



Media News Flash

Day 3 – November 18, 2020

This is our last update, but Automation Fair week is not over yet! After catching up on today's highlights, make sure to check out the list of Thursday and Friday's must-see sessions. And don't forget to visit the Rockwell Automation Experience - a virtual tour of products and solutions in action at the company's HQ in Milwaukee. [Register here](#) to attend or to view sessions on-demand.

Perspectives Highlights

The third and final group of Perspectives speakers showed us how industry is innovating and expanding human possibility even in the midst of a pandemic. Discussion topics included:

The Need for Exponential Thinking

Companies can't rely on linear thinking during a time of exponential technology growth.

That was a key point driven home by futurist, storyteller and filmmaker Jason Silva. Exponential growth is evident in the evolution of supercomputers from building-sized behemoths to the portable smartphones in our pockets, and in the rapid development of life-saving COVID-19 vaccines.

"If you want to be innovative, you have to embrace disruptive thinking," Silva said. "You have to shatter your limiting beliefs. And really you have to change that intuition from linear thinking to exponential thinking. Because once you become an exponential thinker, the seemingly insurmountable becomes inevitable."

Finding Success in the Current Environment

Executives from industry-leading companies shared how they're evolving and finding with success with digital initiatives even in a challenging year.

- Johnson & Johnson is reimagining supply chain innovation to redefine customer experiences and drive growth. This includes evolving from fixed, bespoke assets to mobile, flexible modules that have zero changeover time, can be quickly reconfigured based on demand and enable local customization at the door of the customer.
- Stanley Black & Decker created its Digital Continuous Improvement Platform (DCIP), which uses artificial intelligence to uncover optimization opportunities and potential issues across the enterprise. This, along with the cross-enterprise collaboration that DCIP enables, helps everyone from plant-floor workers to operations leaders make better decisions.
- Like many industrial companies, Georgia-Pacific faces the challenge of mounting retirements in its workforce. Working with Rockwell Automation and Accenture, Georgia-Pacific is using digital transformation to optimize the performance of its workforce and its technology.

Addressing Industry Needs With Collaboration

The value of industry working together to solve companies' top problems was further illustrated in two final fireside chats with Rockwell Automation Chairman and CEO Blake Moret.

For example, Rockwell Automation and its partner Oden Technologies are helping Southwire bring together data from many disparate sources to improve operational visibility and uncover opportunities for improvement. Rockwell Automation and Cisco's strategic alliance also continues to help companies bring together IT and OT to create resilient and secure operations.

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

Need more info? Stop by the media lounge in the event platform to chat with the PR team and request an interview.

Press Conference Highlights

The Added Significance of Lifecycle Services Amidst a Pandemic

Companies' support needs are rapidly evolving in the midst of the pandemic and as a result of digital transformation. Rachael Conrad, VP of Customer Support & Maintenance, and Matt Fordenwalt, VP of the Systems and Solutions Business, at Rockwell Automation spoke about companies' support needs today and how support services are evolving to meet these needs.

Top Three Benefits of Integrating Edge-to-Cloud Technology

The pandemic has prompted businesses to innovate, refine and transform like never before, with many using this time to make the move to cloud-based platforms. Tessa Myers of Rockwell Automation and Sam George of Microsoft discussed the top benefits of integrating edge-to-cloud technology. They also elaborated on the recent announcement of the two companies' expanded partnership.

Next-Level Collaboration Software

The demands placed on industrial companies today are greater than ever, and it's important that the processes of designing, operating and maintaining automation systems evolve with them. John Zepecki, VP of the software business, and Andy Stump, senior business manager, at Rockwell Automation provided a glimpse into what the future of designing, operating and maintaining automation systems looks like.

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

Industry Forum Highlights

Chemical Industry Forum (IF06)

Panelists shared how they were able to rapidly digitize their operations with the right technology, smart assets and comprehensive planning.

- Speakers: Kalypso, RAPID Manufacturing Institute and FS Fueling Sustainability

Water Wastewater Industry Forum (IF07)

Speakers talked about the impact of digital transformation on their plant infrastructure, operations and workforce.

- Speakers: Brown and Caldwell, Eastern Municipal Water District and Tesco Controls, Inc.

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

Read the News of the Day

What's Coming

Thursday

- 9 a.m. CST: Industry Forum: Innovation in Turbulent Times: What's Next for the Mining Industry (IF08)
- 11 a.m. CST: Bold Conversations: Equity in Early STEM Education (BC04)
- 2 p.m. CST:
 - Industry Forum: Changing Times, Evolving Technology and Emerging Opportunities: What's Next for the Metals Industry (IF09)
 - Industry Forum: MES and the Digital Launch: Challenges and Opportunities During Unprecedented Times (IF10)
- 3 p.m. CST: Bold Conversations: Equity in Early STEM Education (BC04)

Friday

- 11 a.m. CST: Bold Conversations: Inclusive Workplaces in a Divisive World (BC05)
- 3 p.m. CST: Bold Conversations: Inclusive Workplaces in a Divisive World (BC05)

Additional Resources

[Online Pressroom](#)

Questions? Contact us at
automationfair@padillaco.com

[Session Catalog](#)

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