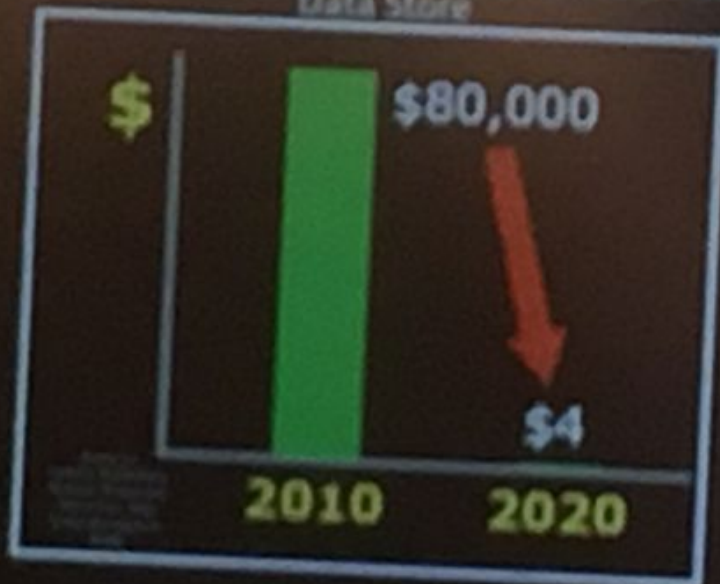


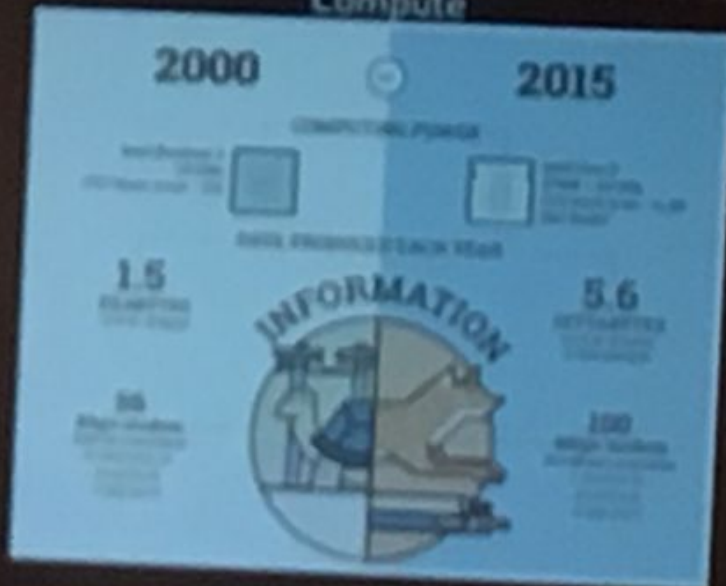
1 New Value from Cloud Ecosystem (Silicon - Apps) ... and the Implications for Manufacturing

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Data Store



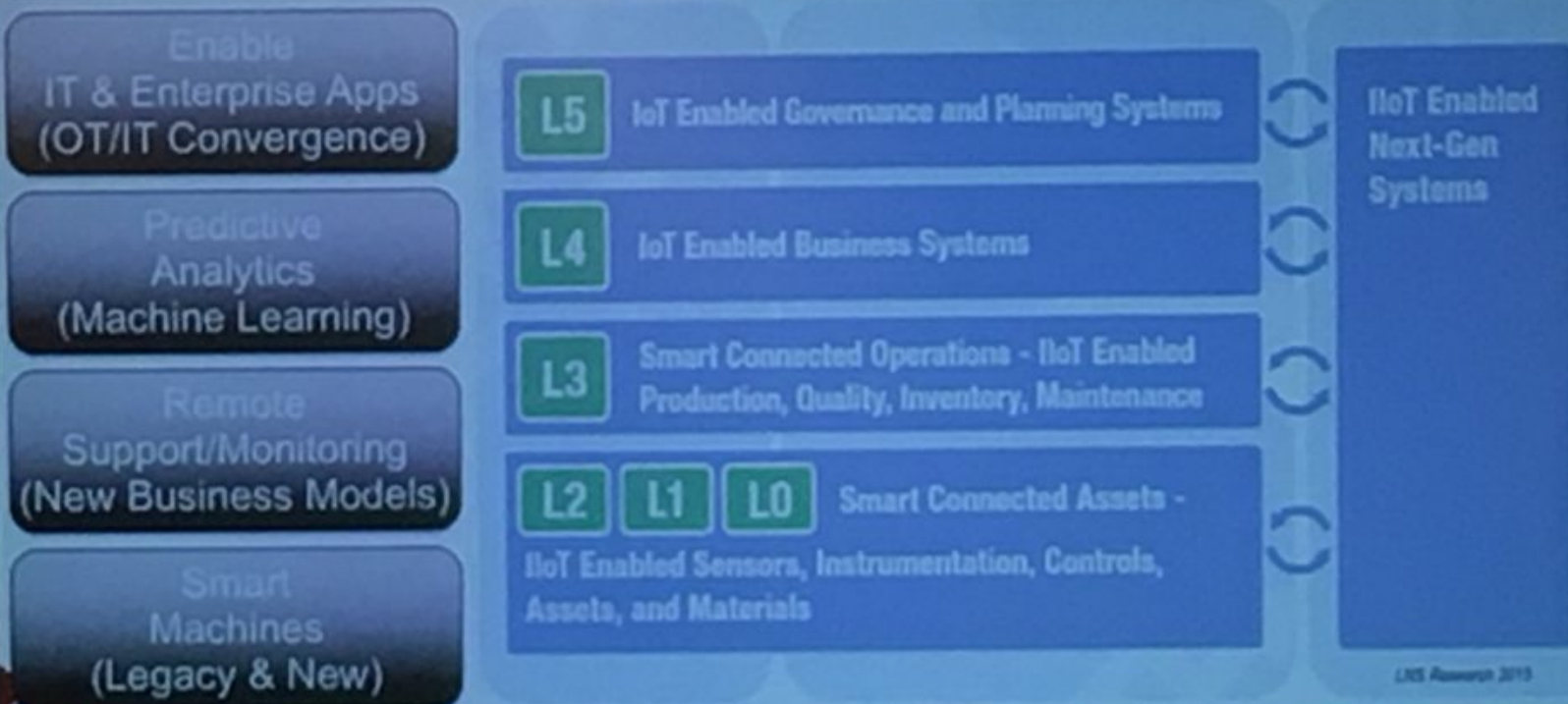
Compute



2 TCO of Infrastructure, 3 TCO of Connecting 'Things' and 4 TCO of Data Storage

② New Value from Technology Innovation (P,P&T) ... and the Implications for Manufacturing

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5 Drivers Fuel IoT Value in Manufacturing

How can Manufacturers capitalize on this opportunity?

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Manufacturing \$3.8T

1 Asset Utilization \$675B

2 Employee Productivity \$675B

3 Supply Chain Logistics \$729B

4 Customer Experience \$1T

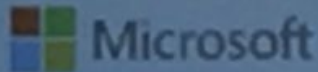
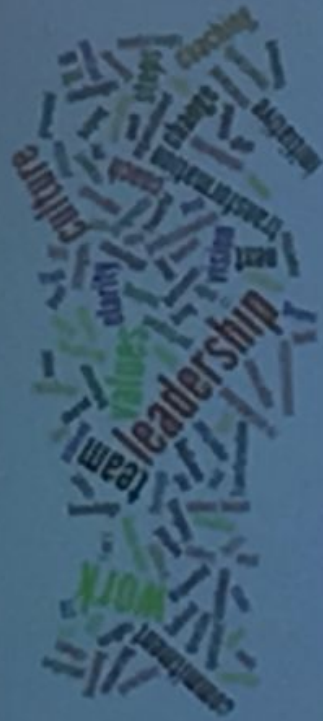
5 Innovation \$810B



The Connected Enterprise - "It Takes a Village"

Cultural & Technology Imperative - IT / OT Convergence

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...



IT

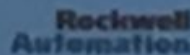
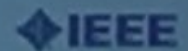


**COMMON SECURE
NETWORK INFRASTRUCTURE**

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OT

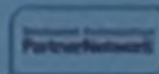
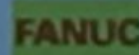
Standards,
Academia &
Industry
Initiatives



Endress+Hauser



PHOENIX



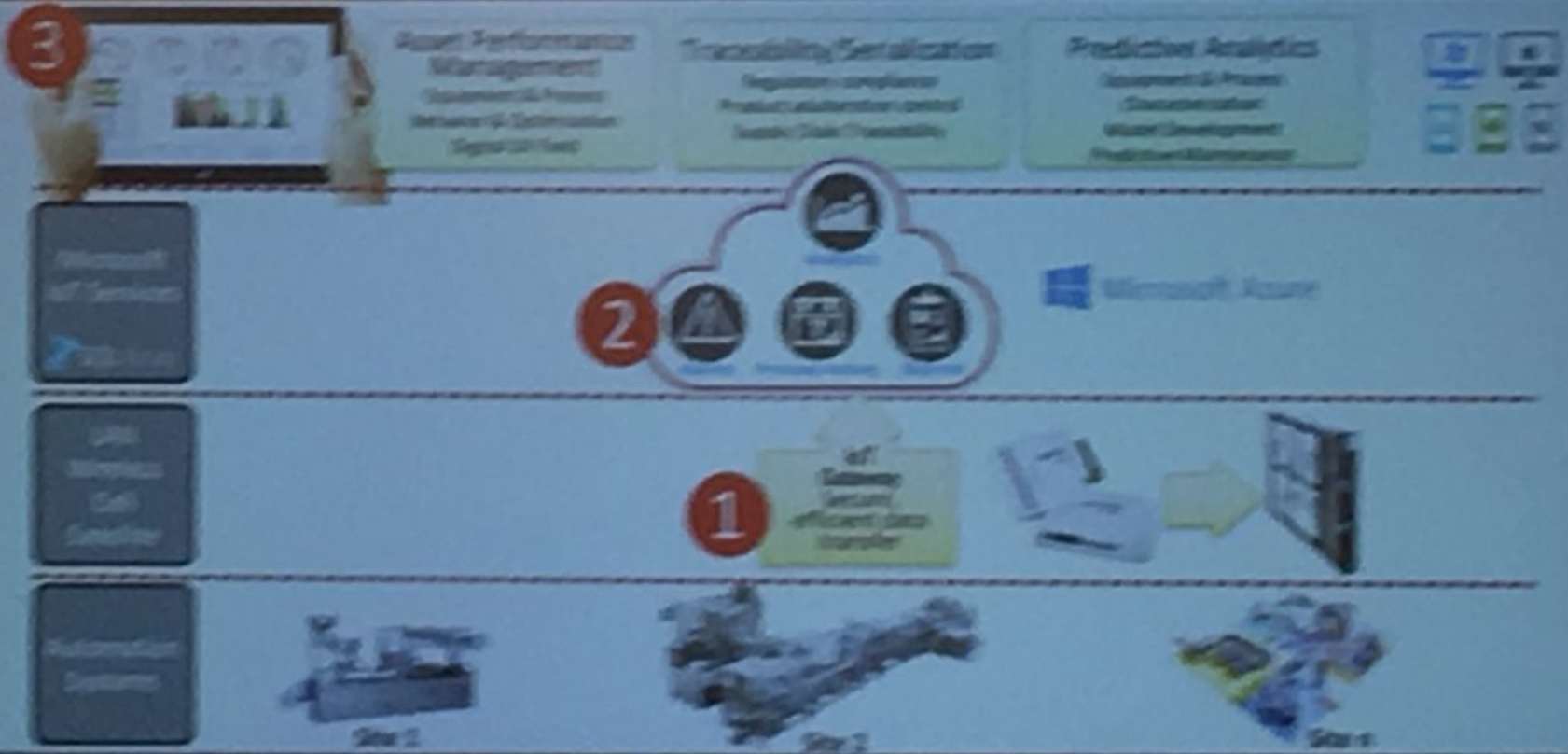
...

ADVANTAGE

RA IoT Platform: Enabling New Value Creation

Moving from Traditional Software Deployment to Software as a Service

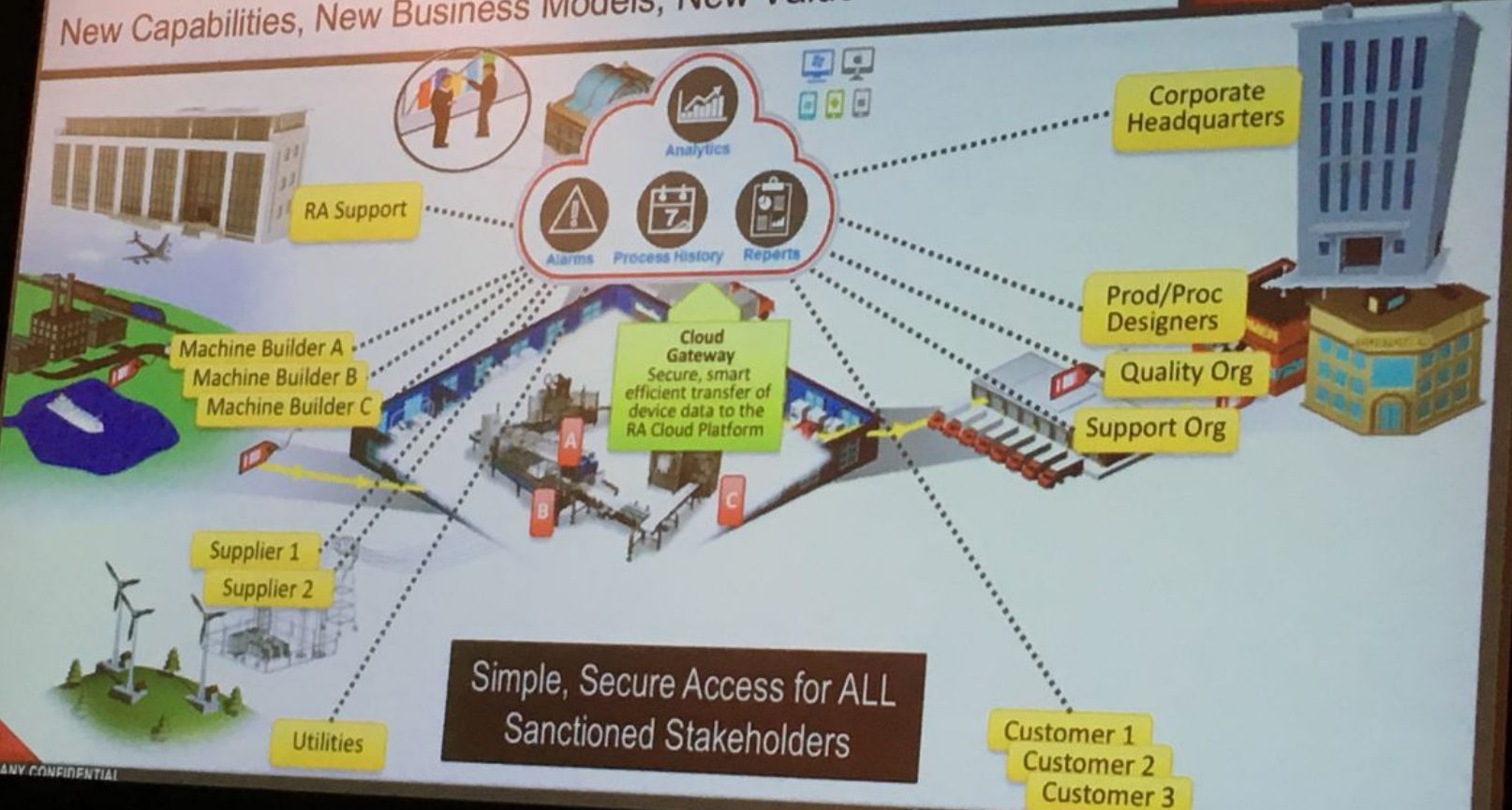
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Rockwell's Vision for The Connected Enterprise

New Capabilities, New Business Models, New Value

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Simple, Secure Access for ALL Sanctioned Stakeholders

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The Cash Machine of the Oil & Gas Industry

Removing the Potential for Error

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Trigg Technologies L.A.C.T. Units

Hydro-Carbon Custody
Transfer via Cloud

- Reduce support costs
- Hands-off operation
- Eliminate human error
- Instant transaction & invoicing

Enterprise Performance Management

Global Manufacturing Re-Invention



F50 Food/Bev Co. Global Manufacturer

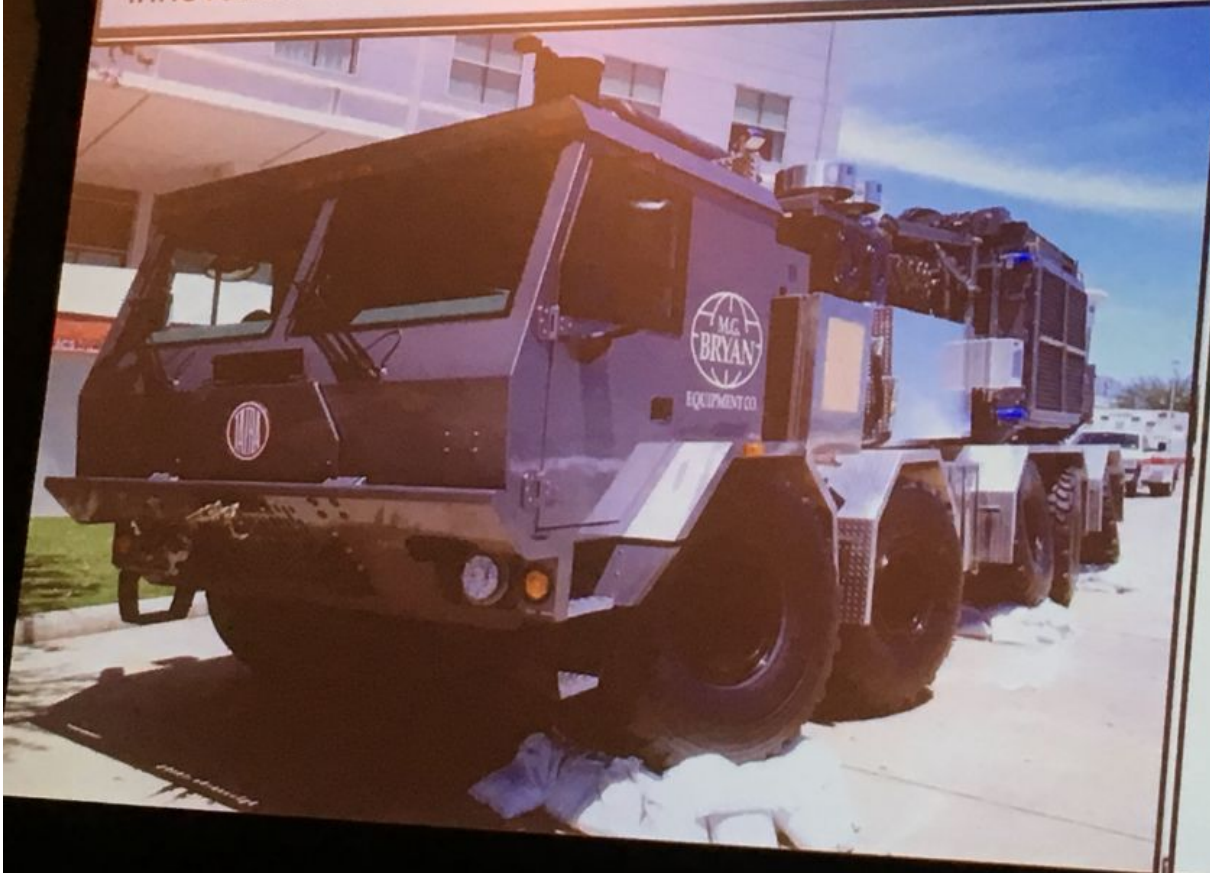
Common Plant KPI's, Plant to Plant

- One dashboard combining Quality, OEE, Production Order Status, Safety & Morale
- Daily Management System
- Longer term analytics to evaluate plants, products, packaging lines and machine builders

New Business Model – Supplying Consumables

Innovation in a Conservative Industry

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M.G. Bryan Fracking Trucks

Revolutionizing the Fracking Industry

- Consumables, Maintenance
- Enable Real Time Invoicing
- Maintenance Accountability

Remote Asset Performance Management

Liquid Natural Gas Terminals

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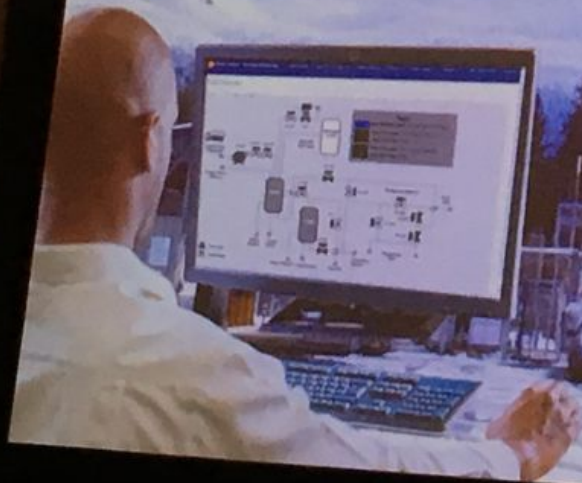
Supermajor Co. Building & Managing LNG Retail Stations

Innovation in remote operations management

- Remote system management
- Monitor & predict consumption
- Schedule deliveries
- Predict and mitigate failure

INNOVATION IN AUTOMATED REMOTE MANAGEMENT

- Remote monitoring of equipment and stock levels
- Remote access to status, inventory, statistics for unmanned sites
- Actionable reports



Connected Production

The Digital Oil Field



M.E. Oil Co. Digital Oil Field

Monitor > Analyze > Predict > Optimize

- Quickly, cost-effectively connect remote assets
- PREDICT failure modes and minimize unscheduled downtime
- Pump fillage & optimization
- IMPROVE well production
- Real time optimization of wells & other production assets

IIoT - Transforming Manufacturing

Capturing the \$3.8T of Value that has been Identified

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Stakeholder	Role
Analysts	Build equity in a new market
Manufacturing SW Vendors	Innovate; support standards; form new ecosystems
IoT Startups	Continue to innovate; be ready to partner
Enterprise SW Vendors	Invest to extend platform for manufacturing; facilitate OT/IT convergence
System Integrators	Learn; invest; facilitate OT/IT convergence
Manufacturers	Demand NEW value; collaborate to find real use cases; drive OT/IT convergence

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Transformative Value of IoT in Manufacturing

SaaS Will Reduce the TCO of and Simplify Manufacturing I.T.

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Scale Up/Down
Elasticity

'0' Infrastructure
To Support

Trustworthy
Exchange of Info

Business Model
Flexibility

Extracting New
Insights

Equipment Supplier



- Remote Service & Support
- <SME's Supporting >Assets
- Predictive Maintenance

Service

Operations

- Asset & Operations Performance
- Consumables
- Multi-tenant Visibility for your Supply Chain

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