



# The Connected Enterprise

Accelerating Industrial Performance



# Rockwell Automation *at A GLANCE*

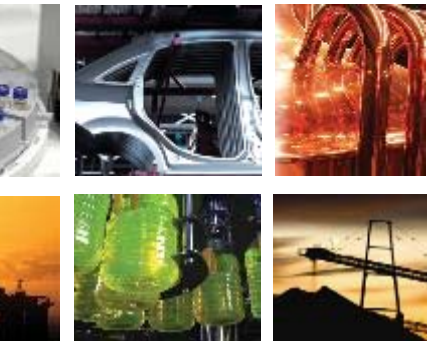
**2,000**  
EMPLOYEES 

**80+**  
COUNTRIES



**\$6.62**  
Fiscal 2014 Sales

*Leading global provider of industrial power, control and information solutions*



**20+**   
INDUSTRIES

Serving Customers for 111 Years

- Technology innovation
- Domain expertise
- Culture of integrity & corporate responsibility



# Smart Manufacturing

Manufacturing is a *highly connected, knowledge-enabled* industrial enterprise where all business and operating actions are *optimized* to achieve substantial enhanced productivity, sustainability and economic performance

Rockwell Automation is a founding member of the Smart Manufacturing Leadership Coalition (partial list of members)

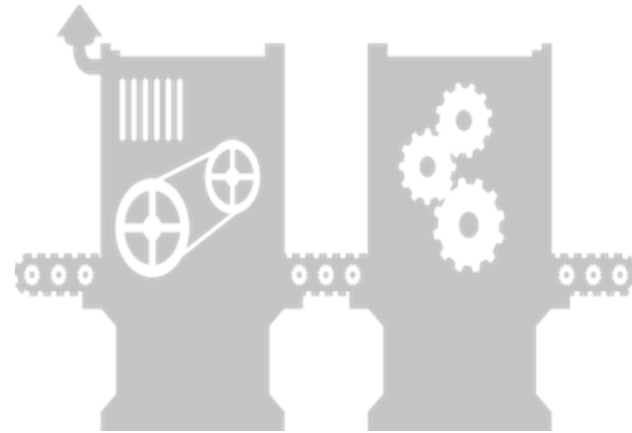


*Smart Manufacturing is delivered through The Connected Enterprise*

# INDUSTRIAL

## Internet of Things

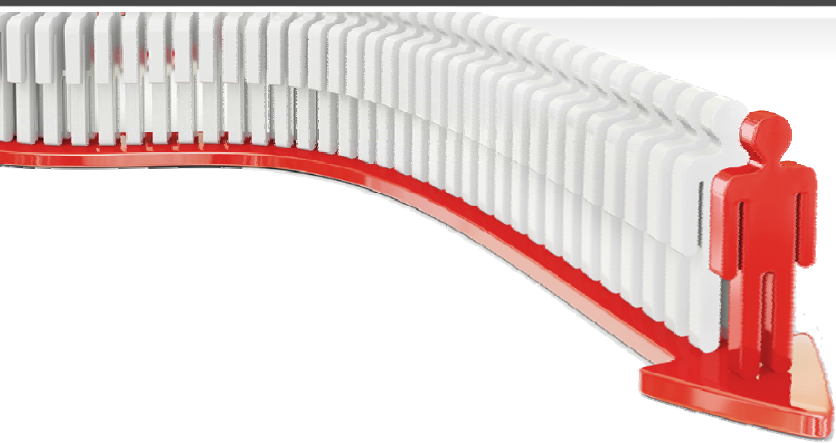
- Machine to machine coordination – high speed
- Mission critical assets – safety
- Integrated control and information



# CONSUMER

## Internet of Things

- Stand alone assets
- Less time critical
- Human centric



**By 2020**

*1 billion new middle class consumers will add \$8T to consumer spending*

# Increased Demand on Industrial Production

POPULATION TRENDS  
INCREASE DEMAND FOR

EMERGING MARKET CONSUMERISM

RESOURCE PRODUCTION  
INVESTMENT

**Manufacturing**

**30%**

More Water



**100%**

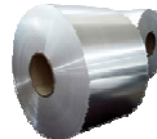
More Vehicles



**Resources**

**80%**

More Steel



**50%**

More Energy



**\$1T**

**Infrastructure**

An

Source: McKinsey

Internet of Things will help improve  
the *standard of living* for everyone

make  
the world

**MORE**

productive  
and sustainable

**Manufacturing**

**Resources**

**Infrastructure**



Safer, more accessible  
food supply

More efficient  
wastewater treatment

Better energy management  
in production facilities

Safer, more  
cost-effective mining

More affordable  
oil & gas production

More accurate & efficient  
emissions monitoring

Enhanced protection from  
catastrophic production failure

More personalized  
pharmaceuticals

Less waste in  
production processes

# INDUSTRIAL BUSINESS DRIVERS



*Faster Time  
to Market*



*Lower Total Cost  
of Ownership*



*Improved Asset  
Utilization*



*Enterprise Risk  
Management*



# Connected Enterprise Business Challenges

%

Manufacturers  
have suffered their  
losses to  
enterprise  
risk



Industry Week

21%

of manufacturers  
have suffered a  
loss of IP in the  
past year



SOURCE: Kaspersky (2014)

2 Exabytes

of big data  
generated by  
manufacturing  
– more than  
any other  
sector



SOURCE: McKinsey

\$20B

cost of  
unscheduled  
downtime



SOURCE: ARC

Nearly 3/4

of U.S. plants  
are more than  
20 years old

SOURCE: Industry Week

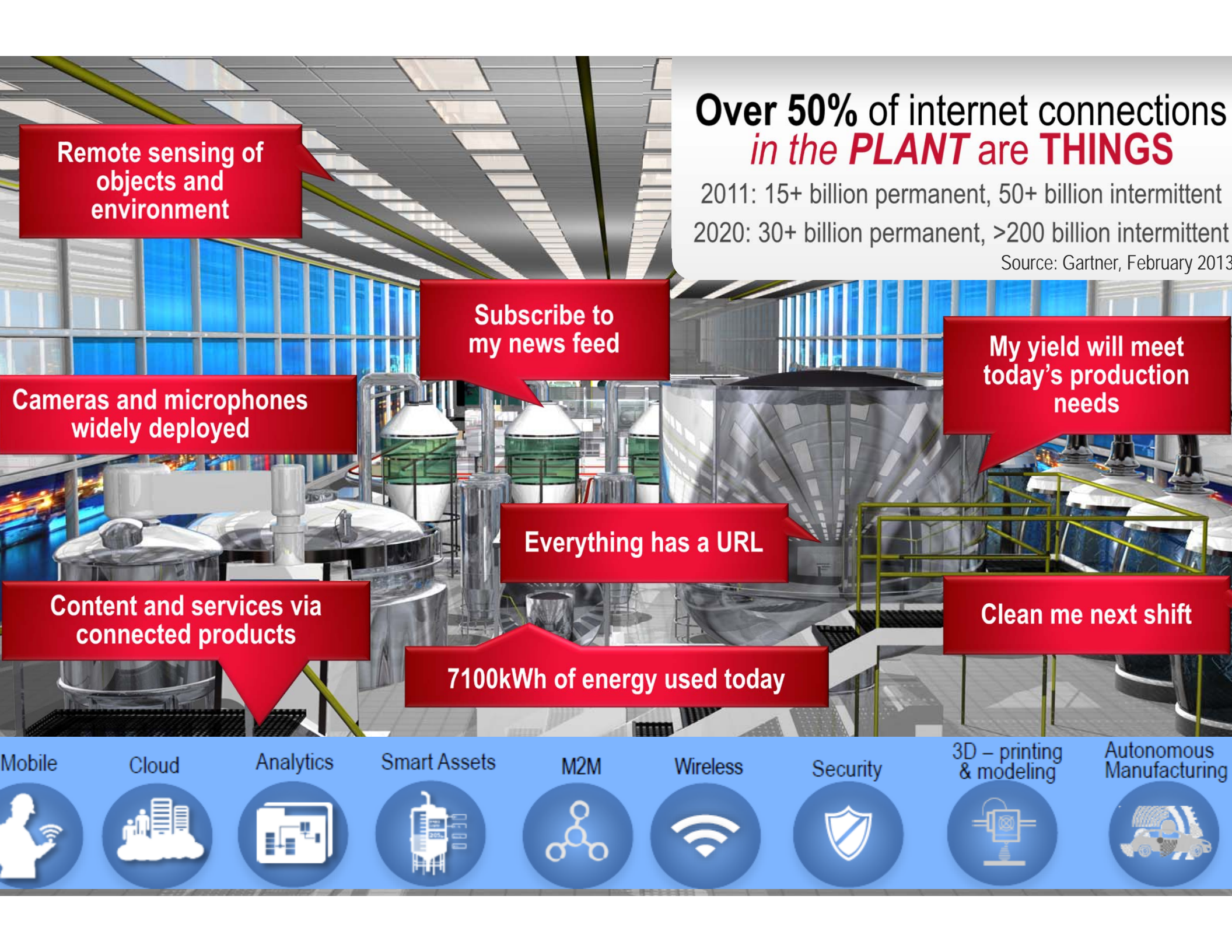
\$65B

The global  
installed base  
of legacy  
automation  
systems  
reaching the  
end of their  
useful life

SOURCE: ARC

**Realizing The Connected Enterprise has become a business imperative**





# Over 50% of internet connections *in the PLANT are THINGS*

2011: 15+ billion permanent, 50+ billion intermittent  
2020: 30+ billion permanent, >200 billion intermittent

Source: Gartner, February 2013

Remote sensing of  
objects and  
environment

Subscribe to  
my news feed

My yield will meet  
today's production  
needs

Cameras and microphones  
widely deployed

Everything has a URL

Clean me next shift

Content and services via  
connected products

7100kWh of energy used today

Mobile



Cloud



Analytics



Smart Assets



M2M



Wireless



Security



3D – printing  
& modeling



Autonomous  
Manufacturing





# Connected Enterprise

Industrial IoT at work for Industrial Applications

Rockwell  
Automation



DATA  
ANALYTICS

Contextualizing and  
analyzing data

Smart devices create more  
'things' to be analyzed



CLOUD &  
VIRTUALIZATION

Reliability, support,  
and disaster recovery

Shift from CapEx to **Flexible**  
& **Scalable** OpEx



MOBILITY

Access to action  
information

Workforce is **Mobile**  
during typical work day

