

Rockwell Automation *at A GLANCE*

\$6.62B

FISCAL 2014 SALES

Headquarters:

Milwaukee,
Wisconsin - US



22,000
EMPLOYEES



80+
COUNTRIES

Leading global provider of industrial POWER, CONTROL and INFORMATION solutions



AUTOMATION
SOLUTIONS *for a broad
range of industries*

TWO OPERATING SEGMENTS:

- *Architecture & Software*
- *Control Products & Solutions*

SERVING
CUSTOMERS FOR
110 YRS

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



Rockwell Automation in EMEA and Italy at A GLANCE

\$1.35B
Annual
SALES

Fiscal year 2014

Headquarters located in
Brussels

4,900
EMPLOYEES



Offices in



28
countries

Leading global provider of industrial POWER, CONTROL and INFORMATION solutions

\$208
Million
Annual
SALES

Fiscal year 2014

Headquarters located in
Milan

Via Gallarate 215

240
EMPLOYEES



8 Offices



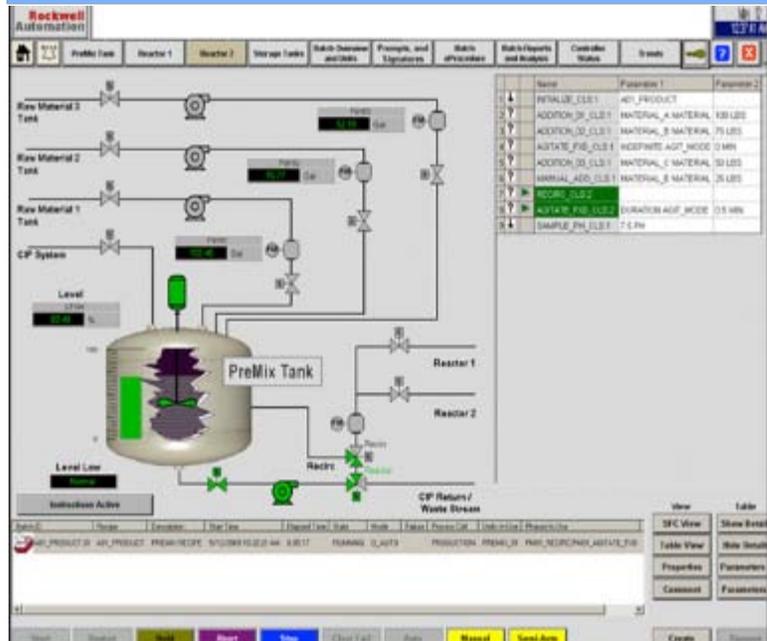
1
OEM Application
Development Centers
BOLOGNA

The World's Largest Company for Industrial Automation ...

Creates Convergence ... for **CONTROL & INFORMATION** ...

deploying
**Information
Enabled Solutions**

COMMUNICATIONS **EtherNet/IP™** from Shop Floor to Top Floor to data exchange across the same network



INFORMATION

Factory Talk delivers solutions for
DATA SHARING to Enable
CONFIGURATION,
VISUALIZATION, and
MAINTENANCE

CONTROL - Logix is a
common control platform
deployed through the entire
plant for Enabling seamless
Data Integration

POWER - PowerFlex
And Kinetix drives Enable
Control and Data
management
of power equipment



The Information Enablers built the Integrated Architecture

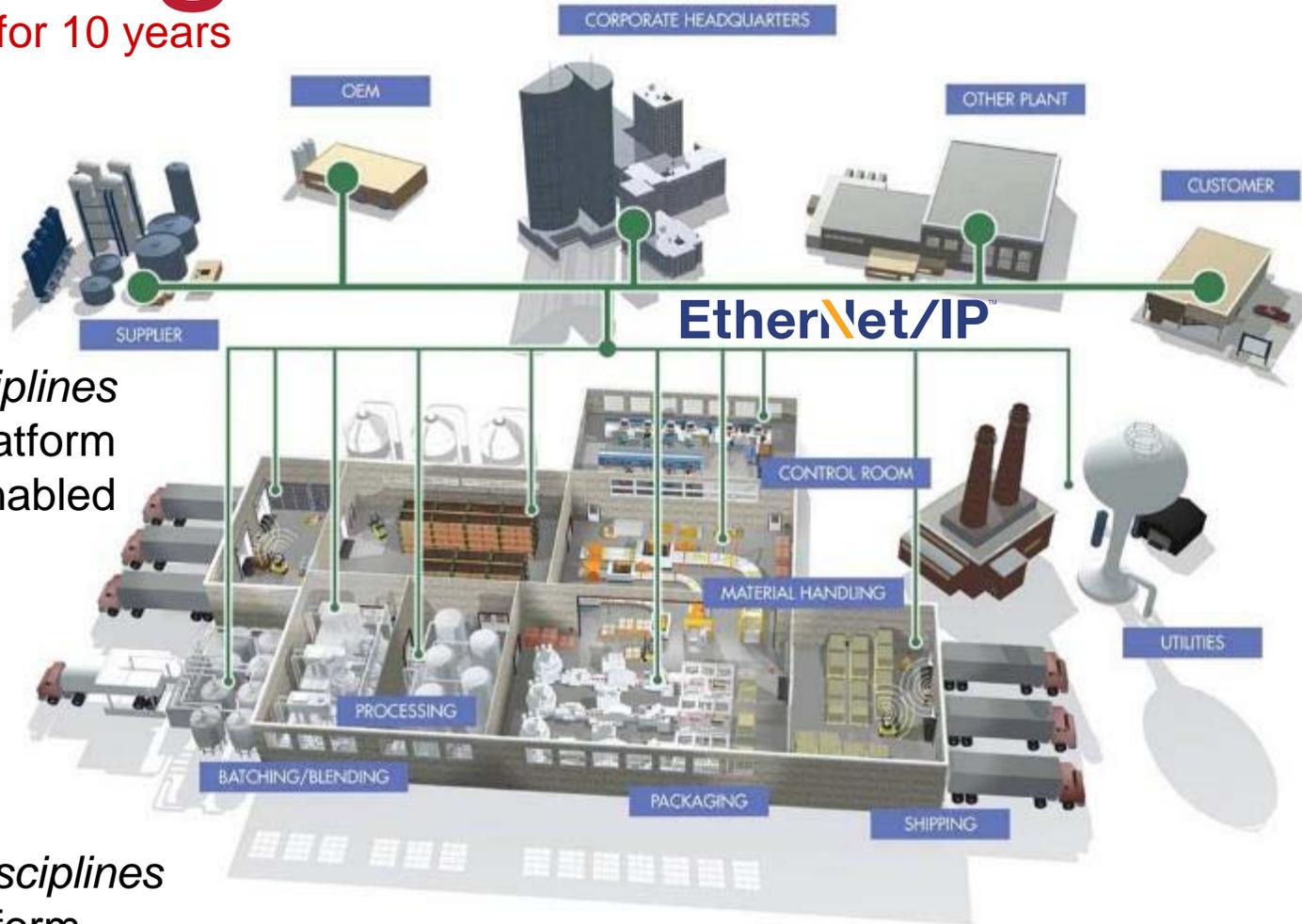
being a game changer for 10 years

FactoryTalk®

Multiple Production Disciplines
Scalable/modular Platform
Information-Enabled

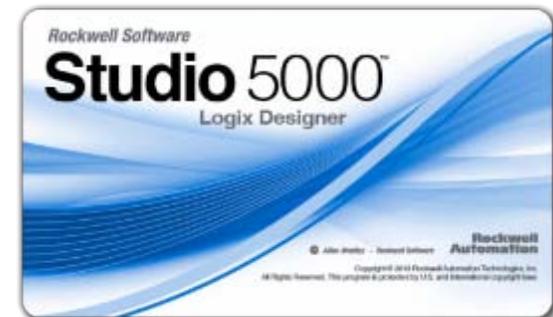
Logix

Multiple Production Disciplines
Scalable/modular Platform
Information-Enabled



Single
programming
environment
and
languages

Rockwell Automation Integrated Architecture
SCALABLE...MULTIDISCIPLINED...INFORMATION-ENABLED



We commit on **BEST in CLASS**

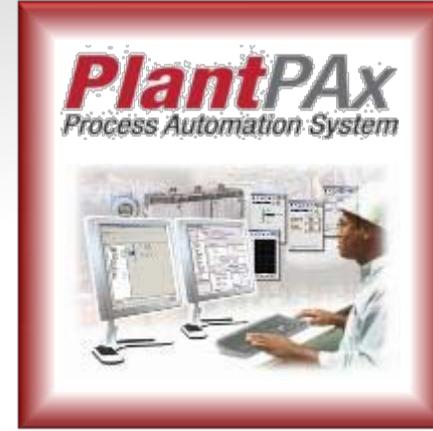
... Technologies, Products, and Industry experience



*Multi-discipline
Scalable Logix
Solutions*



*Integrated Safety
Solutions*



*Plant-wide
Integration for
Process Control*



*Globally the
No. 1 Industrial
Ethernet Network*



The Connected Enterprise

TRENDS & TECHNOLOGIES

Production Demand

Smart Manufacturing Initiatives

Convergence

The Enablers

The Global



POPULATION ...

will exceed 7.6 billion
by 2020!



*70 million yearly enter into middle class
Adding \$8T to consumer spend*

The Operational Excellence is required to meet the ... **Increased Demand on Industrial Production**

GLOBAL POPULATION TRENDS
INCREASE DEMAND FOR



Manufacturing



Resources



Infrastructure

Source: McKinsey

EMERGING MARKET CONSUMERISM

30%

More Water



40%

More Vehicles



80%

More Steel



50%

More Energy



RESOURCE PRODUCTIVITY
INVESTMENT

\$1T

SOURCE: CISCO

Improving the *standard of living* for everyone means to be ...

MORE

- Productive
- Sustainable



Manufacturing

<14 %

of US manufacturers have tied their machines to the enterprise network



SOURCE: Industry Week

21%

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



SOURCE: Kaspersky (2014)

2

Exabytes of 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



SOURCE: Industry Week

\$65B

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

SOURCE: ARC



Resources



Infrastructure

Industrial Customer Value drivers

Technology shifts are accelerating Convergence



Faster Time to Market



Lower Total Cost of Ownership



Improved Asset Utilization



Reduce Enterprise Risk Management



**Information Management
& Analytics**



**Scalable Computing
(Control, Edge, Cloud)**



**Secure Network
Infrastructure**



**Multi-discipline
Control & Information**



**Mobility &
Visualization**



Smart Assets

Key Technology Convergence



COMMERCIAL INTERNET TECHNOLOGIES

Big Data & Analytics
Cloud & Virtualization
Mobility



NEXT GENERATION INTEGRATED ARCHITECTURE TECHNOLOGIES

Multi-core Processors
Common IO Architecture
End-to-end Services