

Beat: Technology

## ROCKWELL AUTOMATION TO BE DEDICATED TO INDUSTRIAL AUTOMATION AND INFORMATION

### MORE PRODUCTIVE & MORE SUSTAINABLE

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**USPA NEWS** - Smart manufacturing is rapidly transforming the global competitive landscape by marrying industrial automation with information technology (IT) to optimize the efficiency, productivity, and output of plants and supply networks. In December 10, 2016, was organized in PARIS a Press Lunch ...

Smart manufacturing is rapidly transforming the global competitive landscape by marrying industrial automation with information technology (IT) to optimize the efficiency, productivity, and output of plants and supply networks. In December 10, 2016, was organized in PARIS a Press Lunch by Rockwell Automation and its representatives : Gilles PACAUD (CEO Rockwell Automation France), Olivier Vallée (TCE Solutions Architect, Rockwell Automation France) and Jérôme PONCHARAL (AI Solutions Architect, Rockwell Automation France).

Rockwell Automation inc. Chairman and CEO Keith Nosbusch has seen the future of manufacturing and says that 20th-century muscle is being replaced with 21st-century ingenuity.

Today Rockwell Automation is providing the brains that make factories run more efficiently. Its products and services let manufacturers such as Ford Motor co., Kraft Foods inc. and The Procter & Gamble co. control an array of factory-floor functions automatically and simultaneously.

Imagine a master control for your house that not only runs the lights, hot water heater, air conditioning and phones but also adjusts them higher, lower, on or off based on how many people are using them and when "" and alerts you to any mechanical hiccups "" and you'll have a good idea of what Rockwell does for manufacturers.

Rockwell's roots go back to 1903, when Stanton Allen and Lynde Bradley launched a business to sell their initial product, a motor controller. The privately held company prospered over the next five decades, particularly when American manufacturing took off after World War II.

In 1985, Rockwell International "" then a huge conglomerate making parts for rockets, airplanes and cars "" bought Allen-Bradley for approximately \$1.6 billion. The deal redefined Rockwell's future: Over the next decade it spun off or sold its aerospace, automotive and other businesses to concentrate on commercial electronics, finally splitting into two companies in 2001, with one named Rockwell Automation.

By targeting the most promising sectors for industrial automation (cars, food and beverage, and infrastructure builders) and the most robust regions (China, India and Latin America), Rockwell is said it can achieve 6 to 8 percent annual organic growth over a business cycle. The company should be able to generate an additional point or two of growth through 'bolt-on' acquisitions that juice the top line,

Rockwell now operates in 80 countries, and sales outside the U.S. account for half of its revenue. Keith Nosbusch (Chairman & CEO) says the goal is to increase that to 60 % within the next five to seven years. Emerging markets represent 20 % of sales, a figure that has doubled in the past decade.

The reality of smart manufacturing apparently contradicts the image of factories spewing pollution from smokestacks, while, inside, workers with little training and education perform repetitive tasks. In fact, rather than being defined by the 'three Ds,' say executives from Rockwell Automation, smart manufacturing is becoming even smarter, safer and more sustainable.

In part, the evolution toward smart manufacturing is a natural reaction to the economic challenges of the recession, an information and insight company that focuses on capabilities such as supply chain, energy, defense and sustainability.

As consumers become more conscientious about where their products come from, supply-chain visibility becomes increasingly important. This is especially true for food companies, as the quality and safety of their ingredients is vital.

Regardless of where companies are in the process, a full transformation to smart manufacturing requires continuous innovative thinking.

Facts about Rockwell Automation :

- The company employs about 22,500 individuals globally.
- Rockwell Automation, Inc. is traded on the New York Stock Exchange under ticker symbol ROK
- Fiscal Year 2014 global sales were \$6.62 billion.

- Operating Segments :

\* Architecture & Software

This segment contains key elements of the Rockwell Automation control and information platforms, software applications and automation components.

\* Control Products & Solutions

This segment consists of motor control products, solutions and services.

- Main concern of Rockwell Automation :

The Connected Enterprise - The Industrial Internet of Things in Action

During the Press Lunch on December 10, 2015 (in PARIS) was explained the following :

The convergence of new technologies including mobile devices, the cloud, and big data, can help securely connect plant information with enterprise systems. With the right network infrastructure and the ability to integrate information across IT and control systems, industrial enterprises can coordinate operations and communications ““ facilitating a demand-driven supply chain. By bridging the gap between systems, Rockwell Automation is helping connect industrial enterprises to improve operations.

Was outlined a system ““ dubbed the Connected Enterprise ““ that mixes mobility, big data and analytics with automation to create 'a more productive and sustainable world'. Essentially, it combines all of the technologies du jour ““ smart, interconnected devices, advanced analytics software, remote monitoring, control systems and the like ““ into a coherent web of real-time information about plants and people and parts. A kind of industrial Internet of Things.

Source : Rockwell Automation

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