Rockwell Automation

PartnerNetwork™
Conference

ADVANCING OUR NEXT

TOGETHER

Evolving the Partner Ecosystem
and the Connected Enterprise

SESSION GUIDE

MARCH 9-10, 2021 • VIRTUAL EVENT
For additional event information and to register, visit
rok.auto/pnc

Rockwell Automation

PartnerNetwork™
Conference

AT-A-GLANCE

TUESDAY MARCH 9

8:00 - 9:10 a.m.

GENERAL SESSION
Rockwell Automation Executive Keynotes with live Q&A

Welcome
Rob Ninker, Regional VP, NA Market Access (moderator)

Rockwell Automation Strategy, Growth, and Technology
Blake Moret, Chairman and CEO

Global Sales & Marketing
Scott Genereux, SVP and Chief Revenue Officer

Regional Market Outlook
Alejandro Capparelli, Regional President, Americas
Rob Ninker, Regional VP, NA Market Access

Power of the Partner Ecosystem, Partner Program Segmentation
Johannes zu Eltz, VP, Global Market Access

Live Q&A with Executive Panel

9:15 - 10:15 a.m.
Authorized Distributors: The Rise of the Omni-channel Service Provider during an Age of Disruption

9:15 - 10:15 a.m.
The Latest in Innovations with Digital Partners

10:15 - 11:15 a.m.
The Evolution of the Rockwell Automation System Integrator Program

10:15 - 11:15 a.m.
The NEW Technology Partner Program: Evolving the Partnership to Stay Relevant and Better Connected with Customers

11:15 a.m. - 12:15 p.m.
NETWORKING

12:15 p.m. - ongoing

BREAKOUT SESSIONS

Choose to attend any of the 36 breakout sessions, all available on demand. Each session is approximately 30 minutes in length.

Breakout sessions are organized in the following categories, with the intended audience for each listed within the session descriptions.

**Business Development • Diversity, Equity and Inclusion
Industry • Integrated Sales and Marketing
Latin America • Partner Ecosystem**

WEDNESDAY MARCH 10

8:00 - 9:15 a.m.

GENERAL SESSION
Rockwell Automation Executive and Guest Keynotes with live Q&A

Welcome
Tom O'Reilly, VP, Global Business Development

Moving Forward
Alan Beaulieu, Economist

Live Q&A with Guest Speaker

9:15 a.m. - ongoing

BREAKOUT SESSIONS

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**Business Development • Diversity, Equity and Inclusion
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FRIDAY MARCH 12

10:00 - 11:00 a.m.
Technology Partner Program Session – Wrap Up
Carol Shumate, Director, Business Partnering

All times are listed in Central Time

Breakout sessions

Partner Program sessions

Tuesday, March 9, 9:15 - 10:15 a.m.

Following the Keynote Presentations on Tuesday morning, break into your specific partner group for exciting new updates to the program and live discussions.

Authorized Distributors: The Rise of the Omni-channel Service Provider during an Age of Disruption

Live; 60 minutes   Audience: Distributors

As our customers and our own operations have been disrupted in the last year, we've rapidly evolved to deliver a differentiated customer experience through essential service delivery and digitized customer experience. Join this session to learn how we're raising the bar to accelerate the connected enterprise and deliver growth and performance for our companies.

The Latest in Innovations with Digital Partners

Live; 60 minutes   Audience: Digital Partners

Learn about the latest developments from Rockwell Automation directly from our business leaders as it relates to the growth and co-innovations with our Digital Partners. Hear about program evolution and growth opportunities in this closed session.

The Evolution of the Rockwell Automation System Integrator Program

Live; 60 minutes   Audience: System Integrator Partners

Successful digital transformation comes from an integrated ecosystem of proven experts. This session will talk about the new and improved System Integrator Partner Program and how it can help enhance your value to our customers and deliver the best possible solutions and outcomes.

The NEW Technology Partner Program: Evolving the Partnership to Stay Relevant and Better Connected with Customers

Live; 60 minutes   Audience: Technology Partners

Partnerships must evolve with the market to best serve dynamic customer needs. This session will talk about the NEW Technology Partner Program and how we it can simplify the customer experience and tell a more impactful value story to increase mutual opportunities.

Guest keynote

Wednesday, March 10, 8:10 - 9:15 a.m.

Moving Forward
Alan Beaulieu, Economist

The US and global economies are shifting from one phase of the business cycle to the next. The leading indicators are telling us that business cycle rise is ahead. We will examine what these trends mean for the automation industry and discuss management objectives that will help attendees to make the most out of the next few years. Beyond every rise is the shift to slower growth and sometimes actual decline. We will look at what we think is in store for us in that regard in 2022-23. Interest rates, the financial markets, employment and politics are all on the agenda for our March meeting.

Live Q&A with Guest Speaker

BUSINESS DEVELOPMENT

BD01 Selling Cybersecurity
On demand; 30 minutes   Audience: All

While cybersecurity should be an easy sell, it often remains challenging to get customer buy-in. Join our panel of leading sales professionals as they discuss today's manufacturing challenges, provide insight into accessing the right IT/OT decision makers and recommend tools you can leverage to move your sales opportunities forward.

BD02 What Does the Rockwell Automation - PTC Alliance Mean to Me?
On demand; 30 minutes
Audience: Distributors/System Integrator Partners

In this session we will discuss how System Integrators and Distributors could leverage the Rockwell Automation - PTC alliance to identify and pursue new business opportunities in the digital space.

BD03 Augmented Reality - A New World of Possibilities
On demand; 30 minutes   Audience: All

Learn what can be done with Vuforia AR technology to help you and your customers. Empower your customers to perform better and avoid safety and compliance risks by providing easy access to the information they need. Use industrial Augmented Reality (AR) to improve workforce productivity, efficiency and customer satisfaction with real-time, step-by-step work instructions.

BD04 Today's Marketplace Demands Smart Machines to Take Advantage of the Latest Technology. How Can Rockwell Automation Help?
On demand; 30 minutes   Audience: All

Although all smart machines are different, there is a common recipe for success. Join us to leverage a five-step plan for effectiveness that starts with assessing your current operations, leveraging Rockwell Automation hardware and tools to collect and analyze information, and deliver real-time data to operators to make better and faster decisions. The result will help discover new revenue streams, increased productivity to current operations and better asset utilization through predictive behavior.

BD05 Annual Recurring Revenue is Important to Our Success in 2021 and Beyond
On demand; 30 minutes   Audience: All

Learn how the transition to software subscriptions can deliver your customers incredible flexibility along with fiscal assuredness and certainty; key tenants in the ability to remain agile and successful in uncertain times. Join us to learn how to embark on this journey and how to have transformative conversations with your customers.

BD06 Creating Smart Machine Differentiation with a Holistic Rockwell Automation Mechatronics Approach
On demand; 30 minutes   Audience: All

Are you looking for ways to create differentiation in the smart machine space for your customers? By adopting a Rockwell Automation holistic mechatronics solution, we can help. Learn how the convergence of software, smart motion, independent cart technology and robotics can bring the whole solution to life for your customers and help drive growth.

BD07 Smart Starts with You
On demand; 30 minutes   Audience: All

Smart devices are foundational to begin the transfer of data and access to that data can help customers reduce one of their biggest concerns – downtime. The advantage that you have to offer your customers is a fast ROI when they invest in smart devices and the experience you have when completing the bill of materials and creating attachment. Join this session to see the potential for growth with product attachment, continue to grow your core business and the tools and framework in place to help you be successful.

BD08 How the Rockwell Automation Visualization Strategy is Changing the Status Quo
On demand; 30 minutes   Audience: All

VersaView® 6300 Industrial PCs, FactoryTalk® View and ThinManager® software bring new capabilities to the plant floor environment. Discover how Rockwell Automation is growing its available industrial PC portfolio to over 100,000 configurations by the end of 2021 and the impact it will have on the world of industrial HMI.

BD09 The Evolution of FactoryTalk®: From the Plant Floor to the Cloud
On demand; 30 minutes   Audience: All

What does the future look like for designing, operating and maintaining automation systems? Join Rockwell Automation for a preview of the new FactoryTalk® automation software and cloud capabilities coming in 2021. Learn how these new cloud-enabled system capabilities will deliver higher productivity, enable easier collaboration and adoption and lead to new opportunities in the market. The future is now.

All times are listed in Central Time

Breakout sessions

BD10 **The Power of Fiix's Cloud-based Computerized Maintenance Management System (CMMS) at the Convergence of IT and OT**

On demand; 30 minutes   Audience: All

Getting insights from maintenance operations has become essential for manufacturers to gain a competitive advantage. These insights – in addition to the core automation– help drive efficiency and improvements in asset operating condition, which in turn enables another level of productivity. Fiix's cloud-based CMMS creates workflows that simplify the planning, tracking and optimizing of equipment maintenance. It connects seamlessly to any business system and enables data-driven decisions.

BD11 **FactoryTalk® Analytics™ Edge Gateway: Accelerating IT/OT Convergence**

On demand; 30 minutes   Audience: All

Rockwell Automation® FactoryTalk® Analytics™ Edge Gateway solution aims to simplify and accelerate IT/OT convergence. Discover how FactoryTalk® Analytics™ Edge Gateway enriches OT data with critical context and delivers it in a flexible common information model to IT applications, so that industrial enterprises can derive critical insights to drive better outcomes.

DIVERSITY, EQUITY AND INCLUSION

BC01 **Creating Full Partnership: Guidelines for Being a Strong Ally**

On demand; 30 minutes   Audience: All

Do you want your workplace to be truly inclusive? You can be part of the solution – as an ally. An ally aligns with and supports underrepresented groups. In this session, you'll learn how you can be an active ally in the workplace to create a more inclusive workplace for all.

BC02 **Your Future Workforce: How to Leverage Inclusion and Diversity for Talent Attraction**

On demand; 30 minutes   Audience: All

Creating a more diverse workplace is a top priority for employers, but many companies struggle to find and attract diverse talent. The problem is not the pipeline. In this session, panelists will share insights to source, attract and hire diverse talent to enable your business success.

INDUSTRY

IN01 **Overview of the WWW Industry, Trends, Challenges and how Smart Water Technologies are Being Applied to Help Improve Plant Operations**

On demand; 30 minutes   Audience: All

This session will cover a review of the industry trends and challenges affecting WWW municipalities. Rockwell Automation will examine the effects of digital transformation in the water industry and how solutions can be achieved with our PartnerNetwork™ program.

IN02 **Chemical Processing Industry Trends in Digitalization and Sustainability**

On demand; 30 minutes   Audience: All

The session will discuss the chemical industry's trends and challenges resulting from the need to accelerate digitalization and sustainability efforts. The session highlights areas of growth to help chemical customers meet their business outcomes. Learn how Rockwell Automation and our partners are positioned to assist chemical customers as we emerge from the pandemic.

IN03 **Power and Energy Industry Overview, Trends, Challenges and how Technology is Bringing Quantifiable Business Outcomes**

On demand; 30 minutes   Audience: All

The session will review industry trends and challenges affecting power and energy. The session highlights priorities and areas of growth to help customers maximize productivity while reducing costs. Learn how Rockwell Automation and our partners are well positioned to assist power and energy customers into the future.

IN04 **CPG Industry Trends - Opportunity and Success in Digitization**

On demand; 30 minutes   Audience: All

After a quick review of the top trends affecting the CPG industry, we'll look at digitization opportunities and some success stories across the ecosystem of machine builders and manufacturers.

IN05 **The Opportunity to Grow in Life Sciences**

On demand; 30 minutes   Audience: All

The evolution and growth of the life sciences industry is extraordinary. Paradigm shifts in regulation, quality demands and digital technologies are causing changes in business strategies and processes alike. Join us as we explore our collective opportunity to deliver on the Connected Enterprise and engage customers throughout their enterprise lifecycle.

IN06 **Automotive Industry - What's Next: Manufacturing Trends and the Shift to Electrification in a "New Normal" Environment**

On demand; 30 minutes   Audience: All

Join us for an interactive discussion on recovery forecasts, traditional vehicle manufacturer investments and new market entrants with a focus on digital transformation.

INTEGRATED SALES AND MARKETING

ISM01 **How Modern Marketing Can Drive Business Growth for System Integrators**

On demand; 30 minutes   Audience: System Integrator Partners

As a System Integrator, do you have difficulty finding new customers, or have difficulty getting to the decision makers in a customer organization? The way modern customers engage with vendors is evolving at the same speed as technology. This session will explore why investment in a proactive, modern marketing approach can help you make those connections, creating new opportunities and differentiating your company from your competitors in the eyes of the customer.

ISM02 **Selling to the Modern Customer Using Modern Marketing to Support Sales**

On demand; 30 minutes   Audience: All

The session will discuss the chemical industry's trends and challenges resulting from the need to accelerate digitalization and sustainability efforts. The session highlights areas of growth to help chemical customers meet their business outcomes. Learn how Rockwell Automation and our partners are positioned to assist chemical customers as we emerge from the pandemic.

LATIN AMERICA

LA01 **Legal Guidelines, Competition Law and Code of Conduct**

On demand; 30 minutes   Audience: All

Learn more about our competition law and dealing with competitors and partners. We will discuss the PartnerNetwork™ code of conduct, using examples to illustrate the expectations and guidelines of Rockwell Automation.

LA02 **Digital Marketing Trends You Must Know**

On demand; 30 minutes   Audience: All

Learn how to maximize, accelerate and adapt to new trends for your customers.

LA03 **Software Business Strategy: Foundations of a Core Business Segment that will Leverage Business Accelerated Growth**

On demand; 30 minutes   Audience: Distributors

Join us to discuss the actions and change management required to execute now and be ready for the different dynamics required to succeed, providing accelerated growth in your business and stability in the long term.

LA04 **Intelligent Devices Update**

On demand; 30 minutes   Audience: All

This session will review the intelligent devices strategy for Latin America with special focus on the tools, programs and collaboration opportunities with the partners.

LA05 **What's New and how does It Integrate to the Value Proposition**

On demand; 30 minutes   Audience: All

We will review the evolution of our portfolio and how new offerings become an essential differentiator of our portfolio and Premier Integration.

All times are listed in Central Time

Breakout sessions

PE01 Acquisitions as part of the Rockwell Automation Market Focus

On demand; 30 minutes   Audience: All

Acquisitions and partners are playing a key role as we bring The Connected Enterprise to Life. With our focus on helping industrial companies integrate control and information across their enterprise, acquisitions and partners are playing a key role. We have increased our domain expertise in areas such as security and process, added 'independent cart' to our motion business, expanded our compute portfolio, broadened our digital engineering capabilities, and extended our software portfolio across the entire lifecycle, to name a few. These new capabilities are key to helping our customers with their digital transformation. This session will review recent acquisitions and partnerships and discuss how they are accelerating the Connected Enterprise.

PE02 Fight Against Gray Market and Counterfeiting

On demand; 30 minutes   Audience: All

This session will provide an overview of the Rockwell Automation strategic initiatives on gray market and counterfeit mitigation. We will also share recent case studies and discuss best practices.

PE03 Digital Partner Program Overview

On demand; 30 minutes   Audience: Distributors

No one company can deploy best-in-class IoT solutions alone. Learn how our Digital Partner Program can help attract new partners and work with existing partners to build a world class ecosystem. This will help your customer's achieve a successful digital transformation through a trusted, integrated ecosystem of experts.

PE04 Marketing Opportunities with The Journal

On demand; 30 minutes   Audience: All

The Journal from Rockwell Automation and our PartnerNetwork™ is the award-winning publication published by Putman Media, Inc., for Rockwell Automation. Learn about the publication's mission and how we support Rockwell Automation Partners, market reach, types of digital assets, changes to the 2021 editorial calendar and free editorial opportunities.

PE05 Technology Partner Program Update for Distributor Partners

On demand; 30 minutes   Audience: Distributors

This session will provide an update to Distributor Partners on the exciting new evolution of the Technology Partner Program. Learn more about the overall program, roles in the solution and integration, the go-to-market model what that all means to our Distributor Partners.

PE06 Technology Partner Program Update for System Integrators

On demand; 30 minutes   Audience: System Integrator Partners

This session will provide an update to System Integrator Partners on the exciting new evolution of the Technology Partner Program. Learn more about the overall program, roles in the solution and integration, the go-to-market model what that all means to our System Integrator Partners.

PE07 Silver Technology Partner Program Benefits

On demand; 30 minutes   Audience: Technology Partners

This session will provide Silver Technology Partner Program participants an overview of co-marketing materials being developed to help grow and support customers. Learn about the variety of customer-centric collateral, Rockwell Automation events, channel and sales enablement, public relations, social media and advertising opportunities you can expect to see as valuable partners of Rockwell Automation.

PE08 Bronze Technology Partner Program Benefits

On demand; 30 minutes   Audience: Technology Partners

This session will provide Bronze Technology Partner Program participants an overview of co-marketing materials being developed to help grow and support customers. Learn about the variety of customer-centric collateral, Rockwell Automation events, channel and sales enablement, public relations, social media and advertising opportunities you can expect to see as valuable partners of Rockwell Automation.

PE09 Emerging Network Technology Topics

On demand; 30 minutes   Audience: Technology Partners

This session will review several emerging networking related technologies such as Single Pair Ethernet (SPE), Advanced Physical Layer (APL), 5G, Wi-Fi 6, OPC UA Field Level Communications among others. We will provide a brief overview of each technology including its general status and then discuss potential areas of applications.

PE10 System Integrator Program Update for Distributors

On demand; 30 minutes   Audience: Distributors

This session will provide an update to Distributors on the exciting new evolution of the System Integrator Program.

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