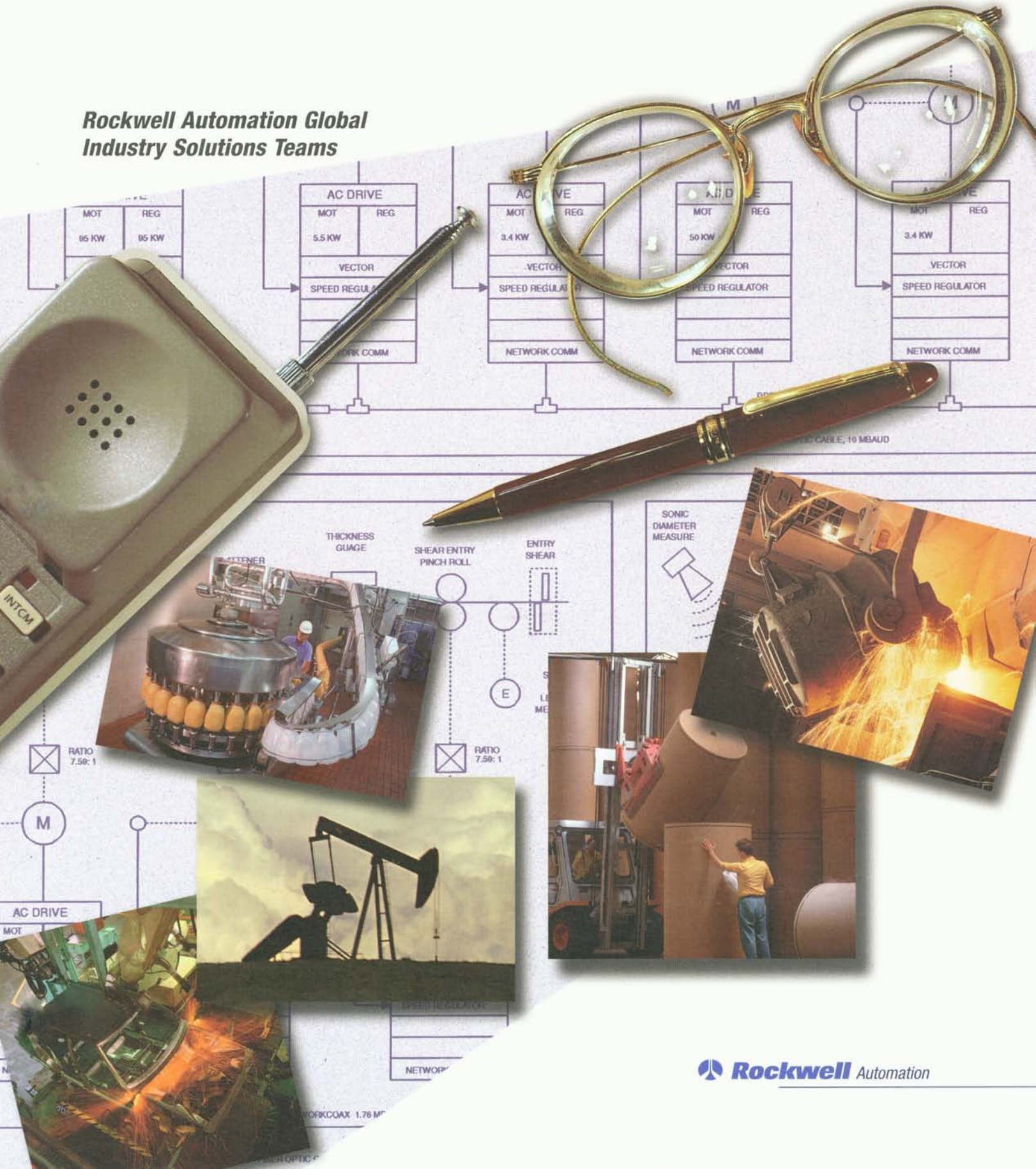


# Industry Expertise to Maximize Your Productivity

**Rockwell Automation Global Industry Solutions Teams**



# We're Building Global Teams of Industry-Focused Experts.

## What Our Industry Focus Means to You

Over the years, we've learned a lot from our customers.

We've learned you want more than products, you want solutions. Which is why we're growing the broadest range of automation technology in the world.

We've also learned that you want to maintain supplier relationships you've developed over the years, which is why our growing number of solutions flows through a greater variety of distribution channels.

Finally, we've learned that to provide you with the greatest value, these solutions must be available worldwide. And they must be industry-focused, based on an understanding of your process and application needs.

Which is why we've created a new model to support your automation requirements.

We've developed a more flexible organization. One that respects customer purchasing preferences, and offers greater access to our global industry expertise. An organization that offers you a single point of contact for multiple brands, and assures you of support for your plants and OEMs, anywhere in the world.

In short, our objective is to create an infrastructure to meet your changing expectations, with a management structure responsive to your industry-specific needs.

How are we doing it? Years of working with customers have helped us develop a large base of application knowledge. We've learned our customers' processes and how our automation products perform in their environments.

We've always served users and their OEMs by forming teams to address their needs. Now, we've formalized this effort, creating *dedicated industry teams*—networks of industry

## Industry Solutions Centers

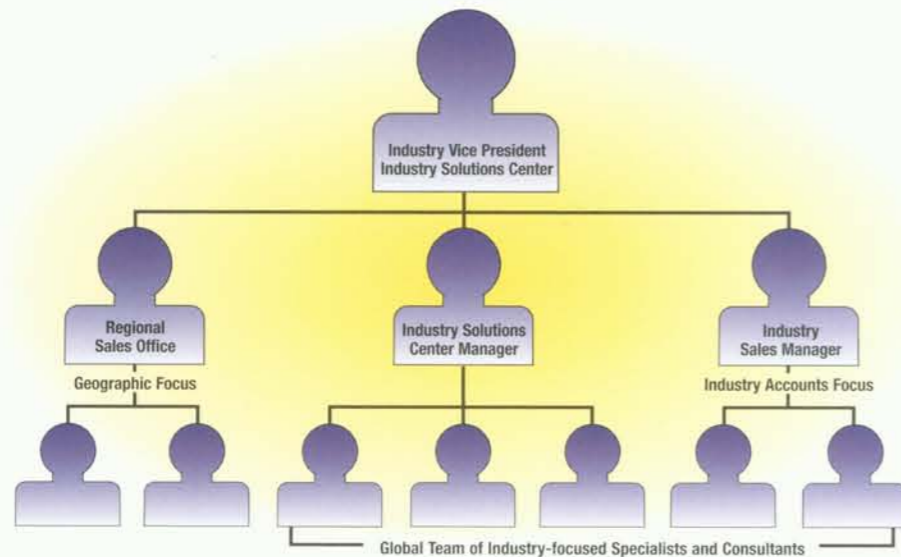
- Global resource for application knowledge
- Provide solutions to solve manufacturing process problems
- Funnel customer input for new product requirements

*Industry Solutions Centers, such as those for Metals, Transportation, Forest Products, Consumer Products, and Petrochemicals will be closer to customers, to better focus our organization on your needs.*

professionals that transcend time zones, borders and geographical barriers.

While these industry experts are located in various parts of the world, they're linked by modern communications, and can come together within hours to tackle your application challenges, no matter where your plants are located.

These teams are in place, working today, and already have a track record of proven customer satisfaction.



*Each of our designated industries is headed by an Industry Vice President, who manages a global organization focused on meeting the needs of industry-specific customers worldwide.*

## Solutions Centers Serve as "Home Base" to Focus on Industry Applications

Around these industry teams, we're building an infrastructure of Industry Solutions Centers. As their name implies, these centers are dedicated to developing solutions addressing critical process challenges. They're the nucleus of the industry-specific expertise we can harness from within our own organization, and from our alliances, system integrators and other third-party partners.

As such, these centers can function as automation think tanks, providing you with "proof-of-concept" research, as well as pre- and post- sales application support. And we're focusing all of this energy in the field, closer to you, not miles away at our corporate headquarters. In the process of solving application challenges, these Industry Solution Centers will collect and funnel customer input back into our organization, providing intelligence to influence future product development.

## Expertise in One Industry is Available to All Customers

While all industries are different, similar processes may call for similar solutions. With our new industry-focused organization, we can easily transfer needed application expertise in such areas as web control, injection molding, batch processes, stamping, packaging, and material handling across our industry teams.

This means that as a Rockwell Automation customer, you can rely on us not only for innovative automation technologies, but also for the know-how to apply them in same or similar applications, across many industries.

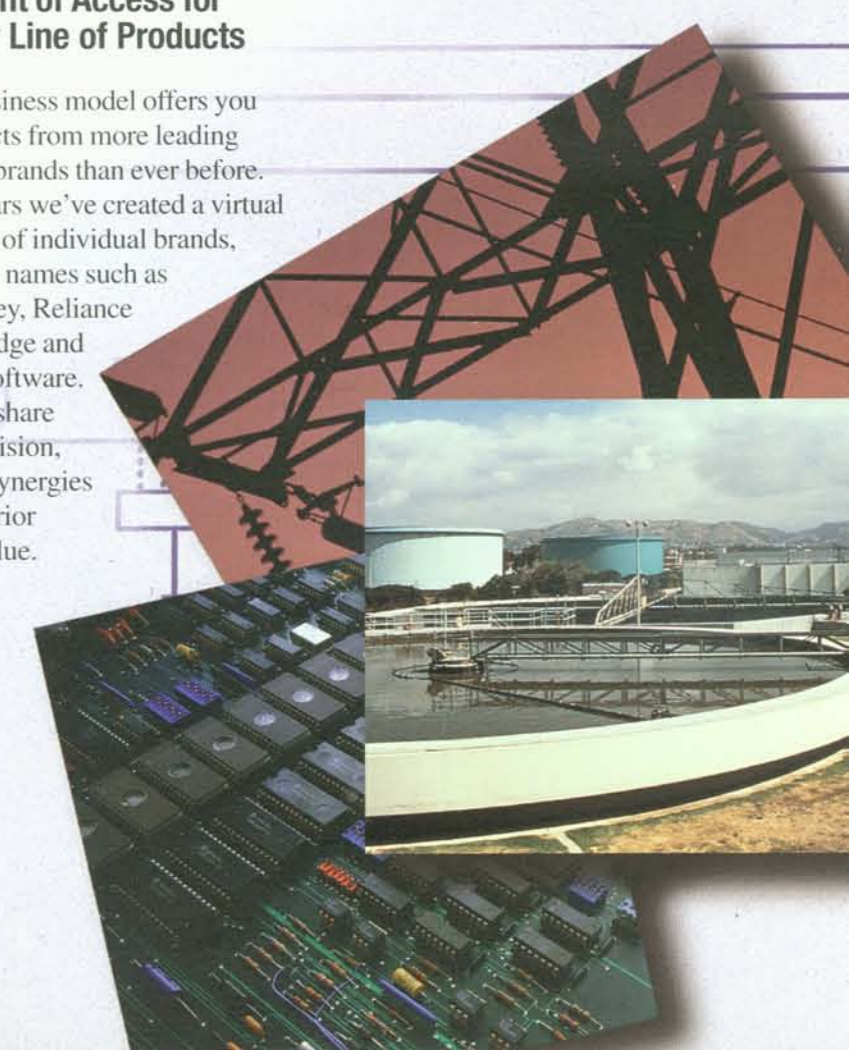


## Expertise Can Be Shared from Industry to Industry

*Application expertise residing in one industry can be available to all customers as needed. And thanks to our third-party partner network, if we can't offer a specific expertise, it's likely that one of our system integrators, alliance partners, or third-party reference product partners can.*

## Now, Every Office is a Single Point of Access for a Broader Line of Products

Our new business model offers you more products from more leading automation brands than ever before. Over the years we've created a virtual powerhouse of individual brands, with famous names such as Allen-Bradley, Reliance Electric, Dodge and Rockwell Software. Brands that share a common vision, and whose synergies deliver superior customer value.



## Global Industry Expertise

While we've expanded our product offerings tremendously, we still know that one company can't do it all. That's why we continue to rely on our vast global network of authorized integrators, distributors, alliance partners and other third-party vendors to help us provide the industry-specific application expertise you need.

Our unique systems delivery network spans 74 countries and has been responsible for scores of successful installations with leading manufacturers in every region of the globe. Thanks to this team, we can offer our customers global project management expertise, global OEM support and the kind of application know-how you need to be successful.

## Committed to Your Success

We're dedicated to serving you better than ever. Our new model proves it. It's customer-focused and customer-



## Global Support

*In addition to our worldwide network of integration partners, we now have over 5,000 employees providing technical services, application assistance, training and other sales and support services worldwide.*

inspired. Designed to help all automation users benefit from greater access to our industry and application expertise. Best of all, it's a global model, backed by an ability to support customer plants and OEMs anywhere in the world.

Ask your Rockwell Automation sales representative for more information, and for specific examples of global project coordination and support in your industry.



Rockwell Automation helps its customers receive a superior return on their investment by bringing together leading brands in industrial automation, creating a broad spectrum of easy-to-integrate products. These are supported by local technical resources available worldwide, a global network of system solutions providers, and the advanced technology resources of Rockwell.

## Worldwide representation.

Argentina • Australia • Austria • Bahrain • Belgium • Bolivia • Brazil • Bulgaria • Canada • Chile • China, People's Republic of • Colombia • Costa Rica • Croatia • Cyprus • Czech Republic • Denmark • Dominican Republic • Ecuador • Egypt • El Salvador • Finland • France • Germany • Ghana • Greece • Guatemala • Honduras • Hong Kong • Hungary • Iceland • India • Indonesia • Iran • Ireland • Israel • Italy • Jamaica • Japan • Jordan • Korea • Kuwait • Lebanon • Macau • Malaysia • Malta • Mexico • Morocco • The Netherlands • New Zealand • Nigeria • Norway • Oman • Pakistan • Panama • Peru • Philippines • Poland • Portugal • Puerto Rico • Qatar • Romania • Russia • Saudi Arabia • Singapore • Slovakia • Slovenia • South Africa, Republic of • Spain • Sweden • Switzerland • Taiwan • Thailand • Trinidad • Tunisia • Turkey • United Arab Emirates • United Kingdom • United States • Uruguay • Venezuela

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