

## Guide Helps Machine Builders Deploy Integrated Motion with EtherNet/IP

**A** 75-page addition to the *Converged Plantwide Ethernet Design and Implementation Guide* helps machine builders and manufacturers deploy integrated motion using EtherNet/IP networking technology. The new chapter of the guide, developed by Rockwell Automation® and Cisco, provides detailed design guidance, recommendations and best practices to help control system engineers synchronise their motion applications within the plantwide architecture.

Traditionally, machine builders and manufacturers have used a dedicated network for motion applications, a design strategy that requires specialised hardware and often leads to a more isolated system design where information is not easily accessible. EtherNet/IP™ is designed and established to connect from the device level all the way up to the end customer's IT infrastructure and across applications including discrete, process, safety, motion and drive control.

For applications requiring highly integrated motion control, such as packaging, pick-and-place, converting, assembly and robotics, the network infrastructure must be capable of managing time-synchronisation services and delivering data between devices in a timely manner. The new chapter of the *Converged Plantwide Ethernet Design and Implementation Guide* addresses both of these tasks while leveraging the EtherNet/IP network.

To download a free copy of the *Guide*, visit [http://literature.rockwellautomation.com/idc/groups/literature/documents/td/enet-td001\\_-en-p.pdf](http://literature.rockwellautomation.com/idc/groups/literature/documents/td/enet-td001_-en-p.pdf).

## Frost and Sullivan Award for Rockwell Automation

**R**ockwell Automation received the prestigious 2011 Frost and Sullivan Company of the Year Award for the Programmable Logic Controller in the South Pacific and South East Asia region.

The award recognises the leading role Rockwell Automation has played in developing cost-effective technology solutions with improved safety for programmable logic controllers (PLCs). It also confirms the commitment Rockwell Automation has made to the industry and the company's position as a major participant in automation systems across many industries.

To qualify for the award, a company is measured on five key criteria: market share position, growth implementation, degree of innovation with products and technologies, gain in market share and leadership in customer value. Rockwell Automation scored consistently high in all five categories for the South East Asia, Australian and New Zealand region.

"Rockwell Automation winning this award confirms that the company's customer value strategies are recognised by the automation industry, and in turn by the broader market," said Twain Drewett, managing director Rockwell Automation Australia and New Zealand. "The PLC is continuing to evolve into a product that meets the customer's requirements for plant-wide optimisation and sustainable production, while simultaneously helping to converge the IT arena into the manufacturing space. This value-add of Rockwell Automation Customer Services and Solutions and the strength of our network of partners, has provided the PLC with 'Best in Class' differentiation," concluded Drewett.

The Company of the Year Award, now in its fourth year, is presented by Frost and Sullivan, a global industry analyst and growth consulting company with nearly 50 years experience. Frost and Sullivan are specialists in research and analysis that assists clients in making critical business decisions. The organisation's reputation for rigorous research and methodology to identify best practices and world class performance has earned their awards global recognition from industry, media and investors.



Twain Drewett

## BRIEFS

### Rockwell Automation Christchurch Re-Opens

On the 1st December, Rockwell Automation Christchurch, New Zealand, celebrated the official re-opening of the local office. Following the damage sustained by the Earthquake last February, we took the opportunity to renovate and are now back in full force to support our Christchurch and South Island customers. The refurbished building provides a central location for training, presentations and customer meetings and is also the base for the South Island Sales and Engineering teams.

Rockwell Automation  
480C Moorhouse Avenue, Christchurch  
Tel: 0800 272 725

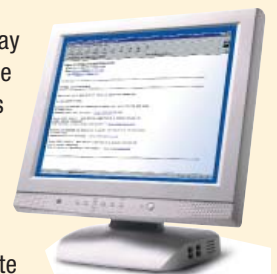
### An Innovative Company

*Forbes* magazine has named Rockwell Automation® among the "world's most innovative" companies. The magazine used an "innovation premium" to calculate the ratings. The innovation premium measures the difference between the value of a company's existing business compared with expectations of future innovations (new products, services and markets).

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