

FOR IMMEDIATE RELEASE



Rockwell Automation Southeast Asia to Host Another RAOTM Event in Manila

*Showcasing The Connected Enterprise: Accelerating industrial performance by capturing and managing actionable data across operations for improved productivity and better collaboration*

SINGAPORE – 5 February 2015 – [Rockwell Automation](#), the world's largest company dedicated to industrial automation and information to make its customers more productive and the world more sustainable, announced it will be holding another Rockwell Automation on the Move (RAOTM) event in Southeast Asia on 6 February at the Fairmont Makati Hotel.

This one-day programme is recognised as the region's most prestigious industrial-automation affair focused on plant-wide optimisation, sustainable production and improved machine-builder performance – which are the building blocks of smart manufacturing. This RAOTM event will offer an abundance of educational and networking opportunities that demonstrate the company's offerings in Architecture & Software – including control and information platforms, software applications and automation components – as well as its Control Products & Solutions comprised of motor control products, solutions and services. Both its flagship Allen-Bradley® and Rockwell Software® product brands will be showcased.

The hotel ballroom will be transformed into a mini trade show with exhibition booths, hands-on labs, a safety forum, and technical sessions spotlighting solutions and services related to The Connected Enterprise, Consumer Packaged Goods, Essential Components, Integrated Safety, Intelligent Motor

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Control, Integrated Architecture & Information Software, Legacy Migration, Power Energy Management, and PlantPAx Process Automation.

The event's key message will focus on The Connected Enterprise, enabled by the convergence of plant-floor operations technology (OT) and business-level information technology (IT) – built on a secure, standards-based Industrial Ethernet/IP network and enhanced by the Internet of Things (IoT). These forward-thinking companies share contextualised information between their front-line operations and maintenance to their enterprise-business management. Delivered through the Rockwell Automation Integrated Control, Power, Safety and Information portfolio, the company is helping its customers accelerate their industrial performance by making better decisions, improving asset utilisation, achieving faster time to market, lowering total cost of ownership and managing enterprise risk more effectively.

More than 200 delegates from Metro Manila and beyond will have the opportunity to view state-of-the-art power, control, process, safety and information technology integrated into a common infrastructure to increase collaboration and attain new operational intelligence. The delegates will comprise engineers, managers, automation heads and decision makers from end users, systems integrators and machine builders.

Rockwell Automation works with premier partners through its highly rated PartnerNetwork™ programme to design, build, and maintain solutions tailored for each customer's individual needs. Delegates will meet with Rockwell Automation authorised distributor for the Philippines, P.T. Cerna Corporation, Strategic Alliance Partners, Encompass Partners, and recognised systems integrators to discuss the latest industry trends and consult on standards and requirements. Throughout the day, these partners will provide interactive demonstrations of leading automation technology designed to work with Rockwell Automation solutions to ensure that customers receive the best value for their

automation investment. In addition, the presenters will address key business challenges including rising capital and operational costs, limited availability of experienced workers, escalating downtime costs, safety, and the increasingly difficult regulatory environment. Together, they have extensive experience in a wide range of industry sectors including Consumer Packaged Goods, Mining, Cement and Power.

“Our RAOTM events uniquely bring Rockwell Automation staff, partners, customers and prospects together in one venue to learn how to overcome vital industrial-automation challenges by leveraging technology and industry insights. We will also share how The Connected Enterprise is delivering measureable and tangible benefits to industrial operators, including machine and equipment builders seeking to leverage connected strategies for their headquarters and their remote operations across the Philippines,” said Bob Buttermore, Regional Director, Southeast Asia, Rockwell Automation.

**Visit RAOTM:**

Date: 6 February 2015

Time: 08:30 – 18:30

Place: Fairmont Makati Hotel, Ballrooms 1 and 2, Level 2, 1 Raffles Drive, Makati City

About Rockwell Automation

Rockwell Automation, Inc. (NYSE: ROK), the world’s largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable.

Headquartered in Milwaukee, Wisconsin, Rockwell Automation employs about 22,500 people serving customers in more than 80 countries.

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