

PARTNERSHIP AT ALL LEVELS



End users and OEMs win when systems integrators become partners under the Rockwell Automation Solution Provider Program.

By Renée Robbins, Executive Editor, A-B Journal

»» When just about every factory in North America has a piece of Rockwell Automation hardware or software, finding an experienced systems integrator is not hard. What is hard is evaluating one.

The Rockwell Automation Systems Integrator Program supports hundreds of experienced integrators and provides them with the tools to help expedite integration projects. With the new Solution Provider Program, however, Rockwell Automation is identifying and partnering with a group of sophisticated and high-quality systems integrators at a whole new level. And that means end users and OEMs can quickly find exactly the help they need.

“Rockwell Automation is setting the bar. They’re serious about serving their customers at all levels, and so are we,” says Mark Massa, general manager of BCS, a 16-year-old systems integration company based in Buffalo, N.Y. BCS is one of 31 newly qualified Rockwell Automation Solution Providers. (See the box on page 44 for a list.)

A Solution Provider designation can act like a USDA “Choice” inspection stamp or a Good Housekeeping

Seal of Approval. Systems integrators already can partner with Rockwell Automation as part of the Rockwell Software Developer Toolkit or Rockwell Automation Systems Integrator (RASI) Programs. Both provide access to the systems engineering tools needed to implement Rockwell Automation technologies.



Solution Provider companies have the experience necessary to design and commission a system fast because they know not only how the controls work, but also the processes behind them.

New in 2003 is the Solution Provider tier and its level of exclusivity and business partnership. Solution Providers must meet Rockwell Automation’s standards for operational excellence, application expertise and customer focus. They also must possess industry and application expertise that complements Rockwell’s capabilities in a specific market and geography.

The designation of Solution Provider will be earned by fewer than 100 companies in North America, says Chris Vaidean, Manager of Systems Integration Programs for Rockwell Automation.

Stringent Requirements

To earn the designation of Solution Provider, a candidate “must deliver world-class manufacturing solutions and complete a joint business development plan,” says Vaidean. Once in the program, Solution Providers are evaluated annually and must meet additional criteria to remain. Specifically, a systems integration company must:

»» Own the right tools to successfully implement integrated solutions.



- » Obtain sponsorship from the local Rockwell Automation sales office.
- » Meet program requirements that are focused on operational excellence, such as project management systems, quality control systems and fiscal responsibility.
- » Show competency, validation and product knowledge.
- » Establish a Solution Provider Success Plan jointly with Rockwell Automation.

“The selection process creates a reservoir of people who apply technology well, are recognized as being good at it and who are good at managing the risk involved,” says Ray Bachelor, president of Bachelor Controls, Sabetha, Kan. Bachelor Controls has a long history of experience with Rockwell Automation products, and Bachelor was on the original Systems Integrators advisory council.

Benefits to Customers

The Solution Provider program has changed over the years, becoming more refined and mutually beneficial – for integrators, end users and Rockwell Automation. Bachelor calls the new program “an engine for synergy.” Massa from BCS says, “Attitudes have changed. The local Rockwell executive management is more committed to us growing and servicing customers together. It’s more of a partnership.”

Successful Partnership Meets OEM’s Deadline

ProSystems, LLC, an OEM that builds plastic extruding machinery based in Churubusco, Ind., had a problem. The company needed help designing and implementing a control system for one of its machines. The bigger problem: It needed it done in just one week.

When ProSystems came to Rockwell Automation for advice, manager of Systems Integrator Programs Chris Vaidean suggested a partner: JVH Engineering Inc., a Rockwell Automation Solutions Provider based in Grandville, Mich. JVH’s core competencies include developing control systems and hydraulic upgrades for any type of plastics machinery.

Rodney Rotman, vice president at JVH, knew his company had the experience necessary to design and commission the system. “The key to successful implementation of technology today is to not only know how the controls work, but also the process you are trying to control,” Rotman says.

JVH Engineering has been working in the plastics industry for about 16 years and has implemented numerous projects using Allen-Bradley PLC-5s and 1771-TCM modules. Consequently, “we had PLC-5 ladder logic application code and RSView32 screens that could be quickly revised to meet the requirements of the ProSystems project,” says Rotman. “If someone without the experience with 1771-TCM modules had to start from scratch with the programming, it could have taken three to four weeks to develop this code and RSView32 screens.”

When none of the JVH engineers were available to go to the Connecticut implementation site on the projected startup date, JVH found a partner in Rockwell Automation’s Global Manufacturing Solutions group.

GMS capability team leader Mike Deyorio, who works in the Rockwell Automation Boston office, recognized an opportunity to leverage JVH’s expertise and help an OEM succeed. He acted as a liaison between ProSystems and JVH, and representatives from the three companies worked as a team over the phone to install and implement the system in a week’s time. “It all went very smoothly, says Deyorio.

Rotman sums it up: “Because JVH Engineering had the base code and screens along with the experience, we were able to deliver the code in five days from receipt of the purchase order. Due to the teaming with Global Manufacturing Solutions, the total cost of startup was reduced, and we were able to deliver a system on time and on budget to the end customer.”

Integration All-Stars: Rockwell Automation Solution Providers

These 31 systems integration companies have passed a rigorous screening process to allow them into Rockwell Automation's Solution Provider Program.

To find out more about their industry and application areas of expertise, visit www.rockwellautomation.com/integrators/. (Note: More integrators are being added at all times; this list accurate as of August 25, 2003.)

ABCO Automation, Inc. www.goabco.com	Brown Summit, NC
Applied Control Technology www.appcontech.com	Texarkana, AR
Bachelor Controls Inc. www.bachelorcontrols.com	Sabetha, KS
BCS www.bcsco.com	Buffalo, NY
Commerce Controls, Inc. www.commercecontrols.com	Novi, MI
Concept Systems Inc. www.conceptsystemsinc.com	Albany, OR
Control Masters, Inc. www.controlmasters.com	Downers Grove, IL
Creative Control Systems/L H Controls, Inc. www.creativecontrolsystems.com	Fort Wayne, IN
Elm Electrical Inc. www.elmelec.com	Westfield, MA
ESE Inc. www.ese1.com	Marshfield, WI
Hinz Automation-Calgary www.hinz.com	Calgary, Alberta, Canada
HK Systems Inc.-New Berlin www.hksystems.com	New Berlin, WI
Javlyn Inc. www.javlyn.com	Rochester, NY
JVH Engineering Inc. www.jvh.com	Grandville, MI
Logical Systems Inc. www.logicalsystinc.com	Bartlett, TN
Matrix Technologies www.matrixti.com	Maumee, OH
Precision Control Systems of Indianapolis, Inc. www.pcsoi.com	Indianapolis, IN
Premier System Integrators, Inc. www.premier-system.com	Smyrna, TN
Reimelt Corporation www.reimelt.com	Odessa, FL
Revere Control Systems, Inc. www.reverecontrol.com	Birmingham, AL
Ritchie Automation www.ritchieautomation.com	Indianapolis, IN
River Consulting Inc. www.kindermorgan.com/business/river_consulting	Columbus, OH
RoviSys Company www.rovisys.com	Aurora, OH
Stone Technologies www.stonetek.com	Chesterfield, MO
Systems Interface Inc. www.systems-interface.com	Bothell, WA
Taurus Power and Controls www.tauruspower.com	Tualatin, OR
Technical Systems Inc. www.tsicontrols.biz	Lynnwood, WA
Tegron www.tegron.com	Longview, TX
The Oilgear Company www.oilgear.com	Milwaukee, WI
TriCore AEA www.tricore.com	Racine, WI
W-Industries, Inc. www.w-industries.com	Houston, TX

From Rockwell Automation, Solution Providers get sales leads, account planning services and joint selling opportunities in which Rockwell Automation technology experts come in to help create a solution. In return, Rockwell gets talented and experienced systems integrators who can supplement Rockwell's own Global Manufacturing Solutions (GMS) team.

Customers also enjoy seamless support and local access when Solution Providers, Rockwell Automation offices and Allen-Bradley distributors all work together. Terry Love, sales and marketing manager for ABCO Automation, Inc, a Solution Provider out of Greensboro, N.C., says, "We come in with a united front and deliver one-stop shopping: the power of Rockwell Automation, the talent of the integrator and the support of local sources through A-B distributors."

When they choose a Solution Provider, "Users are getting a very competent company that knows the products. We're an extension of their engineering staff that they can afford," says Herb Johansen, marketing manager for Concept Systems, a Solution Provider based in Albany, Ore.

Solution Providers not only have access to the best training – both technical and managerial – on the full range of Rockwell Automation hardware and software products. They are also required to make use of it in order to stay in the program.

Rigorous screening, ongoing training, regular business planning – all these are investments by Rockwell Automation as part of its commitment to providing world-class service. That means users can look for the Solution Provider logo and know that they're getting the best. **ABJ**