

Rockwell Automation PartnerNetwork™: The Power of Collaboration



“A mature industry ... needs to be managed for flexibility and rapid change, based on alliances and partnerships, to adapt rapidly to shifting demand.”

Peter Drucker, Dean of Management Consultants

Behind every consumer product – whether it’s the food we eat, the energy we consume, the medications we rely on, the vehicles that transport us – is a machine. And behind the machine is a web of partnerships and collaboration, starting with the engineers who designed it; the software that manages the production; and the suppliers and supply chain that provide the raw materials. Then, it’s up to the distribution channel to make sure products get in the hands of consumers. Thus, multiple companies combine their individual core competencies to help manufacturers build their brands.

At Rockwell Automation, this multicompany value chain is called the PartnerNetwork™. Since almost the beginning of the company’s founding in 1903, Rockwell Automation realized it can’t be all things to all customers. From the first distributor relationship in the early 1920s to the Machine Builder program launched in 2008, Rockwell Automation has established a variety of well-managed partner programs that help customers increase their productivity and support their innovation, sustainability and globalization goals.

Producers are facing more external challenges than perhaps any time in our history. Economic conditions, a suppressed workforce, regional manufacturing growth, and increasingly strict standards have caused the transition from “company vs. company” to “network vs. network.” The strength of a manufacturer’s network – including its upstream and downstream partners – will ultimately determine its ability to survive and compete.

Today’s PartnerNetwork programs consist of best-in-breed companies, offering products, technologies, application experts and distribution partners that give manufacturers access to a local, regional and worldwide network of specialists.

LISTEN.
THINK.
SOLVE.®

“When we leverage these partnerships more effectively, we are a more efficient business, and we provide more innovation for our customers,” said Joe Kann, vice president of Global Business Development, Rockwell Automation.

“This is a group of world-class companies supported by trust, loyalty and collaboration for the benefit of our mutual customers,” said Keith Nosbusch, chairman and chief executive officer, Rockwell Automation. “Together we are the competitive differentiator. Our mutual customers validate the power of this model over and over again, every day, around the world.”

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Supplementing partner offerings are collaborative relationships among these companies that work together to provide a complete solution to address manufacturers’ challenges. In the end, customers receive:

- More effective products and solutions
- Resources that are closely matched to the industry or application need
- More efficient implementations leading to faster use of automation investments
- Consistency and coordination that reduces unpleasant surprises
- Improved flexibility and responsiveness to help drive business results

“It means customers can get everything they need from a trusted source, leveraging the best technology and engineering know-how that complements Rockwell Automation solutions, from companies that also are leaders in their field,” explained Mary Lou Bailey, director, PartnerNetwork. “The PartnerNetwork program collectively provides a complete solution so customers can be more competitive.”

PartnerNetwork is built on the principles of collaboration, trust and value. When we successfully collaborate with and among partners, we collectively devise the best long-term solution for customers. Mutual trust among the partners leads to respected relationships that instill customer confidence. Ultimately, we can deliver high-value and customer-focused solutions not available from any other automation supplier.



Summary of the Parts

The PartnerNetwork includes thousands of specialists in industries, applications, geographies, technologies and services around the world. Collectively, the PartnerNetwork harnesses the knowledge and flexibility needed to help manufacturers get their products and services to market faster, reduce total cost of ownership, use power and plant-floor assets more effectively and minimize risks. This is achieved by providing customers with:

- Skilled suppliers who understand how products are integrated
- Professionals with deep engineering knowledge
- Specialists who understand and consistently follow industry standards
- Partners that are well-trained in their industries

There are three major categories within PartnerNetwork — business enterprise level, sales and solutions, and products and technologies. Under these categories are seven individual partner programs made up of leading businesses in their fields.

PartnerNetwork™

Business Enterprise	Sales & Solutions	Products & Technologies
<ul style="list-style-type: none">• Strategic Alliances• Enterprise Solution Partners	<ul style="list-style-type: none">• Distributors• Solution Providers• Machine Builders	<ul style="list-style-type: none">• Product Reference• Technology Licensing

Rockwell Automation

Business Enterprise

Strategic Alliances: Together with our alliance partners, Rockwell Automation has committed to developing capabilities and seamless solutions that give manufacturers one of the strongest technological, competitive and strategic advantages within their enterprise and across the supply chain. Our combined solutions are grounded on common values, including industry knowledge, open standards, collaboration and leadership.

“I believe more ideas and more team members working on a common goal will yield more efficient results.”

By effectively connecting disparate production systems and bringing together the plant floor and operations, customers have succinct, secure and data-rich information to empower people to make better-informed decisions much more efficiently.

The accompanying sidebar describes the Rockwell Automation alliance partnerships in more detail. Here is an introduction to each:

- Cisco Systems: Integrating manufacturing and IT, leveraging the EtherNet/IP network standard
- Dassault Systèmes: Integrating product design and manufacturing for a virtual design and production environment
- Endress+Hauser: Providing process field device expertise for total process solutions
- Microsoft: Developing information solutions with convergence of Manufacturing and IT

Summarized best by a customer: “I believe more ideas and more team members working on a common goal will yield more efficient results.”

Enterprise Solution Partners: This group of carefully vetted professional services firms has experience in deploying manufacturing production management systems and integrating critical information from the plant floor throughout the enterprise. Partners must prove they possess the detailed knowledge of the hardware and software products typically used to control and monitor manufacturing facilities, processes and operations.

Enterprise Solution Partners understand IT systems, plant-floor automation systems, and the customer business priorities for manufacturing plants and enterprises. Much of the implementation involves integrating a larger system into an existing enterprise resource planning (ERP) system.

Rockwell Automation trains and certifies participants on implementing applications to facilitate better interaction between the plant floor and higher-level business systems. To qualify, potential partners must commit to employee certification programs that build their competency. Additionally, firms must prove they have successfully implemented projects for manufacturers in their claimed areas of product and industry expertise.

Our Enterprise Solution Partner program assures customers that Rockwell Automation has pre-qualified firms that have demonstrated manufacturing information system (MIS) competency. This reduces customers' selection time and costs, and reduces risk during the ever-critical project execution stage.

"More reliable, proven solutions and combinations of solutions provide greater comfort in compatibility and functionality across my company," said an Enterprise Solution Partner customer.

Sales & Solutions

Distributors: Having the world's leading automation solutions requires a robust distribution network to support customers locally. Authorized Allen-Bradley® distributors shatter traditional distributor expectations by partnering with customers to provide automation sophistication, electrical supply-chain management and world-class local support. Their knowledge of our customers' business allows them to manage electrical-supply spending, provide extensive training for staff, and deliver quantifiable cost savings. This allows customers to focus on their core competencies and leave the electrical-supply management to the distribution partner.

Our distributors partner with customers throughout the decision-making process to help with the design, implementation and support of the automation investment. Rockwell Automation goes beyond traditional expectations of distributors by providing consultative sales and support based on trust and a singular focus – the customer's success.

"The evolution from distributor to value-add partner is not only taking place at Rockwell Automation, but across our value chain," said Bob Eisenbrown, vice president of Global Channels and Marketing, Rockwell Automation. "Our distributors are invested in their customers' success, and they partner with customers to help them make the best automation decision. This is what makes our distributor channel unique for customers in Europe, Latin America and Asia Pacific."

Solution Providers: These proven, trusted and established system integrators offer extensive experience in the design, implementation, project management and maintenance of industrial control systems. From initial design and consultation through system development, commissioning and support, these established organizations provide innovative control and automation solutions to keep manufacturing facilities running efficiently.

To earn the Solution Provider partner status, integrators must possess high corporate ethics, financial stability, proven methodologies and competency using Rockwell Automation technologies. They've been selected into the program because they have a strategic fit that complements the Rockwell Automation delivery strategy: Rockwell Automation delivers solutions to its customers, and Solution Providers supplement those solutions with industry and application expertise specific to a customer's needs.

Rockwell Automation works with Solution Providers to advance their expertise in several manufacturing disciplines:

- **Control Recognized:** Verified implementation of the Rockwell Automation Integrated Architecture™ system for improving manufacturing processes
- **Process Recognized:** Verified industry-specific experience in delivering successful plantwide process automation
- **Information Recognized:** Verified delivery of MIS solutions using FactoryTalk® technologies for planning, scheduling, quality and performance management

To be recognized as specialists in these disciplines, Solution Providers' applications are routinely audited, measured by extensive interviews with customers who ultimately define a success.

Machine Builders: Machine Builders (OEMs) are integral to the success of a manufacturing line, so finding the right one is critical to customers. Machine Builder partners are committed to providing high-quality, innovative machinery that uses Rockwell Automation solutions. They look for ways to lower their Total Cost to Design, Develop and DeliverSM machines – and pass those savings to customers. With extensive knowledge of Rockwell Automation solutions, Machine Builder partners often collaborate with us on product development and design reviews, allowing them to apply the latest technologies on their machines.

“By aligning ourselves as a Machine Builder partner with Rockwell Automation, we feel we’ve improved our access to a broader range of technologies.”

To qualify as a Machine Builder partner, prospects are evaluated across their product lines and on their business relationship with Rockwell Automation. Being a Rockwell Automation Machine Builder partner is validation and assurance that they provide quality machines.

“By aligning ourselves as a Machine Builder partner with Rockwell Automation, we feel we’ve improved our access to a broader range of technologies,” said Ken Sullivan, director of marketing at Machine Builder partner Delkor Systems, Inc. “So, we can derive innovation and speed-to-market advantages that other companies can’t provide.”

Machine Builder partners leverage Rockwell Automation technology in a variety of ways, including:

- **Modular Components:** Using the Integrated Architecture system to plug-and-play elements that machine builders need for a scalable machine
- **Integrated Motion Control:** Using a Rockwell Automation Kinetix® Integrated Motion and sequential control platform to eliminate redundancies associated with a two-controller approach to their machines
- **Line Integration:** Having expertise to offer complete lines, including machine-to-machine and enterprise-level integration
- **Remote Diagnostics and Predictive Maintenance:** Using Rockwell Automation condition-monitoring tools and remote diagnostic capabilities to help customers increase efficiency, reduce downtime and cut maintenance costs
- **Integrated Safety:** Implementing safety control features like safe off, safe speed and safe networks to enhance worker safety while improving productivity

Products & Technologies

Product Reference: Through the Rockwell Automation Encompass™ third-party product-referencing program, manufacturers can quickly locate the products that best solve their application challenges. Encompass products supplement Rockwell Automation installations in one of the following ways:

- Built-in connectivity to our architecture through industry-standard networks, licensed technology or software
- A critical component necessary to the application
- Industry or application expertise using specialized product technology

Thousands of products from more than 100 Encompass partners can be searched and identified via the Rockwell Automation Web site. Many of the Encompass products also are available through Rockwell Automation distributors, further simplifying our customers' access to partner products. Today, Encompass includes products from these electrical component categories:

- Communications/Network Connectivity: Protocol solutions, gateways, wireless, cellular, fiber optic, cables, test tools, software drivers
 - Computer and Related Equipment: Bar code, vision, information processing, printing, labeling, software
 - Motion: Mechanical components, sensors, robotics, pneumatics
 - Power: Conditioning, variable frequency drive filtering or accessories, circuit protection, cables, test tools
 - Process: Sensors, I/O, weighing, monitoring, software
 - Protection: Enclosures, machine or process safety
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Technology Licensing: Products featuring the Rockwell Automation Enabled™ logo use hardware, software and firmware technology licensed from Rockwell Automation – leveraging the company’s vast technical resources within their own products. When customers see an Enabled logo, they can be confident that the products contain technology that helps ensure quality, performance and reliability.

Enabled represents more than a logo. It symbolizes the close working relationships between licensed third-party automation suppliers and Rockwell Automation, without detracting or diluting from the supplier’s own product brand identity. It signifies that the product uses proven technology – complete with features, functionality and flexibility – to significantly reduce the customer’s overall integration time and cost of ownership.

Closing Thoughts

The core concept of the PartnerNetwork, delivered through these unique partnerships, means that Rockwell Automation customers get faster time to market on new concepts and many other benefits that ultimately translate directly to the customer.

“Broader application exposure and open, collaborative use of Rockwell Automation technology from many PartnerNetwork companies fosters many options for solutions and makes me more competitive.”

Translated by one customer: “Broader application exposure and open, collaborative use of Rockwell Automation technology from many PartnerNetwork companies fosters many options for solutions and makes me more competitive.”

Customer Examples

There are many customer examples that showcase involvement by either individual or multiple partners who help customers solve their automation problems. Two recent examples include:

Green Planet Farms Taps Multiple PartnerNetwork Companies to Help Automate New \$40 Million Plant

Green Planet Farms, a soy isolate manufacturer based in South Sioux City, Neb., needed to move from its existing lab environment to a full-scale, automated manufacturing facility. Engineers sought to find an advanced process control solution that would require minimal training and maintenance. They wanted both an automation solution and a team to engineer the new system. So, they chose Rockwell Automation and ESE, Inc., a Rockwell Automation Solution Provider for the food and beverage industries. In the end, the strong relationships between Rockwell Automation partners were integral to the success of winning and executing the project.

“Seeing how well the Rockwell Automation systems integrated with Endress+Hauser instrumentation and ProSoft Technology wireless gave us a high level of confidence in how our plant would function.”

ESE, Inc. engineered the implementation and integration of the Rockwell Automation PlantPAx™ Process Automation System. The close relationship between Rockwell Automation PartnerNetwork members – Endress+Hauser, Hardy Instruments and ProSoft Technology – helped solidify the successful automation solution.

“Seeing how well the Rockwell Automation systems integrated with Endress+Hauser instrumentation and ProSoft Technology wireless gave us a high level of confidence in how our plant would function,” said Tim Foster, vice president of engineering, Green Planet Farms. “The partnerships and experience offered by Rockwell Automation rivaled other vendors because we had more flexibility in the areas we chose to incorporate.”

Rockwell Automation Solution Provider Helps Streamline Control Design and Installation for Kinder Morgan Pipeline Project

With more than 37,000 miles of pipeline and 170 terminals, Kinder Morgan is one of the largest pipeline-transportation and energy-storage companies in North America. The company also is the developer and project manager of the Rockies Express Pipeline, a natural-gas pipeline spanning 1,679 miles from Western Colorado to Eastern Ohio. That’s a lot of real estate!

A critical stage of the Rockies Express Pipeline was designing and constructing 13 compressor stations that were built along the pipeline route. To handle this important task, Kinder Morgan turned to River Consulting, a Solution Provider for the oil and gas industry. River Consulting selected the Rockwell Automation PlantPAx Process Automation System to meet its control platform needs.

Since River Consulting is a member of the Solution Provider program, the company already had a high level of familiarity with PlantPAx, which has resulted in significant reductions in engineering time and costs for Kinder Morgan.

It's easy for Rockwell Automation to believe in the advantages of the PartnerNetwork. But, it's the validation from customers and partners that confirms its legitimacy. Here's what they have said:

Customer Feedback

Customer Problem-Solving	Technology Expertise	Collaboration
<i>We get more minds working on the same solutions.</i>	<i>Rockwell Automation and its partners utilize each other's expertise.</i>	<i>Working together will simplify the process.</i>
<i>This partnering idea brought a very big, positive change to our organization.</i>	<i>We get a more reliable solution and first-class access to key technology.</i>	<i>It is truly the way of the future in customer service and vendor relationship excellence.</i>
<i>It helps us make money! Tighter integration equals less time and better support for us.</i>	<i>We receive the best technology available in the industry!</i>	<i>The program has resulted in different solutions that may not have been possible with Rockwell Automation working alone.</i>

Partner Feedback

Engagement and Trust	Benefits	Differentiation
<i>It's an excellent program, and we are proud to participate.</i>	<i>The real value is that it has helped us become a stronger company over the past 10 years.</i>	<i>Rockwell Automation is miles ahead with interaction and planning with distribution compared to other manufacturers.</i>
<i>It is an excellent concept that is well-organized. I get excellent contacts and feedback from Rockwell Automation people.</i>	<i>No other technology provider for manufacturers brings together the organizations that are key to a successful solution delivery with such collaboration.</i>	<i>Rockwell Automation leads the competition in delivering benefits to its partners.</i>
<i>In this partnership, we are shown as a complement to Rockwell Automation's solutions. I have found it a very efficient approach.</i>	<i>Disseminating product knowledge/understanding and providing support to partners can result in explosive growth in the market.</i>	<i>PartnerNetwork is the single most important difference between Rockwell Automation and its competitors.</i>

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