Welcome to the World of Complete Automation

Rockwell Automation Capabilities
A Comprehensive Approach to Meeting Your Automation Needs

Welcome to an open, integrated world where data flows seamlessly between plant and enterprise. A world where products are compatible, interoperable and easy to maintain. Where reliability is higher and total costs are lower. A world that can link your 20th Century investments to the emerging technology of the new century. Where a global network of knowledgeable, dependable people are available to serve you whenever and wherever you need them.

That world exists today. It's the world of Complete Automation™. Complete Automation is our commitment to consistently provide you with an optimum solution — whether that's a single component or an enterprise-wide e-manufacturing system — through superior technical capabilities and end-to-end services.

Rockwell Automation is focused on helping you meet your automation goals — whether that's decreasing your time to market, lowering your total costs, or integrating your operations from the shop floor to the top floor. Our Complete Automation approach helps you meet these challenges through our unique combination of World Class Products, Integrated Architecture, Value-Added Services & Expertise, and Global Supply & Local Capabilities.

Rockwell Automation at a Glance
- Headquarters: Milwaukee, Wisconsin, USA
- Sales: $4.4 Billion
- 25,000 employees
- More than 600 sales and support locations in over 80 countries
- A network of global research centers
- More than 3,500 authorized distributors, representatives and solution providers worldwide
World Class Products

Bringing World Class Products to Your Plant Floor
At Rockwell Automation, we deliver Complete Automation solutions through well-known brands that customers have relied upon for years. Together, our four global product lines offer more than 500,000 products, covering the major technologies required to implement automation solutions in virtually every industry.

When you choose Rockwell Automation, you're assured of obtaining the most advanced, proven technology. We design our new products to be compatible with current systems, while leveraging the best from the latest commercial technologies. The result: compatibility is greater, while retrofitting, reprogramming and total costs are minimized.

Rockwell Automation prides itself on bringing World Class Products to your plant floor — products that have been consistently rated as best-in-class, making Rockwell Automation the supplier of choice for customers around the world.

Advanced ISO compliant manufacturing processes, stringent quality testing, and sophisticated predictive maintenance features have made our products the market leaders in superior reliability for more than a century.

World Class Products from Rockwell Automation — the best value in the industry.

Our Leading Brands in Industrial Automation

Allen-Bradley
The Allen-Bradley brand is known for superior reliability in industrial control and automation products including: controllers and I/O systems, operator interface devices, industrial computers, relays, terminal blocks, push buttons, sensors, starters, contactors, drives, motion control, network communication products and power quality monitoring devices.

Reliance Electric
Reliance Electric products turn electrical energy into rotational energy. Whether application requirements are simple or complex, the breadth and depth of Reliance Electric variable speed drives and motors can provide an optimal solution.

Dodge
For well over a century, the Dodge brand has stood for high quality, durable mechanical power transmission products for a wide range of industries. Dodge products include: gears, bearings, couplings, pulleys, clutches and motor brakes.

Rockwell Software
Through innovative Rockwell Software products, Rockwell Automation increases connectivity and productivity from shop floor machinery to top floor enterprise systems. Rockwell Software programming and communications packages utilize the latest open commercial software platforms from leading companies like Microsoft®. Our software programs enable seamless integration of information, visualization, design and control.

While these brands supply you with the products you need, the people of Rockwell Automation and its partners provide the technical application, industry expertise, immediate support, and value-added services that ensure Rockwell Automation customers a superior return on their automation investments.
Reliability You Can Trust

What can you expect from Rockwell Automation products? Exceptional performance. Fast and easy maintenance. Built-in diagnostics. Superior reliability such as:

- NEMA-compliant products with lifetime guarantees on their coils and a life of millions of operations.
- Smart motor controllers with a Mean Time Between Failure (MTBF) of more than 270,000 hours.
- QuickClamp® Terminal Blocks that help reduce wiring time by 50%.
- PowerFlex® 7000 drives with a modular design that cuts component replacement time to as little as 5 minutes.

Extending Your Options

At Rockwell Automation, we’re committed to meeting your application requirements with the best solution possible — and that may include products from other suppliers. That’s why Rockwell Automation developed our Encompass™ Program, referencing hundreds of complementary products from more than 100 manufacturers to ensure you fast, easy selection of compatible products.
System Performance That Improves Productivity and Lowers Total Cost

Rockwell Automation's Integrated Architecture offers an immediate return on your automation investment:

- Reduced integration costs — the only architecture that can collapse drive, process, sequential and motion control into a single system for truly integrated plant-wide control.

- Faster, more efficient throughput — our Open Network Architecture outperforms master/slave networks and simplifies plant communications.

- Reduced engineering and training time — a consistent software and visualization environment makes program development and system maintenance easier and faster.

Enabling Lower Integration Costs

Enabled™ By Rockwell Automation Technologies

To complement our integrated architecture, Rockwell Automation has licensed dozens of technology partners to embed our technology and display the Enabled™ logo on their products. When you select complementary components that bear the Enabled logo, you can be confident that what's inside is genuine Rockwell Automation technology — the same technology used in our Allen-Bradley, Reliance Electric, Rockwell Software and Dodge products. And you can be sure you've selected a solution for your application that delivers lower integration costs.
Integrated Architecture

Bridging Control and Information Across Your Enterprise

Rockwell Automation solutions offer greater productivity and flexibility by connecting World Class Products to our Integrated Architecture — an architecture that enables real-time control, network-independent communications and a standardized visualization environment throughout your enterprise.

Control
The optimal control solution varies by application. Discrete, motion, coordinated drive and process control may all be required to meet your needs. In the past, creating a combined system for more than one type of control was an integration challenge requiring expensive communication gateways and software.

Today, our scaleable control solution called Logix™ can help eliminate costly integration by replacing multiple types of control with a single, coordinated system for more effective plant-wide control. And by using a common programming environment, NetLinx for communications and preferred Allen-Bradley I/O connectivity, you can be sure you have an efficient, cost-effective control solution, whatever the application.

Communication
Sharing information quickly and efficiently on a single network and across multiple networks is crucial to achieving real-time control over processes and integrating from shop floor to top floor. NetLinx Open Network Architecture, the base technology for EtherNet/IP, ControlNet™ and DeviceNet™, provides seamless routing from one network to another for extremely efficient control, configuration and collection of data.

NetLinx architecture is supported in a wide range of products and interfaces, including drives, sensors, controllers, computers, operator interface devices and embedded devices. And NetLinx provides a common set of services, allowing multiple NetLinx-based networks in a plant to be viewed and operate as a single network — from the Internet to the simplest device.

Visualization
Having a window into the process at any stage of production is critical to improving output and efficiency. Our ViewAnyWare™ products bridge the gap between machine-level and supervisory-level interface devices. So data can be accessed from a variety of devices throughout the enterprise — from the machine operator on the factory floor to the manager halfway around the world via the Internet.

ViewAnyWare solutions provide operator interfaces in both embedded and open platforms, so you can choose the best fit for your application. And all ViewAnyWare products share a common software development environment, so applications developed for machine-level platforms can be reused and ported to more sophisticated supervisory-level applications.

Managing Manufacturing Information
Finally, Rockwell Automation’s Manufacturing BusinessWare portfolio of applications, integration tools and consulting services can link production data collected on the plant floor with your business and ERP systems.

Our BusinessWare solutions allow you to quickly reconfigure the workflow throughout your facility in response to changing customer demand, material or component shortages, or equipment maintenance and breakdowns. The result? Better productivity and flexibility, and a solution that lowers your total costs.
Solution Providers Enhance Expertise

Through our Solution Provider Program, we team with an elite group of independent software and services experts. These relationships enhance our ability to deliver cost-effective solutions that achieve your automation goals.

To become an authorized Rockwell Automation Solution Provider, systems integration companies must work through an extensive evaluation and activation process. Rockwell Automation Solution Providers have access to our commercial, technical and business development tools, which means better execution of solutions for our customers.

Whether your business is local, regional or global, utilizing a Rockwell Automation Solution Provider means consistent, world class, shop floor to top floor automation solutions.
Value-Added Services & Expertise

Aligning Our Resources for Your Long-term Needs

Rockwell Automation improves your business performance by deploying a broad range of value-added services throughout your entire enterprise, improving responsiveness, reducing costs and maximizing your return on automation investments. We deliver solutions the way you want them, enabling you to take advantage of our full suite of service solutions. Our industry and application expertise allows us to effectively assess your application, and design and deliver an optimum solution that includes support over the project's life cycle — worldwide.

To maximize your uptime, you need a responsive, intelligent partner you can count on. Rockwell Automation provides you with immediate support, repair and information services in-person, on the phone or over the web — whenever you need us.

Rockwell Automation applies its expertise to help you increase enterprise-wide productivity through a variety of services, including:

- Integration management and consulting
- Asset management
- System design and engineering
- Shop floor to top floor integration
- Outsourcing
- Safety and regulatory consulting

And when the best solution requires outside OEMs, system integration Solution Providers or other partners, Rockwell Automation can serve as your single point of contact throughout your project.

Services to Optimize Your Operation

Rockwell Automation services can help you:

- Cut your indirect costs up to 20%.
- Reduce your downtime by 10-20%.
- Coordinate your project and suppliers so you get to market faster.
Global Supply & Local Capabilities

Global Support You Can Count On
Rockwell Automation is committed to delivering the real-time support that keeps you up and running.

- An expanding network of regional support centers available to serve you worldwide.
- Response times that consistently exceed world-class standards — more than 90% of calls to our support centers are connected to a technical expert in less than three minutes.
- Direct access to knowledgeable people — two-thirds of all technical support questions are resolved on the first call.

Partnering Globally to Serve You Locally
To complement our automation capabilities, Rockwell Automation partners with more than 3,500 local distributors and representatives who provide technical and logistical expertise that can assist in maximizing your operation. This network of reliable, trained professionals can help you select the right products and services to create your Complete Automation solution with local project coordination and post-sale support. Our distributors are dedicated to delivering solutions when and where you need them and are focused on helping you achieve long-term results.

A Global Network Dedicated to Your Success
Rockwell Automation's global network of salespeople, support personnel and partners outperform the industry in providing the immediate, local service and support you need. We offer a team of reliable people who use their technical, application and industry knowledge to help you improve system performance, keep systems running and lower costs of supply.

Our global presence is enhanced through our e-business solutions — an approach that allows us to utilize the speed and power of the Internet to serve you more efficiently. Our e-business solutions give you fast, easy access to information, service and support twenty-four hours a day, seven days a week. Our flexible, managed supply programs are tailored to your unique needs and enable you to make purchases and track your orders on-line from anywhere around the globe.

Many of our supply initiatives are designed to help us meet your schedule requirements and lower your total costs. Our modern manufacturing systems and regional distribution centers can deliver products when and where you need them. And together with our distribution partners, we can help you synchronize your supply chain, reducing your costs while maintaining local availability.
Reach us now at www.rockwellautomation.com

Rockwell Automation, a business of Rockwell International Corporation [NYSE: ROK], helps industrial customers improve productivity and lower total costs through its combination of value-added services and product line competencies, which include: Allen-Bradley real-time control, Reliance Electric motors and drives, Drives mechanical power transmission products, and information management through Rockwell Software. Rockwell Automation’s Complete Automation™ approach is supported by thousands of authorized partners, distributors and solution providers around the world.

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