

LISTEN.
THINK.
SOLVE.®

The Shift

Evolving Marketing for Tomorrow's Buyers

Ninveh Neuman
Vice President, Global Marketing

 **Allen-Bradley** • Rockwell Software

**Rockwell
Automation**

Rockwell Automation at a Glance

\$5.9B

FISCAL 2016 SALES

APPROXIMATELY

22,000

EMPLOYEES



80+

COUNTRIES



Improving the quality of life by making the world more productive and sustainable



**AUTOMATION
SOLUTIONS**
for a *broad range
of industries*

**SERVING
CUSTOMERS FOR
114 YRS**

- Technology innovation
- Domain expertise
- Culture of integrity & corporate responsibility



BUYERS ARE CHANGING

Multi-Generational

Consumerism

Consensus Decisions

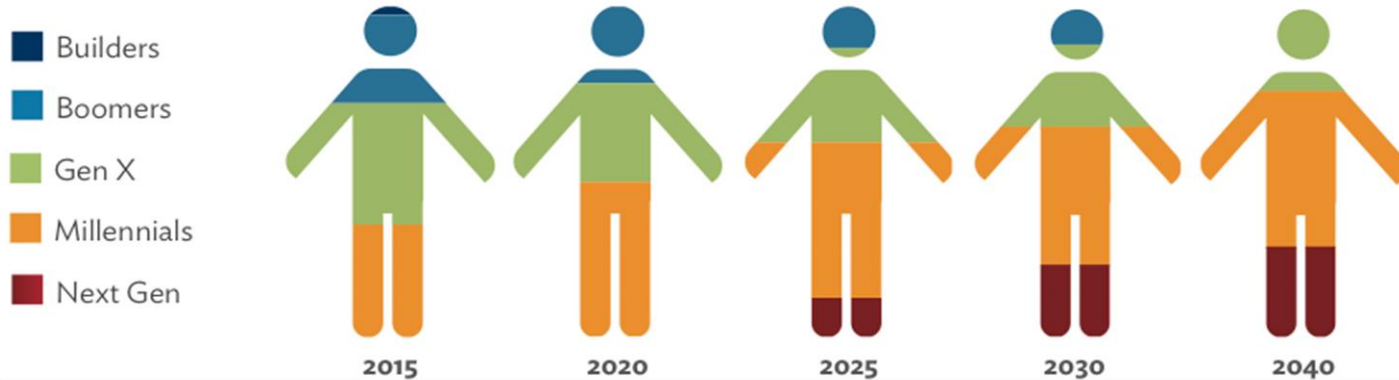




Demographic Driven Dynamics

World Population by Generation

Worldwide and in the U.S., Millennials are the largest generation yet - some 2.3 billion strong. (U.S. Census Bureau)



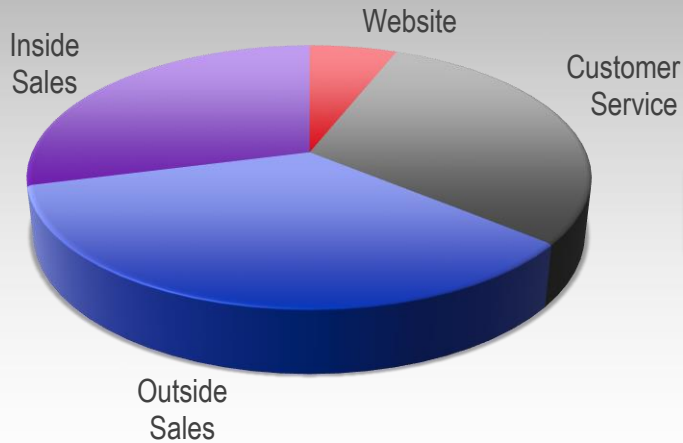
Source: U.S. Census Bureau



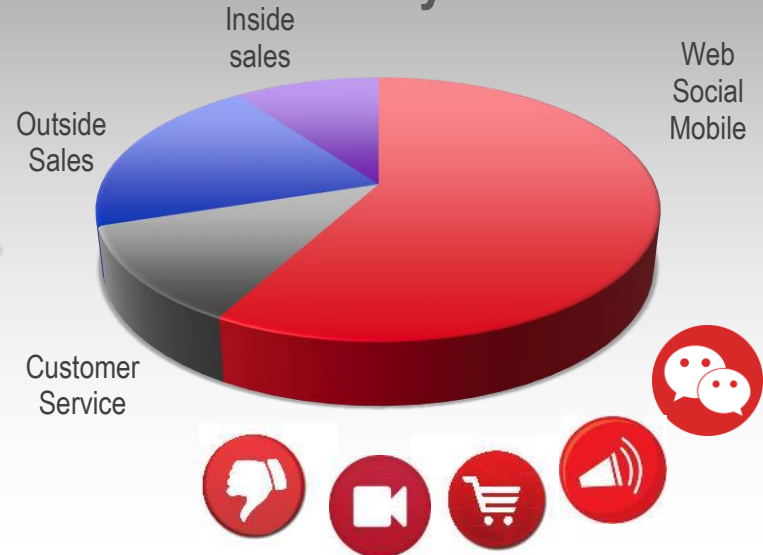


Consumer Power Increasing

10 Years Ago



Today





Buyer Roles & Personas

Executives



ROI | Business Value

What is the business value?
Why should we spend money on this?

Operations & IT



Performance

Is it stable, reliant and efficient?
How will it perform?

Engineering & Maintenance



Customer Experience

Will it help me do my job better?
Will it enable me to achieve my goals?

Procurement



TCO

What are the alternatives?
Can we get it cheaper?



OUR METHODS ARE EVOLVING



Sales & Channel
Enablement



Customer Centric



Digitally Enhanced
Capabilities



Intelligence-Driven





Sales & Channel Enablement





Screening Number: 794 955 126 | Date: Thursday, September 17, 2015 | Time: 8:00 AM Local Time (GMT -08:00)

Rockwell Automation | **MIGHTY**

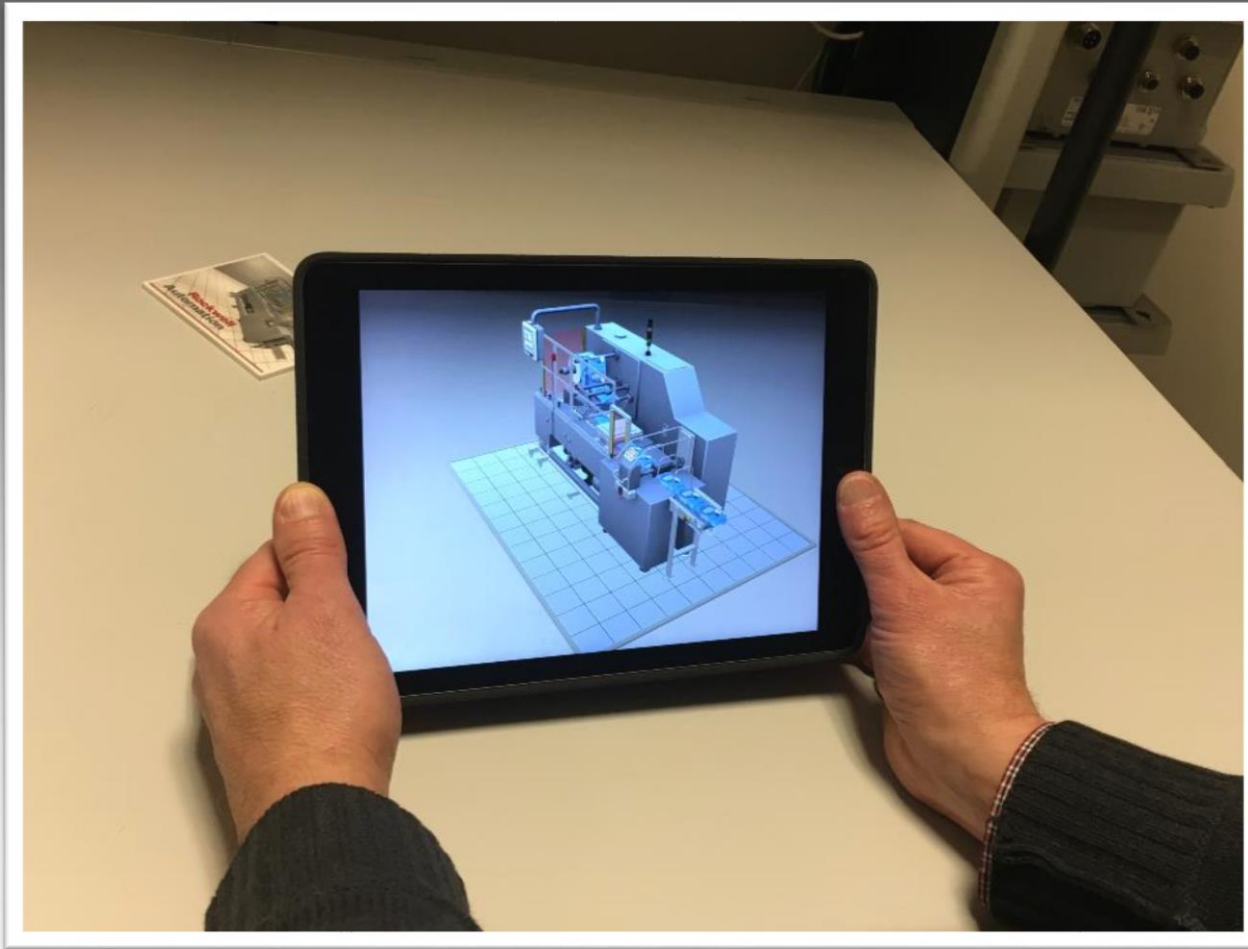
Navigation: Overview | Mixer | Depositor | Oven | Cooling | Load & Wrap | Case Packer | Pallet & Shrink | Materials | ALARMS | System | Dashboard

Silo	Material	Weight
SILO 1	FLOUR	400.0 kg
SILO 2	SUGAR	258.7 kg
SILO 3	SUGAR_BROWN	468.9 kg
SILO 4	GRT_FLOUR	287.0 kg

Tank	Material	Weight
TANK 1	SALT	126.6 kg
TANK 2	VANILLA	957.11
TANK 3	BAKING_SODA	416.0 kg

OVEN Batch ID: M1Mn-9041







Launched New Messaging Playbook

Rockwell Automation

The Connected Enterprise

Sales Engagement Process

Key phases that a Sales Account lead will execute when working with their customer Connected Enterprise.

Prepare	Executive Conversation	Understand	Discover	Engage
Research	Why Change?	Why Now?	Why Connected Enterprise?	How do we win?
Speaker	Customer Executive Sponsorship	Learning	Alignment	Proposal
Content		Increase Understanding	Solution Design	Long Term Partnership

Whiteboard Step Details

Step 5: Introduce the Rockwell Automation Approach

Step 1: Set Purpose
Step 2: Clarify Objectives
Step 3: Engage the Customer Team
Step 4: Check the Cost of Doing
Step 5: Introduce the Rockwell Automation Approach
Step 6: Share the Clear Value
Step 7: Clarify Next Steps

What to Know

- Trends
- Audiences
- Priorities & Pain Points
- Solutions

What to Do

- Sales Process Stages
- Discovery
- Conversation Plan
- Sales Tactics

What to Say

- Customer Stories
- Insights & Provocations
- Discovery Questions
- Proof Points

What to Show

- Whiteboards
- Quick Videos
- Animated Models
- Pictures





Customer Centric





Allen-Bradley | Rockwell Software

Rockwell Automation

Products Solutions & Services News Training & Events Sales & Partners Support

WORLDWIDE

Find Solutions Specific To Your Country or Region

Select Your Country >



Search



Products

Improve Productivity



Support

Resolve Technical Issues



Literature Library

Valuable Resources

RockwellAutomation.com

MENU





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THINK.
SOLVE.

TWEETS 3,766 FOLLOWING 2,126 FOLLOWERS 20.4K LIKES 3,127 LISTS 11

Rockwell Automation
@ROKAutomation
Rockwell Automation Inc. (NYSE: ROK), the world's largest company dedicated to industrial automation & information...
#Manufacturing #ConnectedEnterprise
Milwaukee, WI
rockwellautomation.com
Joined June 2009

Tweets Tweets & replies Photos & videos

Rockwell Automation Retweeted
SAP Industries @SAPIndustries · Feb 12
What are #Manufacturers doing differently in the 4th #Industrial Revolution spr.ly/6016Bb6gC #Mfg #IoT @ROKAutomation @CiscoMFG
5 7

Rockwell Automation @ROKAutomation · Feb 12

Who to follow · Refresh · View all

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Follow

Angela Rapko @AngelaRapko
Followed by Gary Mintchell ...
Follow

ryancahalane @ryancahalane
Follow





The **benefits** of The Connected Enterprise

Our Integrated Control and Information portfolio and solutions break down barriers, securely providing access to data that has traditionally been trapped in operations' historians and contextualizing it to provide the right intelligence to the right people.

Actionable information is related to key performance indicators and improved business value, including production throughput, process quality, asset health and energy efficiency, and delivers true customer value.



Faster time to market
Design productivity, faster



Lower total cost of ownership
Better life-cycle management,



**Improved asset utilization
and optimization**



Enterprise risk management
Protection of intellectual property

"The connection of people and processes via technology allows executives and their continuous-improvement teams to implement real-time dashboards and tools that boost productivity and profits."

Source: John Nesi, Vice-President, Market Development, Rockwell Automation



The benefits of
The Connected Enterprise
Watch our short video...



Rockwell Automation

Products

Solutions & Services

News

Training & Events

Sales & Partners

Support

Blog

Home > News > Publications

Share Print



Automating to Reduce Food Production Costs

By John Genovesi, Vice President, General Manager Information Software and Process, Rockwell Automation
February 1, 2016

Food and beverage producers use automation to improve business results in stages: to improve process quality, boost efficiency and achieve the benefits of The Connected Enterprise.



The Next Industrial Revolution for the Middle East

By Murray Ballantyne, Country Director - UAE, Rockwell Automation
January 25, 2016

How well placed is the Middle East to take advantage of the

FILTER BY:

Products

- Condition Monitoring 1
- Design 10
- Drives 12
- Energy Monitoring 9
- Human Machine Interface 2

See More

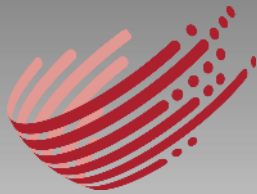
Services

- Consulting 18
- Design 8



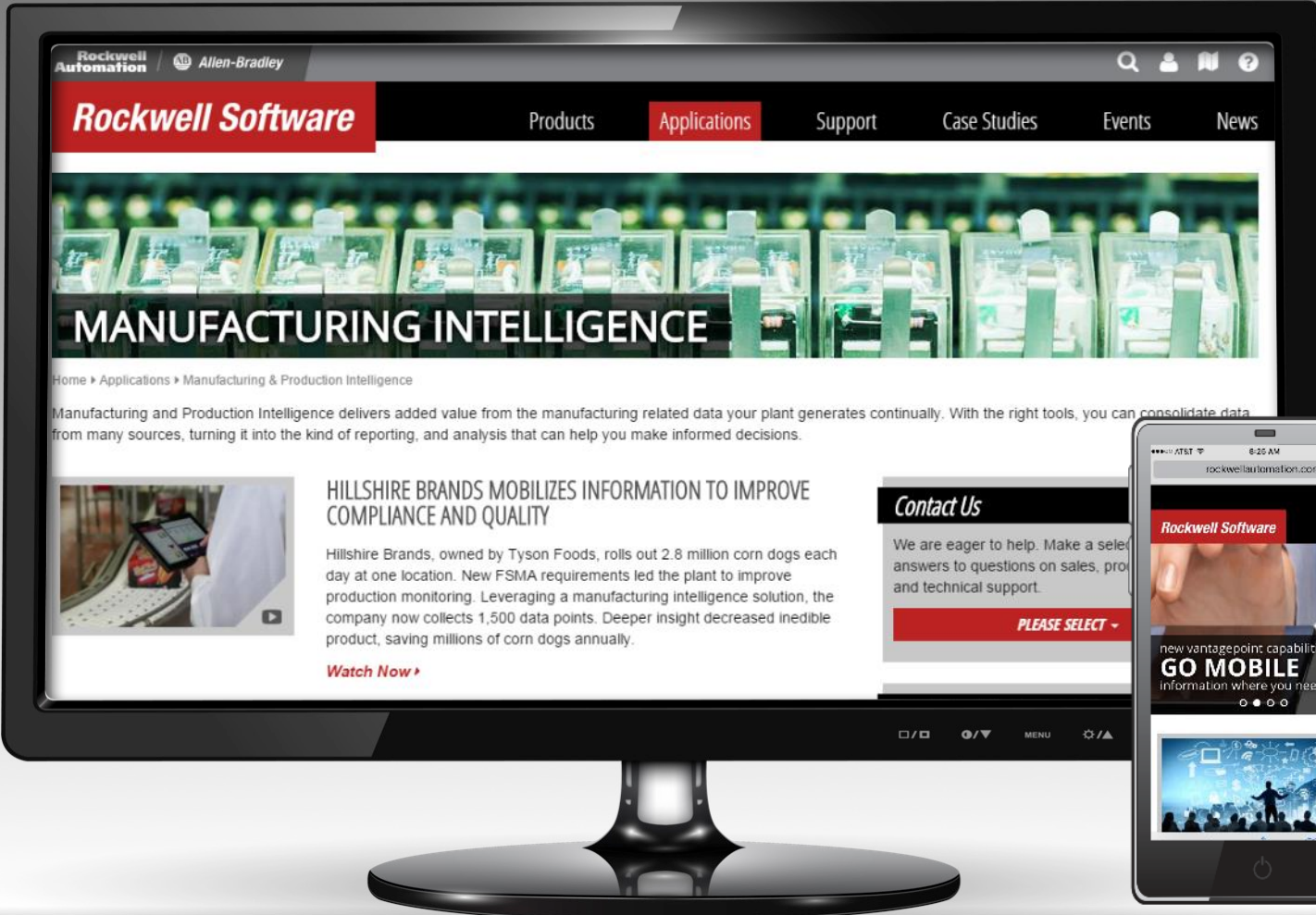
MENU





Digitally Enhanced Capabilities







12:21 PM 38%

Rockwell Automation BROWSE SEARCH

Expand | Collapse **Rockwell Automation** Encompass Partners Last updated on 2/5/1


PRODUCTS

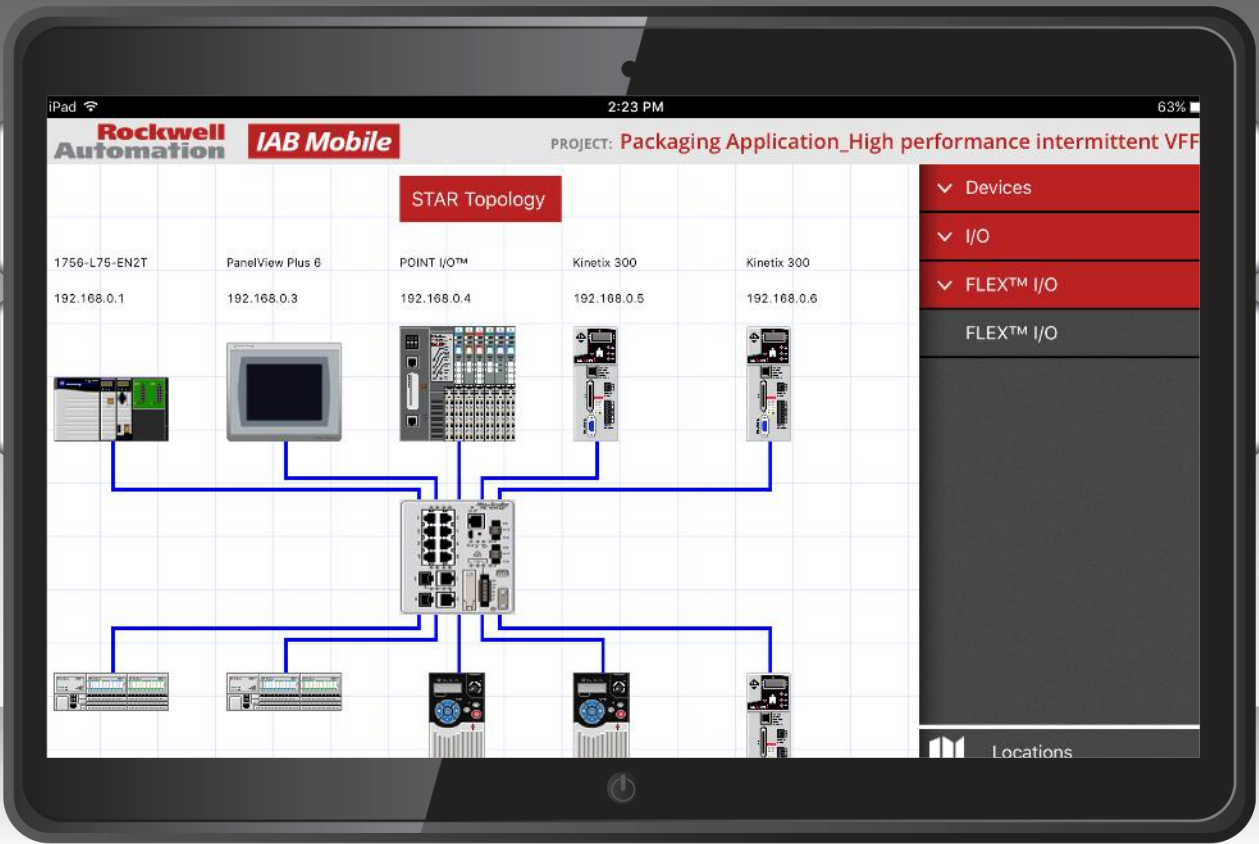
- Custom Classic Legacy Products
- Custom Power & Control Panels
- Drive Systems
- Drives, Allen-Bradley
 - Component Class AC Drives**
 - Architecture Class AC Drives
 - Legacy AC Drives Products
 - Variable Speed, DC
 - Packaged Drives
 - PowerFlex 4
 - PowerFlex 4M
 - PowerFlex 40
 - PowerFlex 40P
 - PowerFlex 400, Fan & Pump, Stand Alone
- Drives, Reliance Electric

MY PROJECTS

LOCATIONS

CONFIGURE





Intelligence-Driven





Campaigns

Sep 1, 2015 - Nov 30, 2015

Save Email Export Add to Dashboard

All Sessions
2.86%

+ Add Segment

Explorer

Sessions vs. Select a metric

Day Week Month



Primary Dimension: Campaign

of Rows Secondary dimension Sort Type: Default

advanced

Campaign	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Form Submissions (Goal 1 Completions)	Form Submissions (Goal 1 Conversion Rate)
	154,955 <small>% of Total: 2.86% (5,424,933)</small>	60.82% <small>Avg for View: 43.86% (38.67%)</small>	94,244 <small>% of Total: 3.96% (2,378,359)</small>	61.91% <small>Avg for View: 44.82% (38.13%)</small>	2.23 <small>Avg for View: 3.64 (-38.75%)</small>	00:02:10 <small>Avg for View: 00:04:18 (-49.75%)</small>	3,073 <small>% of Total: 13.14% (23,395)</small>	1.98% <small>Avg for View: 0.43% (369.85%)</small>
1. ConnectedEnterprise_APAC_China_ZH-HANS_2015	19,741 (12.74%)	103.17%	20,367 (21.61%)	74.17%	1.36	00:00:14	4 (0.13%)	0.02%
2. EventsAF_NA_UnitedStates_EN_2016_CP-0000010765-0001	18,165 (11.72%)	72.35%	13,142 (13.84%)	73.17%	1.88	00:01:22	26 (0.85%)	0.14%
3. Corporate_Global_XX_EN_2015_Journal	5,835 (3.77%)	16.49%	902 (1.02%)	44.37%	3.67	00:04:36	68 (2.21%)	1.17%
4. ITRAK_PL_XX_PL_2015	4,733 (3.05%)	93.77%	4,438 (4.71%)	94.76%	1.11	00:00:12	0 (0.00%)	0.00%
5. ServicesSolutions_Global_XX_EN_2015	4,075 (2.63%)	67.61%	2,755 (2.92%)	83.53%	1.38	00:00:58	86 (2.80%)	2.11%
6. Safety_NA_XX_EN_2015	3,979 (2.67%)	38.95%	1,550 (1.64%)	45.72%	3.12	00:03:41	619 (20.14%)	15.56%

MENU





Marketable Attributes Rating

- EXCELLENT
- GOOD
- POOR
- VERY POOR

Inbound Marketing Status

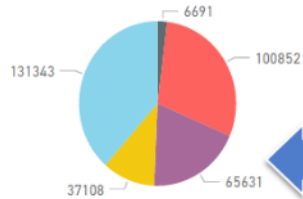
- Known: Not Recent
- Known: Recent
- No Inbound Activity
- Offline Only

Email Marketing Status

- Active: Not Recent
- Active: Recent
- Bounceback
- Not Sent
- Unresponsive
- Unsubscribe

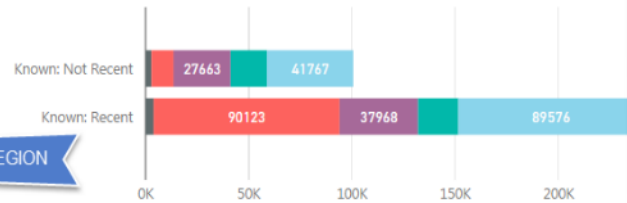
RA REGION

RA Region ● (Blank) ● AP ● EMEA ● LA ● NA



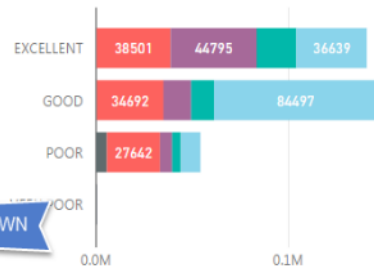
Count of Email Address by Inbound Marketing Status and RA Region

RA Region ● (Blank) ● AP ● EMEA ● LA ● NA



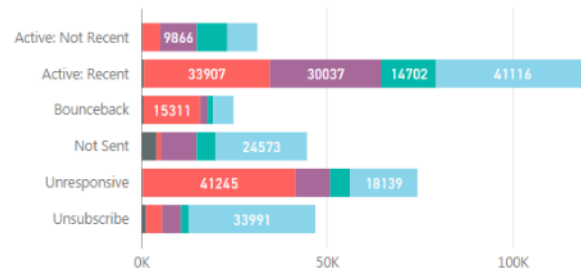
MARKETABLE ATTRIBUTES RATING

RA Region ● (Blank) ● AP ● EMEA ● LA ● NA



Count of Email Address by Email Marketing Status and RA Region

RA Region ● (Blank) ● AP ● EMEA ● LA ● NA



341,428
Count of Email Address





Electrician
Kraft Foods



cwithers@kraftfoods.com

2178411750

N/A

Emails Sent

4

Emails Opened

4

100%

Emails Clicked

1

25%

Web Pages Viewed

102

Forms Submitted

32

External Activity

0

"Web Pages Viewed"

http://literatur...-ppUUI_-en-e.pdf

http://literatur...-br001_-en-p.pdf

<http://ab.rockwellaut...ose-Proximity-Sensors>



Web Pages Viewed
<http://ab.rockwellaut...ose-Proximity-Sensors>
Query String : ?
[Preview](#)

<http://www.rockw...lr/overview.page>

<http://www.rockw...blog/detail.page>

<http://www.ab.co...t-Selection.html>



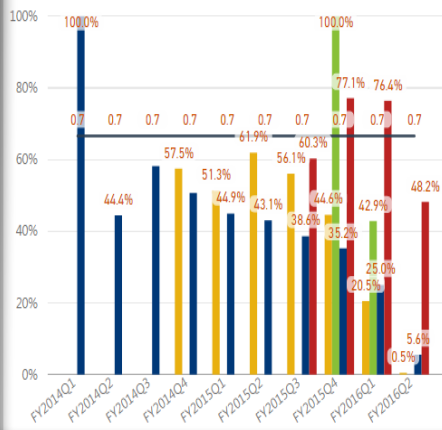


RA Region	MQL	SAL	MQL to SAL	SQL	SAL to SQL	SQL \$	Won	SQL to WON	Won \$
AP	26,591	9,706	36.50 %	1,300	13.39 %	\$134,265,564	320	24.62 %	\$13,726,340
NA	2,954	1,837	62.19 %	500	27.22 %	\$5,333,367	135	27.00 %	\$1,732,536
LA	5,293	1,955	36.94 %	279	14.27 %	\$14,708,307	60	21.51 %	\$3,438,800
EMEA	126	38	30.16 %	0	0.00 %	\$0	0	NaN	\$0
Total	34,964	13,536	38.71 %	2,079	15.36 %	\$154,307,238	515	24.77 %	\$18,897,676

Lead Conversion Metrics Report

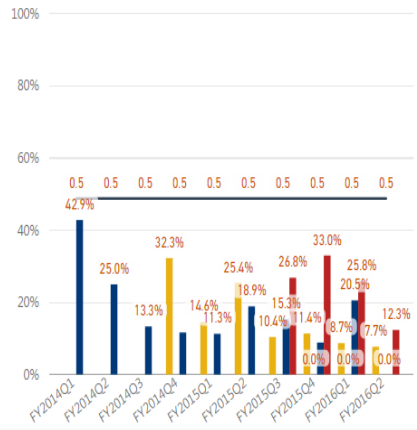
MQL to SAL and Target SAL by Fiscal Quarter and RA Region

RA Region ● AP ● EMEA ● LA ● NA ● Target SAL



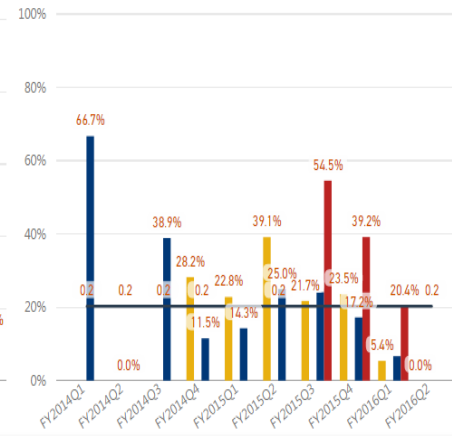
SAL to SQL and Target SQL by Fiscal Quarter and RA Region

RA Region ● AP ● EMEA ● LA ● NA ● Target SQL



SQL to WON and Target WON by Fiscal Quarter and RA Region

RA Region ● AP ● EMEA ● LA ● NA ● Target WON



SAVE AS NEW REFRESH ALL

Rockwell Account Manager

My Leads Awaiting Sales Acceptance

Search for records

Topic	Contact	Account	Business Phon...	Email (Contact)
Test 5				tvacca@micro-co.c
Test SQL back to SAL			9122361331	DCOLLARD@COLC
[JULY 17 DEMO] Lead: FY15 Conne...			3377813322	chris_wilson@lacor
[JULY 23 DEMO] Lead: FY15 Conne...			3377813322	chris_wilson@lacor
[JULY 24 DEMO] Lead: FY15 Autom...			2156726500	gdinoia@staneco.c
[JULY 24 DEMO] Lead: FY15 Autom...				donald.chambers@
[JULY 24 DEMO] Lead: FY15 Corine...			337-351-3095	kevin@lacontrol.cc
[JULY 24 DEMO] Lead: FY15 Conne...			3377813322	chris_wilson@lacor

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Page 1

My Leads Awaiting Sales Qualification

Search for records

Topic	Contact	Account	Business Phon...	Email (Contact)
Andy test lead for chicago				allison.vaccaro@be
Test 5				tvacca@micro-co.c
[JUNE 17 DEMO] Lead: FY15 Conn...			337-351-3095	kevin@lacontrol.cc
[JUNE 17 DEMO] Lead: FY15 Conn...			3377813322	chris_wilson@lacor
[JUNE 17 DEMO] Lead: FY15 Conn...			9122361331	JBAZEMORE@COL
[JUNE 18 DEMO] Lead: FY15 Auto...				julie.bergess@wrig
[JUNE 19 DEMO] Lead: FY15 Conn...			9122361331	JBAZEMORE@COL
[JULY 15 DEMO] Lead: FY15 Autom...			2156726500	gdinoia@staneco.c

1 - 8 of 11

Page 1

Campaign Summary by Campaign

Campaign Name	Leads	TAL	TQL	SAL	SQL	Rjct/DQ	Convert	Opp \$s
RAOTM Test Campaign	3	0	0	0	1	1	1	1,050,000
Route by Rules Test Campaign	54	19	0	20	4	2	9	1,278,370
Route to Tals Test Campaign	10	5	2	2	0	1	0	0

My Open Suspects

Search for records

Created On Parent Contac... Company Nam... Email (Parent C... Parent Accou...

No Suspect records found.





Sales & Channel
Enablement



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Digitally Enhanced
Capabilities



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