

**"TODAY'S LEADING PRODUCERS  
ARE BENEFITING FROM THE HOTTEST  
LONG-TERM INVESTMENT STRATEGY TO  
EVER HIT THE MARKET."**

*Jodie K. Flore*

PRESIDENT — ALLEN-BRADLEY  
A ROCKWELL AUTOMATION BUSINESS





---

## Are You Getting the Best Possible Return From Your Automation Investment Portfolio?

---



Today's broad technology market offers a profusion of automation investment opportunities. And with so many attractive options at your disposal, it would be easy to assemble an automation portfolio that ignores the business objectives you're trying to achieve. Objectives like increased productivity, flexibility, cost reduction and time to market.

We've found that enlightened producers realize the key to making sound automation investments — investments that actually address their business objectives — lies in having a solid investment strategy. A *life cycle* strategy — a strategy designed to help them make appropriate acquisitions based on a long-term view of their needs.

Producers are finding that by looking at their automation investment over the life of the plant or process, they not only realize yields at the initial planning stage, but all the way through the installation, operation, maintenance and improvement stages of the system's life.

Essentially, their strategic approach to investing in automation is represented by what we call the Automation Investment Life Cycle™. A process that reflects what we've learned from our most successful automation investors. And a philosophy that has enabled leading Allen-Bradley and Sprecher+Schuh customers to capture benefits over the entire life cycle of their system.

You'll find the life cycle investment strategy is defined in six discrete stages. With particular emphasis on upfront planning, communication and continuous improvement. It's designed to help automation investors survey trends, anticipate future needs and realize maximum return — all while staying on the course they've set for their business. It's a strategy that, if followed correctly, can help spiral you onward and upward — ahead of your competitors. In the pages that follow, we delve into the various stages of the life cycle and examine ways in which your automation investment can be multiplied into huge dividends by following this simple, time-tested approach.

So, please, take a time-out, sit back, and see how we can help you create a long-term strategy that will strengthen and refine your automation investment — throughout its intended life.

PRESIDENT

**Rockwell** Automation

**Allen-Bradley • Sprecher+Schuh**

---

# Introducing a Bold, Hard-Hitting Strategy for Getting the Most From Your Automation Investment.



As an individual investor, you have many options to choose from: stocks, bonds, real estate — and more. There's an abundance of opportunities available. But successful investors understand that to build their personal portfolios, they need a plan — a strategy designed to serve their own long-term needs.

It's the same with automation investors. There's a plethora of technology available. But again, successful investors are those who assemble their automation portfolios — their systems — based on a sound, time-tested strategy. A strategy that meets their long-term business objectives. A strategy referred to as the life cycle approach.

It's this bold, market-driven strategy that helps enlightened producers look beyond the initial purchase stage of their investment. To see the "big picture" and focus on long-term yields rather than short-term gains. A perspective that differentiates them from their competitors.

## Introducing the Automation Investment Life Cycle

And now, based on what our most successful customers have told us, we've embraced this life cycle approach and developed what we call the Automation Investment Life Cycle™ model.

Not only do we view the life cycle as a framework for making high performance, long-term investments,

we also see it as a helix — a living, breathing strategy designed to spiral you onward and upward — ahead of the competition.

A strategy that's defined in six discrete stages — including Justify, Apply, Install, Operate, Maintain and Improve. Stages that we'll briefly explore, one step at a time. Beginning with Justify.

### JUSTIFY

Do you have a vision? If not, you need one.

Successful automation investors not only have a vision, but have a deep understanding of their past, present and future needs — they know what they must do to make their vision a reality.

This stage is your first opportunity to communicate, assess skills and assemble teams. All in an effort to create a flexible solution designed to support today's — and tomorrow's — needs. Solutions you'll take to the Apply stage.

### APPLY

Success at this stage of the life cycle

depends greatly on how well you identify your core competencies and manufacturing processes that help differentiate you from your competitors.

Once identified, savvy automation investors take these practices and create their own engineering standards. Standards that, along



Allen-Bradley and Sprecher+Schuh help you add value throughout the life cycle of your investment.

with process expertise, can be embedded into reusable software. An approach that reduces both upfront and future engineering costs. And promotes a reconfigure — rather than reprogram — attitude.

### INSTALL

This is where, if you take the time for

careful, upfront planning, you can accelerate your return on investment once you begin to operate. Our customers tell us that part of this planning process involves utilizing project management resources — like OEM coordinators and system integrators.

This is also the time to determine if additional training is needed

And if simulation can help you check out your process — before start-up.

### OPERATE

A properly justified, designed and

integrated system is easy to use and operate. And by following the front half, or Project Phase of the life cycle, you should be in a position to begin production.

Once your investment enters the Operate stage, you'll soon realize why you invested in the initial training of your operators — operators now empowered with the tools and knowledge to help troubleshoot bottlenecks, measure results and interact with the system.

But the return on your investment doesn't end once you're up and

running. In fact, the Operation Phase, or back half of the life cycle is where you can actually capture significant benefits.

### MAINTAIN

We've found that producers who realize

the greatest benefits during the Maintain stage of their automation investment, are those who understand that maintenance means much more than repairing faulty or worn equipment.

That the benefits to be gained rest in the ability to implement preventive and predictive maintenance programs. And that the value-add of teaming with qualified vendors, including distributors and OEMs, is what helps you establish an on-site supplier team. A team that will work to decrease downtime and promote a system-wide approach to troubleshooting potential bottlenecks.

### IMPROVE

Now we come to the stage where one life cycle ends and the next begins: Improve.

It's a stage where leading producers measure performance and take a system-wide approach to enhancing their process. Where they determine if current equipment can be upgraded, or if new equipment is necessary. It's a stage where benchmarking "best practices" is critical to continued success.

As is collaboration with vendors, operators and other key people.

According to successful automation investors, continuous improvement is essential to realizing the potential of your automation investment. And critical to rising above your competitors.

## Where You Go From Here

When choosing personal investments, you know it's unwise to assemble a portfolio without first defining your objectives — and creating a plan. Likewise, it's just as imprudent to assemble an automation portfolio without first developing a strategy — a life cycle strategy designed to meet your long-term business needs.

Many of our key customers have realized significant dividends by implementing the life cycle approach we've described in these pages. And while past performance is no guarantee of future results, we do believe it's a strong indicator of future successes — successes that are limited only by your decisions and ability to commit to this performance-proven strategy.

To learn more about how we can add value to each stage of your automation investment's life cycle, fax the attached request form to obtain a copy of our position paper — *Maximize System Performance with The Automation Investment Life Cycle*.

# In Automation, Success Belongs to Those Who Map Out Their Course in Advance.



Making an automation investment is like taking a journey. You can hit the road running and experience an onslaught of one-ways, dead ends and detours. Or, you can do a bit of upfront planning and select a smooth, proven course — devoid of common pitfalls.

We've found that leading producers are following such a course. A benefit-rich path based on a sound, time-tested strategy known as the life cycle.

It's this bold, market-driven strategy that

pushes producers to take a comprehensive look at their automation investments. A strategy that curbs the urge to sacrifice long-term yields for short-term gains. A strategy that Allen-Bradley calls the Automation Investment Life Cycle.™

We define the Life Cycle in six discrete stages. Stages that, if followed correctly, can spiral you onward and upward, ahead of your competitors.



If you're planning to head down the automation investment motorway any time soon, you may want to take a glance at our position paper — *Maximize System Performance with The Automation Investment Life Cycle*. Fax to **+44 1734 328 148** to get your free

English version     German version

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Zip or Postal Code \_\_\_\_\_