Join us online for ROKLive Virtual, featuring the newest technology and advancements for digital transformation.

ROKLive Virtual offers keynote presentations, technical training, interactive hands-on labs, a virtual trade show, and the ability to connect and network with peers and experts in the field.

Inspired Innovation

ROKLive presents the DX Strategists Conference, specifically designed for operations, IT and engineering leadership.

The DX Strategists Conference will feature keynote presentations and sessions presented by Rockwell Automation and guest speaker visionaries in industrial digital transformation.

Join this elite community of digital pioneers and learn how to develop new strategies to drive measurable results using disruptive technologies and create agile business models that improve performance, optimize efficiency and reduce costs.

Session schedule now available

Sessions run 30-45 minutes each. Times are listed in Central Daylight Time.

Additional sessions and speakers will be announced soon.

Learn more about the event

Visit rok.auto/roklive for more event details.
Why Digital Transformations Fail: How You Can Win During Disruptive Times 8:30 – 9:15 a.m.
Tony Saldanha, President, Transformant

The memes around who's driving digital transformation in your enterprise - the CEO, the CIO or COVID19 - are amusing but also poignantly correct. COVID19 is indeed driving some digital changes in behavior. On the other hand, it is causing delays in systemic digital programs in many cases, due to cuts in investments. Meanwhile the fourth industrial revolution continues to rage on. Digital transformation is still the #1 priority for most boards and CEOs beyond the immediate priority to sustain the pandemic. And the issue that 70% of all digital transformations fail still remains!

Join Tony Saldanha, ex-VP Procter & Gamble, highly sought-after speaker, thought leader and author as he shares his secrets on how to craft a winning strategy. In his address, he will cover the following:

• What to expect from the economic pressures caused by the pandemic
• Common mistakes in most digital transformations and how to avoid them
• How to get the timing just right on technology, so you're not too early or too late to adopt it
• How to change culture and transform your organization

Tony Saldanha is a globally recognized expert and thought-leader in Global Business Services (GBS) and Information Technology. He ran Procter & Gamble's famed multi-billion dollar GBS and IT operations in every region across the world during a 27 year career there.

Tony has over three decades of international business expertise in the US, Europe, and Asia. He was named on Computerworld's Premier 100 IT Professionals list in 2013. Tony's experiences include GBS design and operations, CIO positions, acquisitions and divestitures, outsourcing, disruptive innovation, and creation of new business models.

Tony is currently President of Transformant, a consulting organization that advises over 20 Fortune 100 companies around the world in digital transformation and global business services. He is also a founder of two blockchain and AI companies, and an adviser to venture capital companies. His book titled Why Digital Transformations Fail was released globally in July 2019 and ranked #1 on Amazon's New Releases for Organizational Change, listed on publisher Berrett-Koehler's best-sellers for July 2019, and recommended by various publishing forums like CEO-Reads, Book-Pal, CEO Library and others. Forbes contributor Michelle Greenwald called it the "best business book ever that you're yet to read".
Tech Intensity in Manufacturing: Innovating Through Disruption
9:15 – 10:00 a.m.

With the recent global pandemic causing unprecedented business disruption worldwide, there has never been a more transformational time in the history of manufacturing. What Microsoft calls tech intensity—building and mastering one’s own digital capabilities—is now even more critical. We are navigating a new world that must be more agile and resilient in the face of global disasters. And manufacturers are responding: accelerating investments and applying new capabilities around the intelligent edge/intelligent cloud, increased automation and AI, and “remote everything” to reshape manufacturing operations and supply chains, modernize factories and reskill the workforce.

In this session, Microsoft VP of Manufacturing Industry Çağlayan Arkan will explore how Microsoft is partnering with Rockwell Automation to help companies rethink manufacturing, sharing best practices from today’s digital leaders.

Çağlayan Arkan
Vice President
Manufacturing Industry
Microsoft

Digital Transformation Impacts on Organizational Structure
10:15 – 11:00 a.m.

Manufacturers strive for efficiency. What are lessons learned from other companies about which changes to the organizational structure allow for an easier delivery of digital transformation:

- Is there a best way to organize the team?
- Is there a specific sequence to be followed?
- What is the impact of Covid-19?

Ivar Berntz
Sr Director Analyst
Gartner

Mr. Berntz is an agenda manager in Gartner’s Advanced Manufacturing and Transportation group. He advises CxOs and senior Leaders on strategies, plans, approaches, technologies and processes, their impacts and requirements to generate IT/OT convergence, accelerate transformation and the sustainable attainment of digital business results.

As Vice President, Manufacturing Industry at Microsoft, Çağlayan Arkan is currently responsible for managing the digital transformation for manufacturing companies across high-tech and electronics, industrial equipment, aerospace, and chemicals/agrochemicals globally, as well as guiding growth and compete strategies for Microsoft in these verticals worldwide.

Arkan is passionate about empowering customers to position themselves as first movers or fast followers in today’s disruptive era. By supporting organizations with new technology-led capabilities, strategies and insights that will fundamentally reinvent their products, services and business models, Arkan and his team are helping businesses drive sustained growth, agile innovation and operational excellence.
Achieve Success in the Next Normal: How to Rapidly Scale Industrial Transformation
11:30 a.m. – 12:15 p.m.
Industrial leaders across the globe have just experienced the largest shutdown since World War II. The challenge facing many leaders today is how to reopen and sustain operations, while providing a safe working environment for employees and ensuring long term success as we all adjust to the next normal. Prior to the COVID-19 crisis, nearly 80% of industrial companies currently had implemented or were planning an Industrial Transformation (IX) initiative.

In this session, attendees will learn how to:

- Take a risk based approach that enables safe and effective operations in the face of uncertainty
- Set and achieve transformation goals
- Prioritize use cases and capability investments across people, process, and technology
- Operational architecture and data governance are the foundations of agility and flexibility
- Build an organizational structure and corporate culture that makes IT-OT convergence a company asset, not liability

Matt Littlefield is President of LNS Research, co-founding the company in 2011. LNS is a trusted advisor to many of the world’s largest companies, working to evangelize and drive Industrial Transformation. Before co-founding LNS, Matt spent 5 years at the Aberdeen Group, where he led the company’s manufacturing research practice. Prior to Aberdeen, Matt’s spent six years working in operations for leading manufacturers. Matt holds a BA in Economics and MS in Industrial Engineering and Operations Research.

The Second Wave of The Connected Enterprise: Transforming Product Innovation Through the Digital Thread
12:45 – 1:15 p.m.
Now more than ever manufacturers are facing unprecedented challenges bringing innovative products to market faster and at a lower cost. While the first wave of The Connected Enterprise was achieved through manufacturing, it’s time for manufacturers to connect the enterprise across the entire product lifecycle - from manufacturing into design, R&D and sales. This session will share practical examples for establishing a comprehensive digital thread from idea to customer, demystifying the digital twin and digital thread in the process.

George Young
Global Managing Director
Kalypso

George has over 30 years of experience in business management and consulting, serving Fortune 500 brands across industries. Kalypso, founded in 2004, is a professional services firm that helps its clients discover, create, make and sell new products with digital. On May 1, 2020, Kalypso was acquired by Rockwell Automation.

George sets the strategic direction of Kalypso: A Rockwell Automation Company; leads consulting projects for name brands in the consumer, industrial high tech and life sciences industries; and works to build the next generation of Kalypso leaders by championing diversity and teaching leadership classes year-round.

George grew up on a farm in Gustavus, Ohio. He earned his Bachelor’s Degree in Chemistry at Youngstown State University. He then went on to receive a PhD in Organic Chemistry from The Ohio State University, and later an MBA from Rice University.

Since 2004 his passion has been building and growing Kalypso. A firm believer that consulting is a calling, George recently published his first book “13 Steps to Mindful Consulting” for consultants who strive for a more balanced, fulfilled life.
Now More than Ever: A Digital Strategy with Impact, Speed and Scale
1:45 – 2:15 p.m.

There has never been a greater challenge imposed upon manufacturing and supply chains around the world than today. These disruptions are having dramatic effects on corporate leaders who are responsible for organizational strategies focused on value and optimized revenue. We know normal operations have changed, but how do you determine which initiatives will have the greatest impact on recovery and how do you operationalize digital transformations at scale?

Companies with a laser focus on financial impact and the prioritization of limited resources against high-value use cases can achieve a successful digital transformation journey. Join senior executive Craig Melrose as he discusses how PTC and Rockwell Automation can help our joint customers emerge from this crisis today.

Craig Melrose is the Executive Vice President of Digital Transformation Solutions at PTC. In this role, Craig works to build customer-facing, operationally transformative solutions that incorporate PTC’s industry-leading CAD, PLM, IoT, and AR technologies. His responsibilities include interacting with and guiding customers to develop, scale, and roll out tailored industry 4.0 programs based on their unique operational excellence goals.

Prior to joining PTC, Craig served as a Partner at McKinsey & Company for over 20 years, leading numerous operations and digital transformation initiatives, working directly with customers to understand their challenges, and identifying both tactical and strategic solutions globally and across dozens of industries. Throughout his career, he has helped companies dramatically enhance their factory automation strategies, including Toyota Motor Manufacturing, where for five years prior to joining McKinsey, he led the improvement of the Toyota Production System and Toyota’s operating performance through the introduction of new products across North America.

Driving Quicker Time to Market and Operational Efficiency with Simulation-based Digital Twins
1:45 – 2:15 p.m.

Through digital transformation, simulation-based digital twins help customers increase topline revenue, manage costs and gain a competitive advantage. Discover how simulation-based digital twins deliver these key business objectives across the complete industrial lifecycle through design, operations and maintenance.

Prith Banerjee is the Chief Technology Officer (CTO) at Ansys. He has served as a professor of electrical engineering at the University of Illinois at Urbana-Champaign, as chairman of electrical and computer engineering at Northwestern University and dean of engineering at the University of Illinois at Chicago. Banerjee served as a CTO at ABB and Schneider Electric, and as a director of HP Labs and Accenture Tech Labs. He has also started two electronic design automation (EDA) software startups: Accelchip and Binachip. He has seen first-hand how innovation is practiced in academia, startups and large companies. Prith was listed in the Fast Company list of 100 top business leaders in 2009.
Preparing Security and Virtual Work Environments for Crisis Situations
3:00 – 3:30 p.m.

A key change in our working lives driven by COVID-19 is the reality that we must be able to work virtually. For production environments, that means remote access and management are critical to maintain operations as employees, vendors and partners work virtually with access to production environments. All of which means that the cybersecurity status of the production environment is even more critical to maintain reliable operations.

This presentation will look at the best practices Cisco and Rockwell Automation have developed as part of our collaboration and support in our technologies, standards, solutions and services to enable virtual working required to maintain and secure production environments.

Developing a Digitized, Agile Supply Chain
3:00 – 3:30 p.m.

Yield optimization is the desired outcome for any business. Available resources are key in providing an increased output with less input. Supply chain, employees, factory health and quality are a part of this equation. Historically supply chain was like running a 4x100 relay race with baton passes between each exchange of goods. Technology has enabled us to remove the potential for that baton to fall by providing a seamless and transparent chain of events from resource origination to finished product. An intelligent and connected architecture allows for real-time and agile responses via optimization of insights throughout the entire supply chain. Through storytelling, you will leave this talk empowered to embrace the immense opportunity to strategically design end-to-end supply chain optimization and service offerings successfully with a focus on yield output.

Paul Didier
Solutions Architect and Manager, Cisco® System’s IoT Business Group, Cisco

Paul is responsible for developing solutions for the Industrial Automation including Manufacturing, Oil & Gas and Mining verticals. Paul represents Cisco at the Open Device Vendor Association’s (ODVA) Technical Review Board, the OPC Foundation, the AVnu Alliance and the Industrial Internet Consortium (IIC). He has over 25 years of industry experience. Paul authored the Cisco and Rockwell Automation Converged Plant-wide Ethernet (CPwE) Design and Implementation guide, a Cisco Validated Design (CVD). Paul works extensively with key Industrial Automation and Control machine builder partners such as Bosch Rexroth, Rockwell Automation, ABB, Honeywell, Emerson, Yokogawa, Schneider Electric and Fanuc.

Prior to joining Cisco, Paul was an IT Infrastructure expert at Accenture for 16 years and an IT Manager for SAP for 2 years. He has extensive experience working for Manufacturing, Retail and Financial Services clients. He has developed and deployed large enterprise IT applications on a global scale.

Craig McNeil
Managing Director of Accenture Industry X.0 North America, Accenture

Craig McNeil is Managing Director of Accenture Industry X.0 North America. Industry X.0 North America helps companies transform Product Innovation, Engineering, Manufacturing and Operations so they can become the disruptors of their industries.

As a founding member of Accenture's groundbreaking Industry X.0 business, Craig's focus is to provide companies with tools to grow their top- and bottom-lines and transform leaders into innovation thinkers and product transformation champions.
How OT Context Can Simplify Your Digital Transformation Journey
4:45 – 5:15 p.m.
What is the gap between OT data and digital insights? Contextualization. New, innovative capabilities are being developed to minimize the value erosion of OT data over time and across systems as it is passed to IT centric digital transformation tools. From asset auto discovery, to OT/IT model sharing to closed loop system interworking, manufacturers are maintaining high-fidelity views of OT data as it’s passed to a range of new digital programs, maximizing time to value.

Andrew is responsible for leading our team of global technical consultants in the Rockwell Automation® Information Software discipline. This role includes supporting internal and external customers in primarily pre-sales activities with a team of experts who are focused on delivering value. His team supports Information Software sales to ensure our customers receive guidance and solution direction along their Connected Enterprise journey, with increasing focus on the adoption and integration of Industry 4.0 technologies that are part of our FactoryTalk® InnovationSuite portfolio.

The Power of People in Digital Transformation – Culture and Change Management
4:45 – 5:15 p.m.
A change management plan, and a renewed focus on your culture, is paramount to success with digital transformation. A culture that’s data-driven, agile, innovative, and embraces a growth mindset will enable a successful transformation – but that culture change doesn’t happen overnight.

Mick Mancuso is director, Connected Enterprise Consulting at Rockwell Automation. This organization, through proven capabilities and expertise and working closely with many functions across the company, helps us focus our enterprise efforts to partner with customers at the executive level to consult and guide them in their aspirations to become a Connected Enterprise.

Prior to this role, Mick was responsible for overseeing the company’s North American Manufacturing Operations. Mick has been with Rockwell Automation for over 16 years. His career progressed through a variety of multiple disciplines, businesses, and locations across the company with roles in inventory management, strategic sourcing, supply management, and operations management. Mick was responsible for launching the company’s MES function in multiple manufacturing facilities which led to an internal “Connected Enterprise” journey which has since become representative of what Rockwell Automation promotes externally to its customers.
Building a Successful Digital Transformation Strategy
5:15 – 5:45 p.m.

Our client experiences have shown that a manufacturing company's success with industrial digital transformation is determined up-front; long before any technology is evaluated or implemented. However, planning for industrial digital transformation is usually the least understood and most under emphasized part of the journey. In this session, we will discuss the topic of getting started with digital transformation, the key roadblocks we have uncovered, and the tools used to move forward with confidence.

Jeff Botsch is a Consulting Manager with Rockwell Automation who partners with clients to deliver comprehensive digital manufacturing roadmaps that define and enable their Industrial Transformation. He has over 20 years of experience planning and implementing digital programs in the support of distribution, manufacturing and supply chain operations. A graduate of Purdue University, Jeff is also a certified Project Management Professional (PMP).

Modern Remote Services Help You Stay Productive
5:15 – 5:45 p.m.

More employees than ever before are working remotely, and new pressures face those remaining on the plant floor or in the field. Learn about the modern support services that will help you keep your production or manufacturing environment running efficiently and safely. Rockwell Automation has services available that will make remote monitoring and application support your first line of defense; augmented reality a valuable troubleshooting tool when on-site visits are not possible; and e-learning a way to improve workforce skills. Find out how modern support services can help your organization through these challenging times and beyond.

Angela Rapko has been the director, Portfolio & Business Management for services since September 2018. In this role, Angela is responsible for the strategy and execution to create a simplified, global portfolio with a world class contractual experience that drives long term, sustainable annuity revenue growth.

Over the course of her 17 years with Rockwell Automation, Angela has developed extensive experience across several functions and businesses. Angela started her career as a network administrator with Interwave Technology, a company later acquired by Rockwell Automation. Following the acquisition, Angela joined our SSB organization where she held roles of increasing responsibility from project engineering, project lead, project management, and engineering management. During her time in SSB, Angela worked closely with our customers deploying Rockwell Automation solutions across many industries and leading technical teams with a focus on large, complex software deployments. She later moved her family to Cleveland, Ohio where she joined our CVB organization as a product manager in the information software business. Angela advanced to a portfolio lead role and then to a Marketing Manager for Studio 5000 in the CVB organization. For the last 4 years Angela has worked in our Services business first as a business manager for Connected Services (NA) and most recently as the Global Portfolio Director.