



THE RIGHT PARTNER TO EMPOWER YOUR LIFECYCLE JOURNEY

Combining expertise and technology
to help you maximize your systems, processes
and plant investments across the lifecycle.

COMPLEX CHALLENGES

It is no surprise that organizations are tasked with accelerating innovation, improving operating efficiency and minimizing risk to get their products to market. However, organizations are faced with complex challenges, such as aging infrastructure, a workforce-skills gap and supply-chain issues, that hinder their ability to maximize productivity and stay competitive.

At the same time, global disruptions, such as market, sociopolitical and workforce changes, have a growing impact on your business. At Rockwell Automation, we see these disruptions and challenges as opportunities to increase operational resilience and transform your growth and performance.

- **The threats to a secure enterprise** are growing more complex and are harder to control. In an increasingly interconnected world, cyberattacks are no longer an “if” but a “when”.
- **Rapid technological change** is disrupting traditional ways of working. Digital transformation is more important now than ever, but it’s difficult for organizations to know where to start or to find the time to innovate.
- **A growing workforce-skills gap** and rapid shift to remote or hybrid work has created increased production challenges for plants and facilities.



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THE NEED TO ACHIEVE BUSINESS OUTCOMES

Even though manufacturers are faced with these challenges daily, it is still necessary to meet and exceed business outcomes. In today's world, that means leveraging data and analytics to bring better insights throughout your operations lifecycle. This involves having the right technology and expertise to allow for the safe and secure sharing of data across an enterprise.

Leveraging and analyzing data empowers the enterprise to:

- Accelerate business growth
- Achieve workforce excellence
- Improve productivity
- Manage risk
- Drive sustainability

However, there is a misconception that implementing the correct processes and technology to share this valuable data will be confusing and costly.



Accelerate
business growth



Achieve
workforce excellence



Improve
productivity



Manage
risk



Drive
sustainability

THE QUESTION: WHERE TO START?

There is not a one-size-fits-all solution to overcome these challenges. Business goals, infrastructure, technology, company culture and hundreds of other factors play into finding the correct solutions for your company. Presenting you with the question: where to start?

THE ANSWER: A TRUSTED LIFECYCLE SERVICES PARTNER

Start by building a lasting relationship with specialists who understand your unique needs. External partners can be just the right answer. They bring customized solutions that empower you to overcome challenges to meet business goals.

That is why Rockwell Automation developed **LifecycleIQ™ Services**, your answer to comprehensive lifecycle collaboration. LifecycleIQ Services represent our consultative customer-engagement model that provides the long-term partnership you need and expect. At any phase in your lifecycle, we can serve as your trusted advisor and full-service lifecycle services provider that offers you a holistic perspective.

Our services are designed to align with your organization's goals at any stage in your lifecycle, so you can achieve the business outcomes you are striving for.

- Work smarter, faster and with greater agility at every lifecycle stage
- Exceed your customers' expectations
- Empower your digital transformation journey
- Gain a competitive advantage and the means to innovate and excel into the future

WHAT ARE LIFECYCLE SERVICES?

In a manufacturing business and operations methodology, lifecycle services are designed to **continuously improve performance and production** across the lifecycle of systems, machines, processes and products.

Discover the full potential of your investments

Working in manufacturing and production is our specialty. Around the world, we have specialists with decades of experience solving complex challenges across many industries. Our expertise helps improve operational performance and reimagine what's possible at every stage of the lifecycle process.

innovate

Identify new opportunities to improve.

- Turn process and machine data into meaningful information
- Accelerate speed of innovation through knowledge reuse, speed of change and access to information
- Increase rate of production with proper quality evaluations

maintain

Connect your data, systems and processes to leverage information that helps you predict what's coming.

- Improve operational excellence for ongoing production
- Reduce MTTR through remote assistance
- Empower operations to make better, faster decisions



design

Design your networks, systems and applications to be integrated and intelligent.

- Increase speed to market with early access to information
- Reduce risk with a digital backbone and proactive cybersecurity measures
- Design in-system readiness and flexibility for future innovation and change

operate

Use application and technical expertise combined with scalable project delivery to improve your operations.

- Achieve facility and process operational requirements
- Speed time to value with faster commissioning
- Improve operator performance and reduce training time with AR/VR tools

LifecycleIQ Services start where you are

We are armed with the right domain and technology expertise to help address all your needs and mobilize your enterprise for healthy growth and ongoing innovation. The capabilities we offer can be leveraged in different ways – depending on where you are in the lifecycle of your system, installation, project or program. Below is just the beginning of how we can help you.



CONSULTING SERVICES

Digital transformation, strategy & design

- Digital transformation & the Connected Enterprise
- Data science & analytics
- Enterprise technology
- Automation FEED/FEL
- Safety and risk management



PROFESSIONAL SERVICES

Program and project management & implementation

- Main automation contractor (MAC)
- Modernization & migration engineering
- Program and project management & implementation
- Global rollouts



CONNECTED SERVICES

Cybersecurity, OT networks and remote support

- OT networks & cybersecurity
- Managed services
- OT infrastructure as a service
- Remote support
- Predictive/ prescriptive analytics



FIELD SERVICES

Asset management, on-site support & safety

- Asset repair, remanufacturing and management
- Safety assessment and remediation
- On-site technical support



WORKFORCE SERVICES

Training & enablement

- E-learning
- Instructor-led & virtual training
- Workforce assessments
- Virtual reality / augmented reality



CONSULTING SERVICES

Design and develop the right digital transformation strategy to deliver rapid business value.

We can help define the capabilities your digital transformation needs to have the greatest business impact – a combination of people, process and technology that supports a sustainable and scalable transformation. Implement a strategy that aligns with your business goals and sets you up for future innovation with help from industry authorities on:

DIGITAL TRANSFORMATION AND THE CONNECTED ENTERPRISE:

Whether connecting the enterprise, building a new factory or optimizing your current operations, you need the right partner who can help you develop digital transformation strategies that focus on the business value you need to deliver, enabled by the right technologies.

DATA SCIENCE AND ANALYTICS:

Data from your connected products, equipment, lines, processes and facilities can augment your decision-making, transforming how you develop new products, manage operations, solve issues and adapt to change. You need the right collaboration to help manage that data and make it useful for the right purpose, at the right place and time.



"The sad truth is that 70 percent of all digital transformations still fail today...The surprising answer to why digital transformations fail is a lack of discipline in defining and executing the right steps for digital transformations to take off and stay ahead."

Tony Saldanha,
President of Transformant and
author of *Why Digital Transformations Fail*



CONSULTING SERVICES

ENTERPRISE TECHNOLOGY:

A scalable transformation will not happen by plugging in various point solutions in an ad-hoc fashion; you need the right technology infrastructure in place to be successful. Whether you're implementing, upgrading or integrating, you need a partner with deep technology expertise and the ability to draft it all together in a unified platform.

AUTOMATION FEED/FEL:

Every year industrial projects get larger and more complex. You need an experienced project management team who will help make sure that your project interests and objectives are met in a timely, cost-effective manner with monitoring, assessments, analysis and reporting on every phase of the project.

SAFETY AND RISK MANAGEMENT:

Reducing risk and maintaining safety is a priority for any project. The right provider can reduce project risks and create value through efficient engineering and project management.





PROFESSIONAL SERVICES

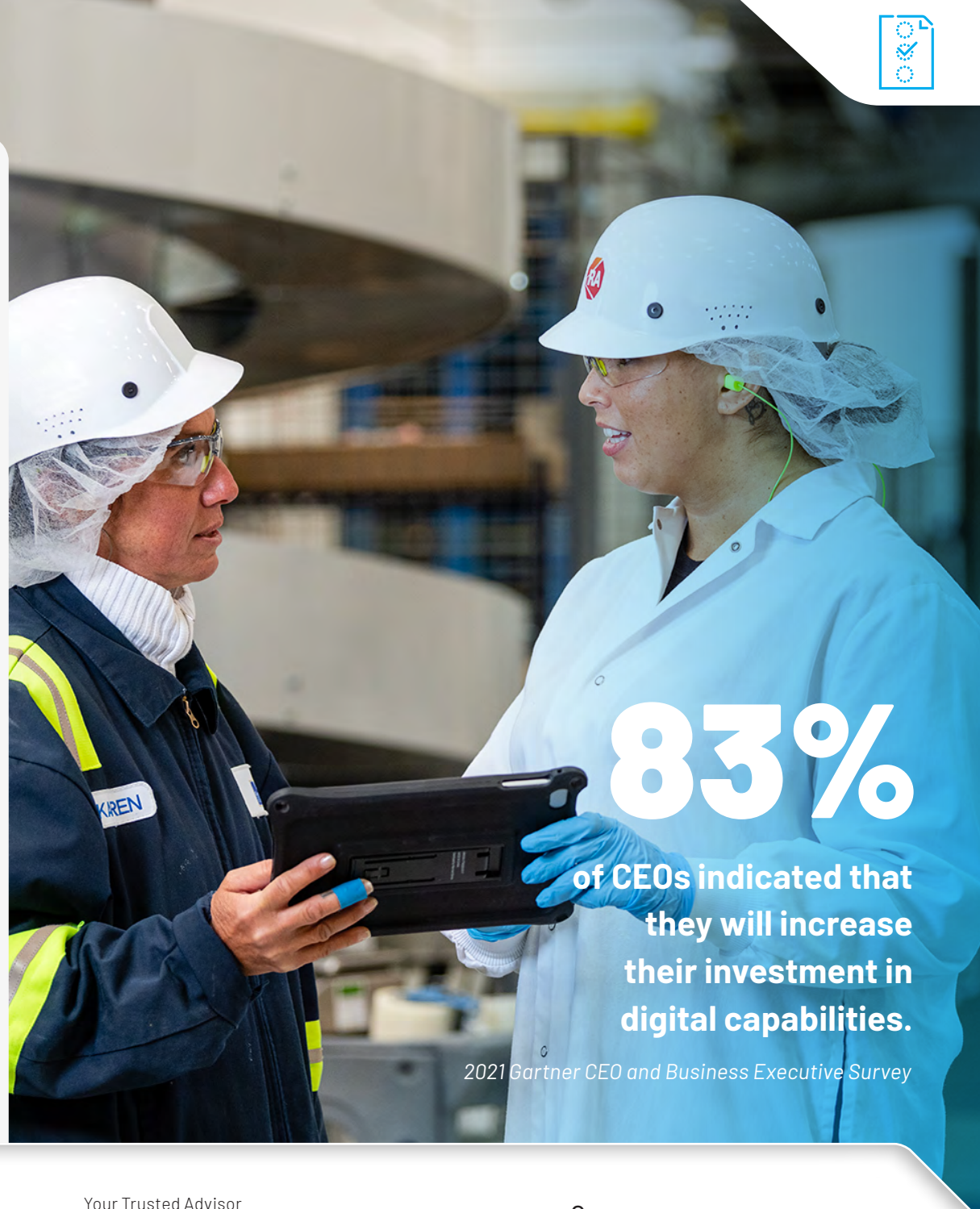
Reduce project risks and create value through engineering and project management services.

To remain resilient, persist in digital transformation and bridge talent gaps, industry leaders across the world are turning to third-party service providers to bring industry and domain expertise, as well as drive cost optimization and efficiency.

Our professional services team has been helping organizations develop strategies and implement successful programs to set them up for future success and innovation for decades.

MAIN AUTOMATION CONTRACTOR:

Project scope creep, budget overruns and poor vendor management can be detrimental to a project. To keep your project on track, you need a team of experienced engineers to manage the instrumentation, information and safety aspects. As your main automation contractor, we can help design your network, your system and your application so it's integrated and intelligent.



83%

of CEOs indicated that they will increase their investment in digital capabilities.

2021 Gartner CEO and Business Executive Survey



PROFESSIONAL SERVICES

MODERNIZATION AND MIGRATION ENGINEERING:

Aging equipment is not only less reliable and more costly to maintain but it also can't offer enhanced analytics. Our experienced professionals can help you implement a modernization strategy that harnesses the power of your information and gets the highest possible ROI, while meeting your budget and helping you continue to innovate.

PROGRAM AND PROJECT MANAGEMENT AND IMPLEMENTATION:

Projects come in all levels of complexity and size, and it's critical to manage each project efficiently. Our project management experience and domain expertise help us define, develop and deliver solutions on time and on budget.

GLOBAL ROLLOUTS:

Executing and implementing a cohesive strategy worldwide can be challenging, especially for plants that lack coordination and consistency from one to another. To achieve a successful digital transformation, our experienced professionals located around the globe can help integrate new technologies into plants, regardless of location.



A four-step path to creating the factory of the future

CHALLENGE

A global leader in **water, hygiene and infection-prevention solutions and services** needed help to implement a five-year roadmap to connect and optimize its 130 global plants.

OUR ANSWER

Rockwell Automation helped the company implement and execute a four-step digital transformation strategy to support its mission to advance food safety, and maintain a clean and safe environment - optimizing water and energy usage at nearly 3 million customer sites around the world.

The resulting standardization efforts combined with greater global visibility have helped the company save 25- 30 percent on process design and improved inventory management.



CONNECTED SERVICES

Automatic-agnostic networks and security services help you assess, design, implement and manage your OT environment.

A robust, secure, managed network infrastructure can help you minimize risk and maximize productivity, as well as keep up with technology advances that can transform the plant floor.

OT NETWORKS & CYBERSECURITY:

Cybersecurity events can impact network availability, interrupt operations and halt productivity. Industrial security services are focused on helping you assess, design, implement and manage your IT and OT environment.

MANAGED SERVICES:

Monitoring and managing your network and security is complex and critical. That's why it's important that your IT and OT teams can confirm that your physical and digital operations are safe and functional.





CONNECTED SERVICES

OT INFRASTRUCTURE AS A SERVICE:

The correct technology and support can help simplify the deployments of a properly designed industrial infrastructure. Collaborating with certified IT and operations installation engineers enables you to deploy and configure your infrastructure in one smooth process, rather than separate steps.

REMOTE SUPPORT:

With technology being a critical player on your plant floor, it is crucial that you are prepared to recover quickly if it is not working properly. Having highly trained engineers and replacement parts available quickly is necessary. The right support team must be available 24/7/365 to support network and security incidents, and proactively manage potential threats.

PREDICTIVE/PRESCRIPTIVE ANALYTICS:

Combining industry-leading practices with your data can provide analytics that deliver valuable insights to drive better decisions. We can help you assess digital readiness and build a digital thread roadmap to integrate technologies with existing systems.

Global mining company minimizes costly plant hazards with customized remote support.

OUR ANSWER

Rockwell Automation remote support helped the company:

- Reduce downtime by more than 50 hours per year
- Save \$1.1 million per year in reduced downtime
- Fill skills gaps to improve processes
- Document valuable system information and establish a development tool
- Complete a global disaster recovery solution
- Minimize risk of hazardous disasters

CHALLENGE

A U.S.-based mining company of raw materials for consumer household products faced significant industry challenges during its expansion into Asia – namely limited engineering resources to support all sites globally, around the clock.



FIELD SERVICES

Comprehensive on-site and remote support to address your installation, operations and maintenance needs.

Our field services can help you use your data to get the most from your installed base, increase uptime and optimize performance throughout your equipment lifecycle, and enhance machine safety.

ASSET REPAIR, REMANUFACTURING AND MANAGEMENT:

An effective asset management strategy can help you improve asset availability, boost OEE and reduce your maintenance, repair and operations (MRO) spend on a day-to-day basis. A strategic services provider can help you get the most from your operations, proactively address downtime issues and help manage risk.





FIELD SERVICES

SAFETY ASSESSMENT AND REMEDIATION:

Developments in global safety standards and technologies have made manufacturing safety a powerful tool to optimize production, improve risk management and reduce injuries. From safety audits and training, to lockout/tagout procedure creation and program development, you need solutions that offer an efficient way to keep your employees safe.

ON-SITE TECHNICAL SUPPORT:

With more technology being used from the plant floor to the corner office, technical issues are unavoidable. With skills matched to your application, experienced field-service engineers can quickly and efficiently troubleshoot and resolve unplanned downtime, problems affecting critical operations and other automation-related issues.

Large pharmaceutical company with critical equipment to support

CHALLENGE

A large pharmaceutical company was facing a high risk of downtime with significant cost if the manufacturing environment was not properly maintained. With a highly complex control system, the organization needed additional expertise to manage and support the plant.

OUR ANSWER

The company partnered with Rockwell Automation for parts management, technical remote support and on-site preventive maintenance to help regulate the environment for their entire manufacturing space.

Rockwell Automation completed a first-year support contract and addressed issues and anomalies as they occurred. The customer was so satisfied, they extended the program for three additional years.



WORKFORCE SERVICES

Comprehensive training and modern support technology for your employees and partners.

The struggle to develop a fully trained workforce amid mounting retirements and proliferating technologies is intensified by the fact that manufacturing is at its highest level in almost 40 years. Developing a workforce with the necessary knowledge isn't always easy, but our workforce services can support you through the lifecycle of your operations.

E-LEARNING:

Traditional training methods are becoming outdated. While the recent pandemic has changed many aspects of life, it has also increased the need for flexible learning and training methods. Providing your team with various training resources, including self-paced e-learning, eliminates the need to travel or meet in person.





WORKFORCE SERVICES

INSTRUCTOR-LED AND VIRTUAL TRAINING:

A combination of collaboration with instructors, virtual labs and additional training content allows for needed flexibility and the benefit of in-person hands-on training. Virtual coaching enables you to discuss technology-specific scenarios with Rockwell Automation specialists and get information about topics specific to an employee's job.

WORKFORCE ASSESSMENTS:

To determine what skills are needed, we offer consultation-based services that help you assess, train and measure your industrial workforce.

VIRTUAL REALITY/AUGMENTED REALITY:

Using innovative augmented reality (AR) tools to connect with remote specialists who can view your machine in real time, as well as talk you through maintenance and repair tasks, can help you resolve issues quickly and reduce downtime. A digital library of work instructions also enables you to complete tasks without additional support, further reducing downtime.





The skills gap is real, and it's only getting wider

According to a Deloitte analysis based on data from U.S. Bureau of Labor Statistics analysis:

BY 2025

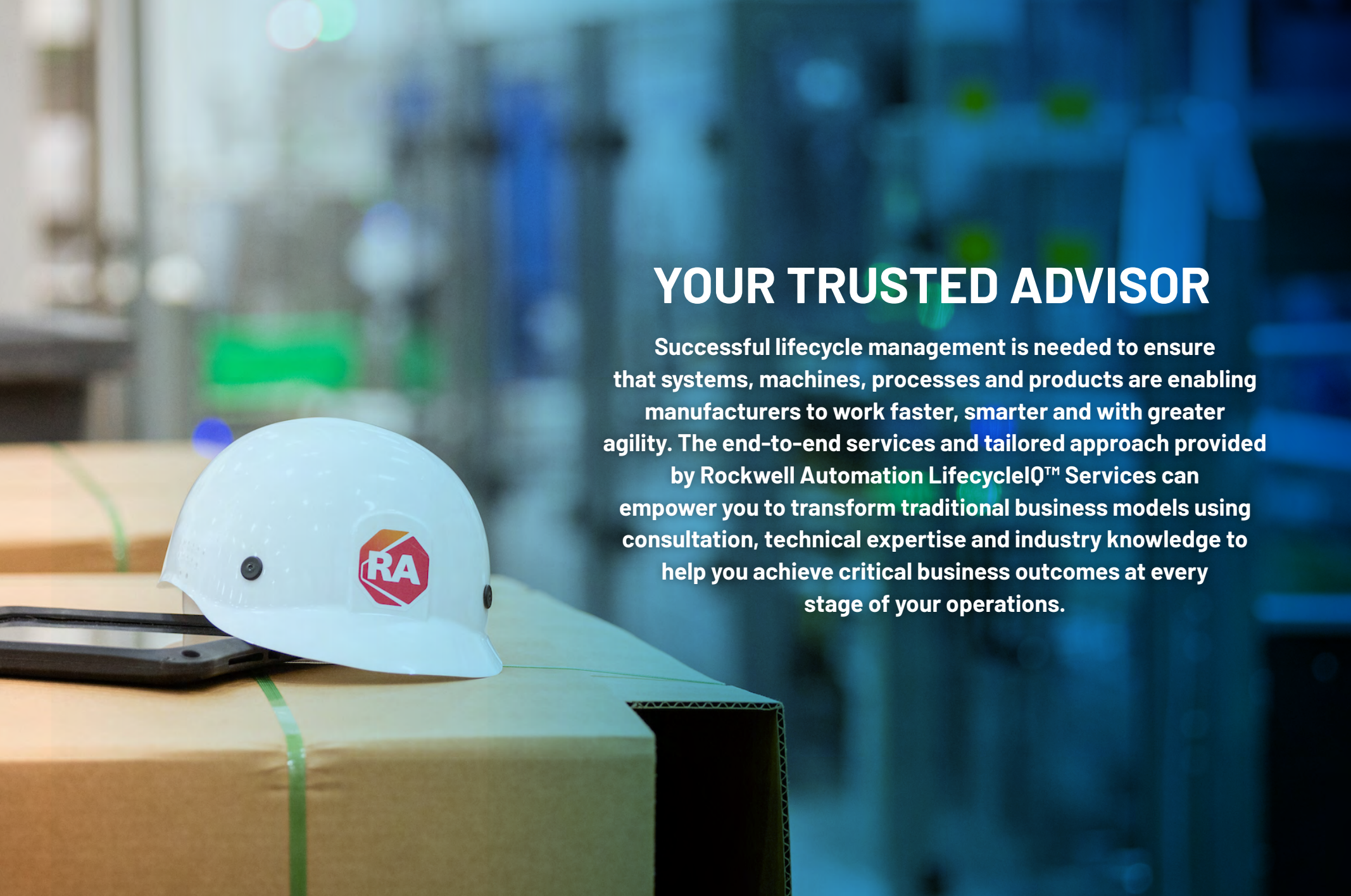
2.7M

Baby Boomers
will retire

3.4M

manufacturing jobs are
likely to be needed

**RESULTING IN 2M JOBS THAT ARE
EXPECTED TO GO UNFILLED.**



YOUR TRUSTED ADVISOR

Successful lifecycle management is needed to ensure that systems, machines, processes and products are enabling manufacturers to work faster, smarter and with greater agility. The end-to-end services and tailored approach provided by Rockwell Automation LifecycleIQ™ Services can empower you to transform traditional business models using consultation, technical expertise and industry knowledge to help you achieve critical business outcomes at every stage of your operations.

WHY CHOOSE US?

LIFECYCLE EXPERTISE

- Address the end-to-end needs of industrial and manufacturing organizations
- Enable seamless integration to the OT layer
- Help you integrate new technologies, optimize your process and equip your people for higher performance and efficiency

DEEP-DOMAIN EXPERTISE

- Understanding of the unique challenges and opportunities presented by different types of manufacturing domains and environments
- Extensive IT/OT convergence experience, including networks, infrastructure and security
- World-class analytics, consulting and delivery services
- Strategic partnership across all phases of the lifecycle for your industry
- Safety expertise in assessments, implementation and management

EXPANSIVE GLOBAL NETWORK

- 5,800 service professionals with an average of 13+ years of deep domain expertise
- 80+ countries and 21 languages
- 16 ISO-certified Remote Support Centers, 15 ISO-certified repair centers and an extensive PartnerNetwork™ Program

LONG-TERM PARTNERSHIPS

- Experience building, implementing and managing transformative technologies for hundreds of global industrial enterprises
- Long-standing relationships with machine builders and system integrators

To learn how we can help you solve your unique business challenges, contact your local authorized Allen-Bradley® distributor or Rockwell Automation sales office, or visit: rok.auto/lifecycle.

Connect with us.    

rockwellautomation.com — expanding **human possibility**[®]

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