

RSTechED '09 delivers information excellence

Rockwell Automation hosted its 10th annual RSTechED educational forum in Sydney and Melbourne during early October, with both three-day events packed with information and insight into today's business information challenges. Attendees, who visited from Australian and New Zealand industrial companies, OEMs and system integrators, were treated to a choice of technical presentations focusing on the key themes of manufacturing and IT convergence, sustainability and operational excellence.

"Sustainability in industry is obviously of increasing importance as the world focuses on environmental issues and cost savings," said Keith McPherson, Rockwell Software director market development. "Harnessing the information—whether energy consumption, waste tracking, or logging of raw materials—and making strategic decisions based upon that information, is a powerful means of minimising carbon footprint."

The principles, said McPherson, are the same when it comes to achieving operational

excellence. "Information solutions are about providing visibility throughout an entire process," he said. "It's no longer enough just to see into the runtime environment. Key information needs to be shared with other parts of the business, including operations management all the way up to the enterprise environment. We can now provide end-to-end visibility, allowing industries to optimise every aspect of their operations."

In total, 33 different labs and presentations were delivered at RSTechED to over 250 attendees. The educational sessions were arranged into one stream of technical sessions and demonstrations, accompanied by another two streams of hands-on labs that enabled participants to work through a series of exercises.

Topics of note included FactoryTalk VantagePoint, the recently launched business intelligence and reporting tool for manufacturing. VantagePoint accumulates and channels data from multiple sources to provide real-time information effectively.



Participants were also introduced to the soon-to-be-launched FactoryTalk Historian Machine Edition—the world's first in-chassis historian, which collects data directly from the backplane of the controller. Historian Machine Edition is part of an overall enterprise historian strategy from Rockwell Automation.

"Although RSTechED started as a distributor and system integrator event, it has grown into one of our most important customer events," McPherson said. "Even in uncertain economic times, industry recognises the benefit of keeping up to date with the latest technologies as a means of maximising profitability." AT

2010 Training Schedule now available

Rockwell Automation's training and performance services, offer in-depth consulting, the latest technical content, the highest quality instruction and the most convenient arrangements available in the industry.

With the release of the 2010 Training Schedule, a NEW comprehensive online knowledge assessment tool, 'Training Advisor', is now available. Training Advisor can help you identify skill and knowledge gaps hindering production

performance and develop a training strategy that will maximise job performance and effectiveness.

With Training Advisor, you can customise online assessments in the following areas based on job tasks that are performed specifically by your work force:

- Controllers
- Networks
- Motion Control
- Drives Control
- Safety
- Visualisation Process Control
- General Industrial Control (Electrical & Pneumatic)

Training Advisor compiles the assessment results and identifies areas for potential training. Use the results as justification to invest in training where it is most advantageous for your organisation.

For more information about Rockwell Automation Services, please contact your local Authorised Rockwell Automation Distributor or visit: Australia - www.rockwellautomation.com.au New Zealand - www.rockwellautomation.co.nz

TRAINING SCHEDULE 2010

January - December 2010

Course Title	Course Code	Level	Duration	Prerequisites	Location	Availability
Rockwell Automation Fundamentals	10000000	1	3 Days	None	Australia, New Zealand	Available
PLC Fundamentals	10000001	1	3 Days	None	Australia, New Zealand	Available
PLC Advanced	10000002	2	3 Days	PLC Fundamentals	Australia, New Zealand	Available
PLC Troubleshooting	10000003	2	3 Days	PLC Fundamentals	Australia, New Zealand	Available
PLC Integration	10000004	2	3 Days	PLC Fundamentals	Australia, New Zealand	Available
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To register please contact your local Authorised Rockwell Automation Distributor or contact 1800 ROCKWELL (Australia) / 0800 ROCKWELL (New Zealand)

Rockwell Automation reserves the right to cancel or postpone a course in an alternative date, irrespective of course, monthly, quarterly and bi-annual dates. All registrations require full payment of fee and will be allowed the appropriate transfer to the next available course.

Check your local website for current details: www.rockwellautomation.com or www.rockwellautomation.co.nz



Rockwell Automation enhances project management quality



Paul Ponticello

In order to provide its customers with unprecedented levels of project delivery quality and consistency, Rockwell

Automation has established a dedicated team of professional project managers. According to Paul Ponticello, Systems and Solutions Business Manager South Pacific, Rockwell Automation has had a project management group in place in different forms for a number of years; however, changes implemented over the past 18 months have introduced full-time senior project managers who are all Project Management Institute (PMI) certified.

supervised and coordinated by an Australia-based project managers' office (PMO) manager. "There is a push to ensure global consistency in the delivery of projects, and this is part of the PMO manager's role," said Ponticello. "Rockwell Automation has a wealth of industry expertise, supported by the latest technology. However, without the appropriate discipline—in terms of the professional project management methodology that goes into scoping, managing and delivering projects—it is difficult to deliver the outstanding results our customers deserve."

While this drive for project management excellence is not unique in the automation industry, the approach taken by Rockwell Automation has certain key differentiators. "Our strength is that we combine project management proficiency with industry expertise," Ponticello said. "The combination of PMI knowledge and domain expertise brings unrivalled levels of capability to the project management

function. Where many other companies will outsource their project management roles, we insist that our project managers possess detailed product and industry knowledge in order to provide the best service possible."

This individual project manager skill-set is enhanced by the comprehensive life-cycle approach to project management and the global execution of the Rockwell Automation offering. This ensures a consistent methodology is deployed in all locations, and enables the right team to be selected for each project from the company's worldwide resource of talent.

"Our clients will benefit from unprecedented levels of consistency, in terms of the project management knowledge, methodology and tools employed," said Ponticello. "This will lead to a greater level of repeatability of project execution, and ultimately lower levels of risk for the client. Our goals are for project deliverables that are on-time, on-budget, and which exceed our clients' expectations." AT

Rockwell Automation - more accessible than ever!

The news of Rockwell Automation moving to a new distributor partnership with NHP and Inaco took the industry by storm. Now, more than a year later it is all systems 'GO'!

Since July 1st 2009 Inaco Automation Controls and NHP Electrical Engineering Products Pty Ltd assumed distribution roles for Rockwell Automation products in Australia and New Zealand, committing to better serve customers in the Australian and New Zealand regions.

Having represented Rockwell Automation for many years, Inaco continue to serve customers within Australia, shifting their focus to customers within the Sydney area and areas within Greater New South Wales and Southern Queensland. NHP have the responsibility for customers throughout the rest of Australia and New Zealand. The map better explains the demographic operation of these two companies.

NHP will continue to market its current complementary products in both countries and have included the Allen-Bradley and Rockwell Software brands to its portfolio, providing its customers with a one-stop shop for all their industrial switchgear and automation requirements.

With these leading companies working together, the Australia and New Zealand markets will be served by the latest in technology from around the world, backed by the highest level of service and technical support located nearby our customers. In particular, customers will benefit from the application solution synergies provided by these new arrangements between the market leaders in industrial automation power, control and information solutions together with the market leaders in Industrial/Commercial switchgear, Distribution, Control Panel and Safety products. Customers will also benefit from local

distributor partners equipped to solve problems and deliver results for improved supply chain management and increased local inventory and improved technical support resources. AT

