## Breakout Session Schedule

### Business Development

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<td><strong>BD01</strong> Digital Transformation: Revolutionizing Manufacturing and Industrial Operations</td>
<td>Charleston Ballroom C</td>
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<td>Industry has a long history of change, and technology has played a central role in driving innovations. The Connected Enterprise is already helping companies, exposing information throughout operations, creating new value streams and enabling agile business models utilizing contemporary cloud and analytics platforms. Digital transformation takes this to a new level, impacting every aspect of operations including digitization of design, execution and optimization of production, and supply and demand chains. This session will discuss how together Rockwell Automation, along with our PartnerNetwork™ program members are well-positioned to help customers define and execute their digital enterprise.</td>
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| **BD02** Demystifying Industrie 4.0 | Veranda | Veranda | | |
| Industrie 4.0 is being developed by the German government and going global through a web of governmental alliances and technology standards. This presentation will explain why Industrie 4.0 is qualitatively different from the standards of the fieldbus ‘wars.’ Learn about the key technologies and how they interact including OPC UA, AutomationML, IEC 61360 and TSN. | | | | |

| **BD03** Securing The Connected Enterprise with the PartnerNetwork™ Program | Veranda C | Veranda C | | |
| The PartnerNetwork™ program can do a lot to help end users secure their Connected Enterprise. Have you considered how the value of our collective innovation and collaboration differentiates the PartnerNetwork™ program as best-in-class security suppliers? Share your thoughts as we discuss a holistic security perspective on 1) products and technologies from Encompass™ Partners, Strategic Alliances and Rockwell Automation and 2) solutions and services from Distributors, OEMs, Solution Partners and Rockwell Automation. | | | | |

| **BD04** Speed Deployment of Robust Industrial Network Architectures | Siena | Siena | | |
| Discover how pre-engineered, Connected Plant-wide Ethernet (CPwE)-compliant solutions help save design and deployment time while reducing total cost of ownership with post-implementation support. Case studies will show how pre-engineered IT/OT solutions can speed transition, reduce the risk and minimize the support burden of network and virtualization infrastructure required to enable The Connected Enterprise. | | | | |

| **BD05** Overcoming Workforce Skills Gaps Through a Partnership Approach | Siena | Siena | | |
| The skills gap and workforce shortages are posing challenges to our customers in their efforts to modernize and adopt new technologies. See how Rockwell Automation and our partners can drive growth through coordinated workforce enablement. Learn how we are enabling The Connected Enterprise through our partnership with Cisco to drive certifications at the plant floor level and how we are supporting process opportunities with Endress+Hauser. Hear case studies highlighting how to amplify your sales success through a partnership approach to enable the workforce of our customers. | | | | |

| **BD06** The Connected Enterprise Reality: Rethink Sales and Services to Drive Revenue and Grow Profits | Charleston Ballroom E | Charleston Ballroom E | | |
| The shifting landscape in industrial automation is impacting technology and product-focused business models. This session in collaboration with Technology Services Industry Association (TSIA) will show the current trends facing the industry. Learn how top quartile companies are leveraging innovative services business models to drive revenue while preserving their core product and asset business. Understand how the Land, Adopt, Expand and Renew (LAER) coverage model can help you to transform the customer/supplier relationships. | | | | |

| **BD07** The Legal Aspect and Liability of Selling Safety | Charleston Ballroom A | Charleston Ballroom A | | |
| Learn from Rockwell Automation legal counsel about legal risks and myths when you sell safety solutions. Learn how to best mitigate risk to your company, executives and sales people and protect yourself from legal issues and liability. | | | | |

| **BD08** How to Develop a Safety Enabled Sales Organization | Pavilion Ballroom | Pavilion Ballroom | | |
| The most successful distributors and Rockwell Automation sales regions have these five elements: 1. credible holistic safety domain expert and commercial leader, 2. executive customer engagement with sales leadership, 3. partnerships fostered in the market, 4. recognition as the safety resource in the market and 5. inventory management around holistic safety solutions. Learn how Rockwell Automation will support the development of each of these attributes allowing you to own this strategic aspect of the automation market. | | | | |
## Business Development

### BD09 Insight into the Market’s Demand for Manufacturing Safety Automation
The most productive manufacturers are also the safest, but represent only about 10% of industry. Market drivers are putting pressure on the other 90% to attain this same performance, and you can help them. Learn how to break through the status quo and start the sales cycle for safer, compliant and more productive manufacturing. Learn to segment the user and OEM markets for a more effective sales approach to create new safety customers.

**Location:** Charleston Ballroom E

### BD10 Creating Value Through Smart Sensing
Smart components play a critical role in creating smart assets to support The Connected Enterprise. They provide insight into what is going on both in and around the actual asset. Without this information we cannot truly have a smart asset. Through the use of smart components customers will also experience improved OEE, reduced MTTR and increased MTBF. These smart components will be key to manufacturer success in capturing contextual data and providing predictive diagnostics, while leveraging data across the manufacturing process and bringing deep insight into the health of industrial machines.

**Location:** Veranda C

### BD11 Market Access and Growth Opportunities in Latin America
This session will provide an overview of the political and economic environment and information to help those wanting to do business in this region, including developing strategies and focus on the best opportunities for their business. Get practical advice on achieving the best possible results in the Latin America Region (LAR) based on the culture, government regulations and taxes, and current market access infrastructure. This is an introductory session to learn about LAR - not intended for those currently working in LAR.

**Location:** Pavilion Ballroom

### BD12 Rockwell Automation Process Business: What’s New and What’s Next?
Did you know that the process control market presents some of the greatest growth opportunity for Rockwell Automation and our partners? Learn about the new technology, sales tools, market development and sales resources that will help your company grow in this important market space.

**Location:** Charleston Ballroom A

### BD13 Helping Your Customers Achieve Smart Manufacturing
A modern workforce using modern technology can help improve productivity, quality, flexibility and safety. It also gives access to actionable data in a more secure environment, increasing the ability to compete globally. Legacy technology in use today is often not able to do that. We'll discuss available solutions and your role in modernization practices including hardware and/or software tools, utilities and services needed by customers as they assess their risks, plan for and execute modernization strategies.

**Location:** Veranda DE

### BD14 Making a Case for Inclusion and Diversity in Our Business Today
Diversity and inclusion efforts are vital to business success. Rockwell Automation leadership will share our journey on diversity and inclusion and discuss how it is improving our employee engagement and customer experience. Find out how diversity programs help you drive business value and need to be included in your leadership planning. Set the vision for the future of your organization. We will also reflect how changing employee and customer demographics are impacting what you must do for recruiting, retention and development of your teams.

**Location:** Charleston Ballroom D

### BD15 Best Practices: The PartnerNetwork™ Program in Action
The power of the PartnerNetwork is more than just your relationship with Rockwell Automation. Learn from two unique experiences shared by partners who are delivering The Connected Enterprise by expanding their capabilities with other PartnerNetwork members. Hear from HMS Industrial Networks (Encompass Partner) and Millennium Controls (Solution Partner) who came together to help an OEM deliver a patent pending Connected Machine. Schaedler Yesco (Distributor) will discuss collaboration, focus and competencies they developed with Rockwell Automation, Panduit and Cisco sales to develop their Connected Enterprise ecosystem.

**Location:** Charleston Ballroom F
## Marketing

### MA01 Leveraging Cost-Effective Digital Marketing Tactics to Grow Your Revenue
Finding, targeting and nurturing new prospects can be daunting and an expensive proposition. In this session we will discuss different cost-effective digital marketing tactics to efficiently and effectively grow your sales funnel. Topics will include the “what, why and how” of a variety of digital tactics including successful examples from Rockwell Automation.

**Session 1**
- **10:00 a.m.**
- **Veranda B**

### MA02 The Future of Marketing: Content, Context and Customer Experience
Marketing is a constantly moving target with evolving customer expectations driven by advancing technology. New marketing strategies include data, digital, social, mobile and analytics - and it's not always clear where it is all headed. We'll share how the future of marketing is grounded in a few key concepts: content, context and customer experience. This session will discuss what’s next for marketing and how you can be ready for it.

**Session 3**
- **2:00 p.m.**
- **Veranda B**

### MA03 Content Strategy and Co-Marketing: What’s In It for You?
Marketing costs time and money. How can you cost-effectively extend your reach and get your message in front of the right audience? Learn how you can take advantage of our content marketing opportunities and expertise through The Journal from Rockwell Automation and Our PartnerNetwork™ magazine, with free stories from our case study program to guest-authoring posts for our blog. We’ll show you how to develop a strategy, get the most out of your content creation budget and measure your success.

**Session 4**
- **3:00 p.m.**
- **Veranda A**

### MA04 Equipped to Market: 5 Steps to Marketing Success
To break through the clutter and generate awareness, any type or size of a business needs to market itself. In this session, we'll review the importance of marketing for industrial organizations and discuss the fundamental tools needed to successfully integrate marketing and sales. We'll start with an assessment of your business readiness to get on the marketing bandwagon, as well as talk through five steps to get started or improve what you already do to market your business.

**Session 5**
- **4:00 p.m.**
- **Charleston Ballroom D**

### MA05 Manufacturing Success Using Social Media
Understand how your social media presence can build your brand awareness and assist with reaching your marketing goals through organic and paid social media strategy. We will share the basics of getting started and how to vitalize your sales process with social media. You will walk away from this session with the tools you need to get started, tips to reach your goals and the tactics to deliver ongoing success.

**Session 5**
- **4:00 p.m.**
- **Charleston Ballroom B**

## Product Direction

### PD01 ThinManager Introduction: Delivering and Managing The Connected Enterprise
ThinManager® is a powerful platform designed to simplify the way productivity content is delivered, and devices are managed within manufacturing environments. Learn how ThinManager can revolutionize everything from the plant floor to the control room, change the way you view mobility in those areas, and deliver and manage The Connected Enterprise today.

**Session 1**
- **10:00 a.m.**
- **Trails**

### PD02 Connecting Information and People: Driving Collaboration and Productivity in Industrial Environments
Innovations in apps are now available to enable customers to break through the friction and drive better productivity in ways never before possible. In this session, see how the FactoryTalk® TeamONE™ app connects maintenance teams, providing role-based alerts. Also learn about our future plans, which include so much more! Download today.

**Session 4**
- **3:00 p.m.**
- **Charleston Ballroom C**

### PD03 Intelligence Driven Automation through the Integrated Architecture® System
Learn about investments that have been made to the Integrated Architecture® system as well as those on the horizon. We’ll further explore how intelligence-driven automation is delivered through innovations in the Integrated Architecture® system.

**Session 4**
- **3:00 p.m.**
- **Veranda DE**

### PD04 Data-Driven Analytics for the Device, System and Enterprise
New analytics tools from Rockwell Automation help your customers drive value out of massive amounts of data generated through the Industrial Internet of Things (IIoT). Learn about these tools, how you can promote and sell them and how you can help us expand the offering in the future.

**Session 4**
- **3:00 p.m.**
- **Charleston Ballroom B**
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#### PD05 Intelligent Packaged Power: A Strategy and Technology Overview

The intelligent packaged power initiative in North America plays an integral role in our strategy to deliver the complete automation control and power solution. It enables Rockwell Automation and partners to respond to the growing demand for consolidated delivery of electrical substations. In this session, we will review the offer, process and value gained with integration of the power control portfolio to the automation strategy.

#### PD06 Focus on Low Voltage Drives: Opportunities for Market Share Growth

The PowerFlex® drives portfolio continues to go through significant expansions. With the recent introduction of the PowerFlex® 755T drives we are entering a new phase in the business, providing opportunities for significant growth. In this session, learn how recent product introductions can positively impact your business, how technology is shaping our offering and how the combination can open up new market opportunities. We also want to hear from you and discuss areas for collaboration.

#### PD07 Connecting Information and Processes: Deploying Scalable MES

Explore the scalable MES Products from Rockwell Automation. We’ll discuss functionality, benefits, approach differentiation and how our partners can participate in these new offerings. The FactoryTalk® ProductionCentre® MOM platform from Rockwell Automation has rich, proven content for both the discrete and process industries, and has been applied across a broad range of applications. These applications scale from individual lines with our new “fit-for-purpose apps,” to multi-plant, enterprise-wide deployments, and supporting cloud-enabled, HTML5 clients for configuration, data management, analytics and execution.