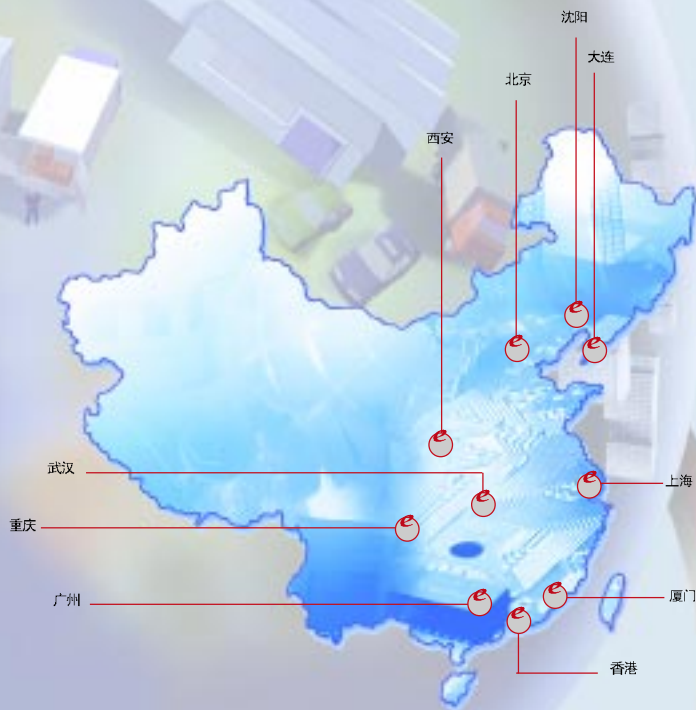
- 总部在美国威斯康星州密尔沃基市
  - 年销售额达 43 亿美元
  - 雇员 23000 人
  - 在 80 多个国家拥有超过 450 个销售和技术支持机构
  - 超过 3500 个授权分销商、系统集成商和解决方案供应商
  - 遍布全球的研究中心
- 50 多万种产品，包括：
    - 可编程控制器
    - 电源装置
    - 传感器
    - 操作员界面
    - 运动控制产品
    - 通信产品
    - 软件
    - 培训
    - 客户支持
    - 咨询服务
  - 应用系统
  - 质量管理
  - 技术支持服务
  - 旋转设备 (电机、机械动力)
  - 交流变频器
  - 直流调速器
  - 企业资产管理
  - 过程解决方案
  - 工程解决方案

## ■ 我们的员工

罗克韦尔自动化在中国拥有近 300 名雇员，其中包括：地区销售经理、销售工程师、内部销售工程师、市场部经理、行业专家、系统工程师、现场服务工程师、地区经理、产品经理以及生产、调试、维修和质量控制工程师等。

## ■ 我们的实力

- 10 个销售办公室和 5 个培训中心
- 上海研究中心
- 与 11 所大学在培训、研发各方面开展了全面合作
- 在中国拥有 9 家产品总代理、2 家软件产品总代理、28 家系统集成商、14 家经销商和 24 家工程系统集成商
- 位于厦门的维修中心
- 位于香港、厦门和上海的物流中心
- 位于大连的软件开发中心
- 位于上海的马达维修和机械设备装配中心
- 罗克韦尔自动化各品牌产品的销售和支持
- 支持系统工程与项目管理
- 设备启动的技术支持
- 技术服务与备件维修
- 用户培训
- 位于厦门的生产基地，生产和组装接线端子、浪涌抑制器、电缆组件和电气控制板



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# ***Rockwell Automation: Helping You Do Business in China***

## ■ **Rockwell Automation: Your Link to Success**

Rockwell Automation is the preferred automation vendor to many leading companies in China and around the world. Our wide range of products, services, and solutions offer end users, system integrators, and OEMs a way to increase their competitive advantage while meeting specific business objectives.

## ■ **Draw on Our Experience**

Rockwell Automation is a leading supplier of automation and industrial control products and solutions in China and has the capabilities to meet the needs of customers doing business in the region. With offices in Hong Kong, Beijing, Shanghai, Xiamen, Shenyang, Wuhan, Guangzhou, Chongqing, Dalian, and Xian, our infrastructure includes sales, technical, and training capabilities as well as an important sales and service stock to serve world leading manufacturers throughout the country. These capabilities are complemented by a network of local channel partners plus a global network of industry focused resources that are just a phone call away.

## ■ **Bank on a Sound Solution**

Rockwell Automation's suite of leading automation brands includes Allen-Bradley, Reliance Electric, Dodge and Rockwell Software. Brands that provide solutions designed to take you from control to final connection to the load. Automation solutions that meet global quality standards, including ISO 9000 and Europe's CE Mark directives as well as China's CCIB.

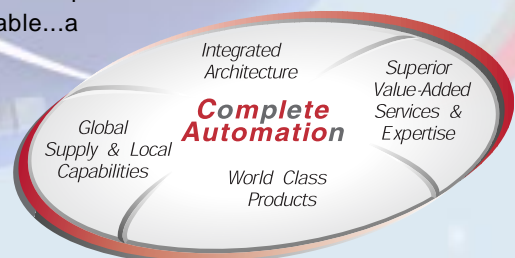
Rockwell Automation provides our customers with a balanced portfolio of components, products, control and information platforms, and support services and manufacturing solutions, something we call Complete Automation. Complete Automation allows us to deploy a balanced business strategy that responds to key requirements in industry today.

We are a leader in what we call e-Manufacturing which is the seamless, transparent connection between the plant floor and an enterprise's business systems, providing real time data acquisition and decision making to optimize production scheduling, reduce waste, and improve quality and customer satisfaction. A highly integrated architecture is key to this capability in addition to the leveraging of commercial technology, meaning the use of open networks and open software platforms.

Rockwell Automation is also a leader in providing asset management tools and solutions such as parts management agreements, computerized maintenance management systems, and condition based monitoring equipment and systems to significantly lower a company's maintenance cost, increase productivity, and improve safety standards.

And, energy efficiency and reliability and regulatory compliance are mega-trends in industry today that Rockwell Automation is also keenly focused on in China and across the globe. In addition to our own Global Manufacturing Solutions business and worldwide support, we partner with outside professionals, providing your Chinese operation with one of the most flexible system solution delivery networks available...a comprehensive network that includes global OEM support.

We can also offer expertise in such diverse industries as Food Processing, Forest Products, Plastics, Automotive, Semiconductor, Mass Transit, Pharmaceuticals, Tires, Metals, Material Handling, Mining, Water/Waste Water, Power & Energy, Printing, and Oil & Gas.



## ■ Rockwell Automation Worldwide

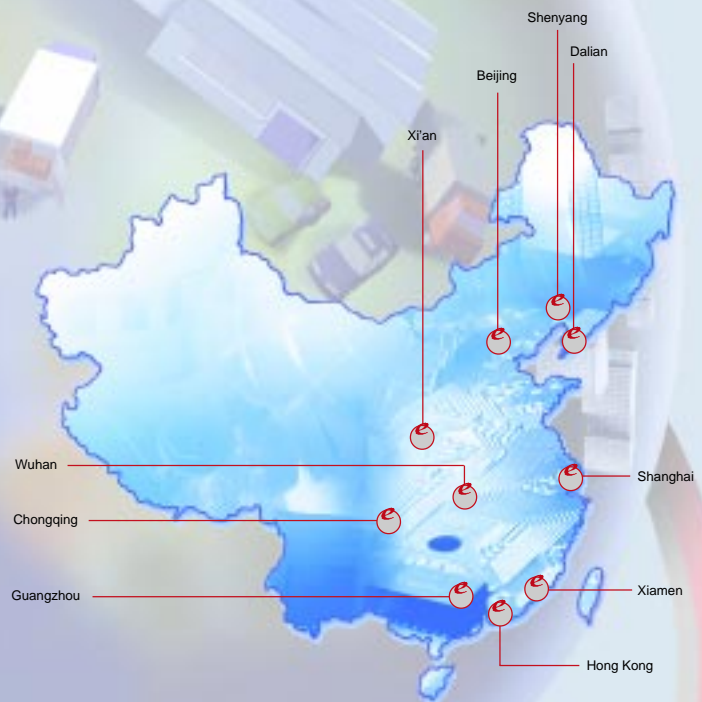
- Headquartered in Milwaukee, Wisconsin, USA
- Sales more than US\$4.3 billion
- 23,000 employees
- More than 450 sales and support locations in over 80 countries
- More than 3,500 authorized distributors, system integrators and solution providers
- A network of global research centers
- 500,000+ products, including:
  - programmable controllers
  - power devices
  - sensors
  - operator interfaces
  - motion control logic devices
  - communication products
  - software
  - training
  - customer support
  - consulting services
  - application systems
  - quality management
  - technical support services
  - rotating equipment (motors, mechanical drives)
  - variable frequency AC drives
  - variable speed DC drives
  - asset management
  - process solutions
  - engineering solutions

## ■ Our People

Rockwell Automation China has almost 300 employees including: regional sales managers, sales engineers, inside sales engineers, marketing managers and industry specialists, system engineers, field service engineers, area managers, product managers, capability managers, and manufacturing, testing, repair and quality control engineers.

## ■ Our Capabilities

- 10 sales offices with 5 training facilities
- 1 Research Center in Shanghai
- Cooperation with 11 universities on training and R&D
- 9 distributors, 2 software distributors, 28 solution providers, 14 dealers and 24 engineering solution providers
- Repair center in Xiamen
- Logistic centers in Hong Kong, Xiamen, and Shanghai
- Software development center in Dalian
- Motor repair and mechanical equipment assembly center in Shanghai
- Sales and support of Rockwell Automation brand products
- System engineering and project management support
- Start-up and commissioning support
- Service and repair parts
- Customer training
- Manufacturing/assembly of terminal blocks, surge suppressors, panels, cable assembly at facility in Xiamen



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<b>Beijing</b>	4/F, Office Tower 1, Henderson Centre, 18 Jianguomennei Avenue, Dongcheng District, Beijing, <b>100005</b> , P.R. China	<b>Tel:</b> 86-10-6518-2535	<b>Fax:</b> 86-10-6518-2536
<b>Shanghai</b>	7/F, Block A, Far East International Plaza, No. 319 Xian Xia Road, Shanghai, <b>200051</b> , P.R. China	<b>Tel:</b> 86-21-6235-1098	<b>Fax:</b> 86-21-6235-1099
<b>Xiamen</b>	38 Yuehua Road, Huli Industrial District, Xiamen, <b>361006</b> , P.R. China	<b>Tel:</b> 86-592-602-2084	<b>Fax:</b> 86-592-602-1832
<b>Shenyang</b>	Room 2101, No. 262A Shifu Road, Shenhe District, Shenyang, <b>110013</b> , P.R. China	<b>Tel:</b> 86-24-2279-1907	<b>Fax:</b> 86-24-2279-1908
<b>Wuhan</b>	11/F, 939 Heping Avenue, Qingshan District, Wuhan, <b>430081</b> , P.R. China	<b>Tel:</b> 86-27-8654-3885	<b>Fax:</b> 86-27-8654-5529
<b>Guangzhou</b>	Room 2703-04, Peace World Plaza, No.362 Huanshidong Road, Guangzhou, <b>510060</b> , P.R. China	<b>Tel:</b> 86-20-8384-9977	<b>Fax:</b> 86-20-8384-9989
<b>Chongqing</b>	25/F, Metropolitan Tower, No.68 Zourong Road, Chongqing, <b>400010</b> , P.R. China	<b>Tel:</b> 86-23-6370-2668	<b>Fax:</b> 86-23-6370-2558
<b>Dalian</b>	11/F, Senmao Building, 147 Zhongshan Road, Xigang District, Dalian, <b>116011</b> , P.R. China	<b>Tel:</b> 86-411-368-7799	<b>Fax:</b> 86-29-367-9970
<b>Xi'an</b>	Room 505A, 5/F, Zhong Da International Mansion, 30 South Ave., Xian, Shanxi, <b>710002</b> , P.R. China	<b>Tel:</b> 86-29-720-3143	<b>Fax:</b> 86-29-720-3123