



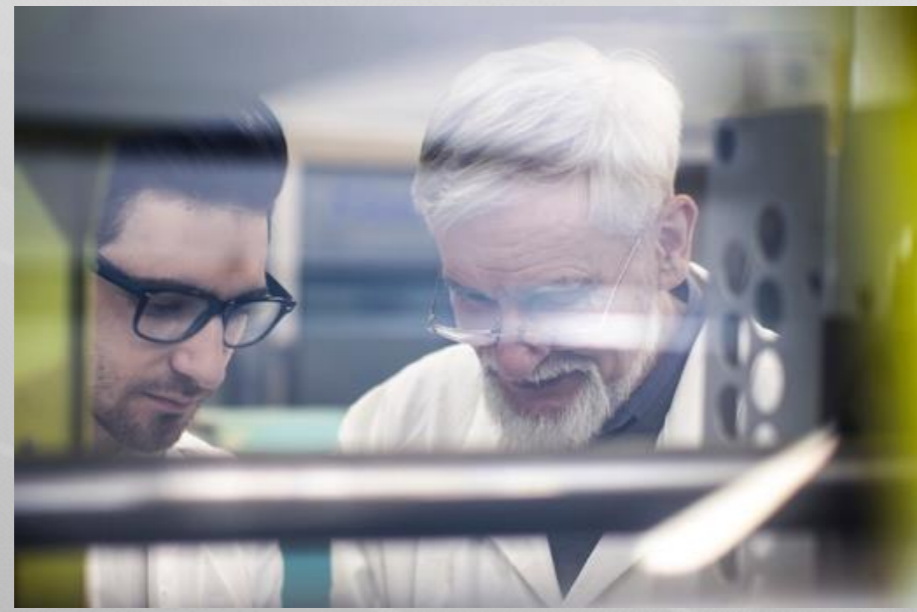
MICHEL

HUY

INFORMATION SOFTWARE EMEA DIRECTOR,
ROCKWELL AUTOMATION

THE MARKET

MACRO TRENDS



Aging Workforce



Growth of the Middle Class
in Emerging Markets

INDUSTRIAL TRENDS



Global Supply Chain

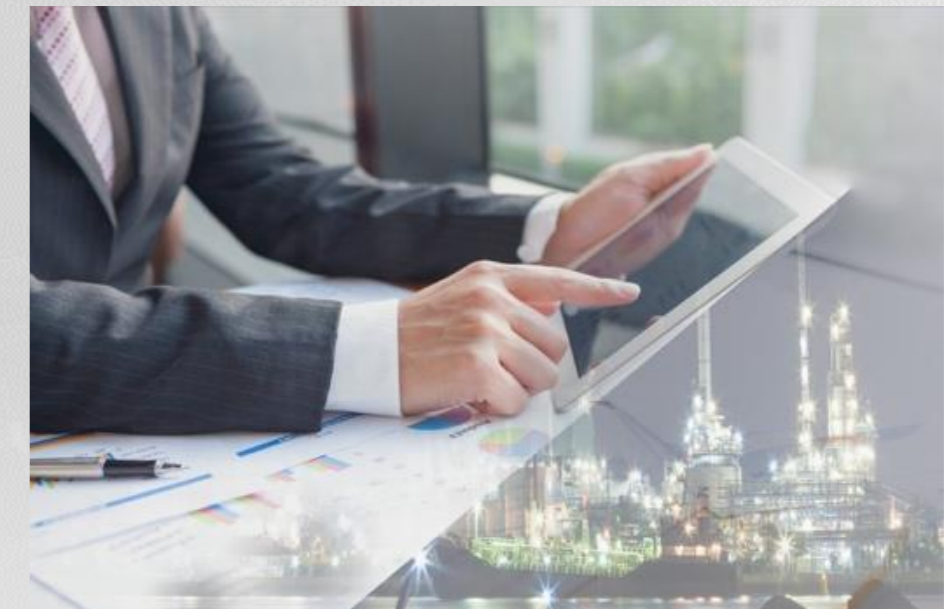


De-conglomeratization

TECHNOLOGY ENABLERS



IT-OT Convergence



Lower Cost of
Computing & Connectivity



The physical world
is being **digitized.**

31B
by 2020

75B
by 2025

30%
of operations will be fully
integrated through IoT
technologies by 2019

60%
of the 2000
largest manufacturers
will rely on digital
platforms
by 2020

80%
of use cases
will use immersive
interfaces like augmented
reality by 2030

Smart manufacturing
is the gateway to
digital transformation.



UNDERSTANDING
the best opportunities for
productivity

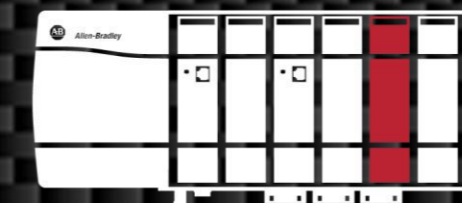
COMBINING
technology and domain
expertise to deliver positive
business outcomes

SIMPLIFYING
because simplification drives
productivity

THE CONNECTED ENTERPRISE



FactoryTalk[®] Analytics



INTEGRATED CONTROL & INFORMATION



Open – Secure – Scalable

ENTERPRISE

Network Status: Connected
IP: 125.12.34.11

Ex : 321
Se : 5
Im : 19
Osag : L.44

F 57 301324
15 SEP 13
10:50:43
ML = 1.00
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TE 8/Fr 5.0
FoV 26x26

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ABP

SpO2

Brain Monitor

SYSTEM

Bradman Lake Group
Integrated Packaging Technology

DEVICE

CAFFÈ BORBONÈ

ACCELERATING DIGITAL TRANSFORMATION

Aligning our respective strategies and solutions for

“Smart, Connected Operations” & “The Connected Enterprise”

to more rapidly deliver value for industrial customers.

**Rockwell
Automation**



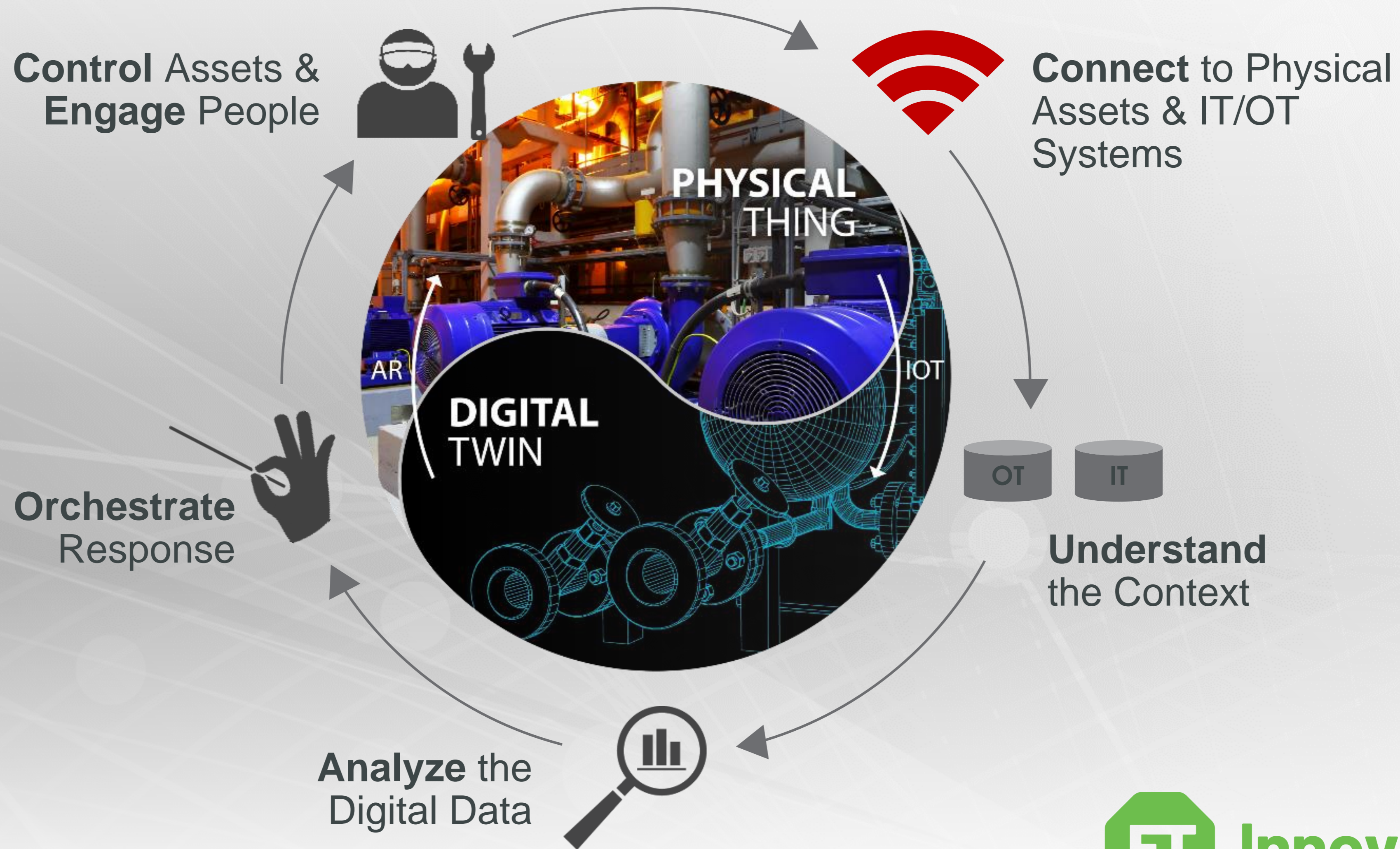
**Proven Industrial
Solutions & Expertise –
Unmatched by Anyone**

**Rapidly Deliver
Digital Transformation**

**Empower Workers
through Industry-
Leading Technology**

**Quickly Deliver
End-to-End Industrial
IoT & Augmented
Reality Apps**

BRIDGING THE DIGITAL AND PHYSICAL





InnovationSuite

powered by **PTC**

FactoryTalk[®] Analytics

FactoryTalk[®] Production



thingworx[®]



vuforia[™]



InnovationSuite

powered by **PTC**

Multi Discipline, Scalable

Simplified, Intuitive, Single pane of glass

Automated advanced analytics

Augmented Reality

Collaboration



LARGE AUTOMOTIVE MANUFACTURER

Challenge:

- Improve performance and costs of use of the riveting guns
- Improve the throughput of the engine block line

Different Systems, Different Data One Source of Truth

- Aggregates data from three key manufacturing data sources for Production Managers to **access real-time and predictive analytics in context** and on mobile devices
- **Quality concerns** shown based on specific VIN Codes
- **React in real time** to manufacturing issues and gain insights from aggregated time-synchronized data
- Allows users to **look at real time data** and as much as 4 weeks in the past



InnovationSuite
powered by **PTC**

Rockwell Automation *at A GLANCE*

OUR STRATEGY IS TO BRING THE CONNECTED ENTERPRISE TO LIFE

We integrate control and information across the enterprise to help industrial companies and their people be more productive.

\$6.3B
FISCAL 2017 SALES

22,000 
EMPLOYEES

80+
COUNTRIES

ABOVE-MARKET GROWTH | PRODUCTIVITY | INTELLECTUAL CAPITAL >>> **VALUE CREATION**



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