



Media News Flash

Day 1 – November 16, 2020

It's Automation Fair week and we want to make sure you – and your readers – don't miss a beat! Our agenda is packed-full of exclusive press conferences, must-see presentations, self-guided virtual tours and demos. In this newsletter, we're recapping key sessions and sharing ways you can find more information. [Register here](#) to attend this week or to view sessions on-demand.

Perspectives Highlights

Automation Fair At Home kicked off today by reviewing how digital transformation is expanding possibilities in manufacturing and helping companies innovate their way through the global pandemic.

Highlights from today's keynotes included:

- Digital initiatives are having a real impact on people's lives. For example, Roche is transforming production facilities to produce COVID-19 test kits, and Johnson & Johnson is using robots to enforce social distancing in its sites.
- Industry's biggest needs in these trying times are best addressed in a Connected Enterprise – from increasing supply chain resilience, to creating more agile and responsive operations, to meeting sustainability goals.
- Rockwell Automation is digitally improving and reimagining its own operations. Operator heatmaps are delivering line-of-sight of production disruptions to maximize uptime. Remote collaboration tools have transitioned product witness tests from in person to virtual. And closed-loop scheduling is automating production scheduling and optimizing daily schedules.
- New technology continues to expand possibilities. Cloud-based software tools can improve how everyone from design engineers to plant managers do their jobs. And intelligent devices can reduce unplanned downtime with better insights, expand how people interact with machines and create more flexible operations.
- Support needs are changing. Companies need a partner that can help them stay productive, safe and secure amid today's unprecedented challenges. But they also need a partner that can act as a digital advisor to help them define a path to success for their digital initiatives.

Login to the event platform to watch today's Perspectives presentation on demand.

Press Conference Highlights

The Connected Supply Chain

Creating a connected supply chain can improve not only productivity but also the resiliency and agility of an organization. Ernest Nicolas, SVP Integrated Supply Chain at Rockwell Automation, discussed how the

Digital Thread: From Siloed Data to Enterprise Continuity

Companies can accelerate their performance with a digital thread of information that connects previously siloed business functions and improves their ability to

company is using technologies and process improvements to create a more resilient supply chain within its own organization – and bringing best practices to customers.

work together. Sujeet Chand, SVP and Chief Technical Officer at Rockwell Automation, shared how companies can leverage a digital thread to accelerate innovation, maximize workforce productivity and optimize operations.

To request access to a press conference audio recording, please reach out to automationfair@padillaco.com.

Industry Forum Highlights

OEM Industry Forum: Ready or Not, the Remote OEM Future is Here (IF01)

Panelists discussed how they've used digital technology to adapt to the challenges of 2020. The conversation included best practices for remote customer engagements, from equipment factory acceptance tests and training to service and maintenance.

- Speakers: CAMA USA, Inc., Hirata Corporation, Sani-Matic and Omida

Life Sciences Industry Forum: Accelerating Time to Value with Life Sciences Digital Transformation Strategies (IF02)

Panelists shared how they are using digital transformation strategies to build resilience, drive competitive advantage and help improve patient lives with increasingly innovative and affordable diagnostics, treatments, combination devices and cures.

- Speakers: Biomerieux, Cytiva, Fresenius Kabi, Thermo Fisher and Rockwell Automation

Login to the event platform to watch today's Industry Forum presentations on demand.

[Click here to read the latest news from Rockwell Automation](#)

What's Coming Tomorrow

- 8 a.m. CST - Perspectives Keynote: Define Your Next, Together (KN02)
- 10 a.m. CST - Press Conference: Five Ways COVID-19 is Speeding Digital Transformation in Manufacturing
- 11 a.m. CST
 - Press Conference: Securing Your IT/OT Infrastructure
 - Bold Conversations: Black Lives Matter in Corporate Spaces (BC02)
 - Industry Forum: Oil and Gas Operations: Digital Automation Trends for Improved Operational Efficiency (IF03)
- 2 p.m. CST
 - Industry Forum: Setting the Course for Digital Manufacturing in Food and Beverage (IF04)
 - Industry Forum: Efficient and Cost-Effective Power and Energy Solutions (IF05)
- 3 p.m. CST - Bold Conversations: Black Lives Matter in Corporate Spaces (BC02)

Additional Resources

[Online Pressroom](#)

Questions? Contact us at
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[Session Catalog](#)

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