

Without paperless communication,  
you're managing your plant on a wing  
and a prayer.



Heaven only knows what's happening in your plant right now. Chances are, you only know what happened last month. You learned that from a paper printout. But Allen-Bradley can tell you what's going on Today. Now. This minute. With paperless electronic communication.

Let's face it, by the time you see the printout, it's too late. Too late to correct last month's

problems, when production costs went too high. When inventory and orders went out of balance. When quality fell outside specifications. When production lines went down. Or when scrap went up.

That's why you need the Allen-Bradley Productivity Pyramid. It's our blueprint for a fully integrated network of hardware,



software and communications, designed to bring you closer to your plant floor.

Today, our intelligent devices monitor and control production. From the time raw goods enter your system until they emerge as finished inventory. At the heart of the Productivity Pyramid, Allen-Bradley Cell Control supervises the production

process and converts real-time control data into meaningful management information. Then speeds it along Allen-Bradley communication networks to Engineering. To MIS. To Quality Assurance. To plant management.

It's True Cell Control, that keeps your management team in control of production. Giving you a chance to solve problems before they happen.

Allen-Bradley offers you the hardware, software, communications and integration skills for full Cell Control. All the elements you need to merge plant floor control with factory information systems.

To quickly learn more, call 1-800-223-5354. Or write Allen-Bradley Response Center, P.O. Box 92846, Rochester, NY 14692.

We're reshaping  
the way industry thinks.  
And works.



## For productivity to rise, plant floor information must climb to management levels.



Many companies are finding it difficult to increase productivity. Allen-Bradley believes that's because they haven't automated their information systems.

Production and management exist on two levels. Their information systems do, too.

### MANAGEMENT INFORMATION

It's the domain of your host computer. It governs day-to-day decisions that affect your

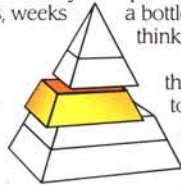
entire plant. It deals with forecasting. Planning. Resource availability. It thinks in terms of days, weeks and months.

### AND PLANT FLOOR INFORMATION.

It's generated by plant floor devices. It governs moment-to-moment decisions that affect specific operations, keeping processes in control. The time

it takes to drill a hole. Position a part. Change motor speed. Fill a bottle. Sound alarm status. It thinks in terms of milliseconds.

Allen-Bradley brings these levels of information together in the Productivity Pyramid, our blueprint for a fully integrated plant. Informed from the bottom up, ruled from the top down. Unified by information speeding along electronic



highways. Improving material flow. Minimizing inventory. And giving you higher quality at lower costs for a real competitive edge.

Cell Control is at the heart of our pyramid. While it supervises production, it also summarizes and condenses plant floor data for management. Making sure the right information reaches the right person at the right time.

We have the hardware, software, communications

and integration skills for complete Cell Control. All the elements you need to merge plant floor control with management information systems. Making your company wiser, more competitive than ever before.

If these are your goals, we want to be your automation partner. Call 1-800-223-5354. Or write Allen-Bradley Response Center, P.O. Box 92846, Rochester, NY 14692.

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Consistent quality  
won't make you a world class competitor.  
Progressively higher quality will.

Consistent quality can keep you alive. But if that's your target, you're aiming too low. Because Allen-Bradley automation can help you achieve progressively higher quality—at a progressively lower cost.

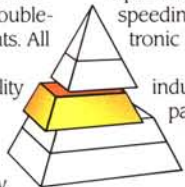
That's a competitive edge that will take you beyond survival. Giving you production that stays in control, eliminating scrap

and rework. Reducing inventories. Minimizing warranty expense. Freeing salesmen from troublesome customer complaints. All at a lower cost.

Differentiated quality is one more reason you need the Allen-Bradley Productivity Pyramid. It's our blueprint for a fully integrated plant. Informed from

the bottom up, ruled from the top down. Unified by information speeding reliably along electronic highways.

Allen-Bradley is the industrial automation company that grew up on the plant floor. Today our intelligent devices collect quality control data on the production line and route



it to the heart of the Productivity Pyramid, the critical Cell Level, where powerful Cell Controllers check tolerances. Adjust the process. Monitor trends...all while reporting to management.

The result? Production that stays within progressively tighter specifications. Superior products. Greater customer satisfaction. And improved profits.

Allen-Bradley offers the hardware, software, communications and integration skills you need to realize the full potential of Cell Control. An extra edge in global competition.

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