



Rockwell Automation
Philadelphia Regional Sales Office
2650 Eisenhower Avenue Suite 108B
Norristown PA 19403
Tel: 610.650.7300
Fax: 610.650.7301

Information Management Seminar Presented by Rockwell Software February 9th & 10th 2010

Purpose:

The purpose of this one day event is to provide an overview and update on Rockwell Software's offerings for Information Management Solutions which include products focused on Enterprise Manufacturing Intelligence (EMI), Data Acquisition, and Performance Reporting.

The morning portion of the agenda is focused on Enterprise Manufacturing Intelligence (EMI) or Business Intelligence (BI) for industrial customers using real application examples. FactoryTalk VantagePoint, Rockwell Software's EMI offering, accesses information from disparate data sources, organizes it in a way that is meaningful to all levels in a company and provides tools for analysis, reporting and visualization of that data via the web to help people make good business decisions.

The afternoon portion of the agenda is focused on data acquisition and storage offerings. We will discuss control system connectivity and application scenarios which would favor specific technology such as FactoryTalk Historian.

Registration:

In order to attend, you will need to RSVP with Marisa Pellechio:

Tel: 610.650.7307

Email: mpellechio@ra.rockwell.com

When registering via email please ensure that you provide a preferred phone number and indicate if you will be participating in hands-on-labs. Multiple attendees from the same organization will be asked to share lab stations.

Note: Rockwell Automation can accommodate 16 attendees for hands-on activities (assumes 2 attendees per station). February 10th has also been reserved for a second session to accommodate overflow.

Agenda:

Enterprise Manufacturing Intelligence - 08:30AM – 11:30AM

1. Introduction
2. Enterprise Manufacturing Intelligence (EMI)
3. Demonstration & Conceptual Architecture(s)
4. Question & Answer
5. Hands-on-Lab (RSTechEd 2009 Lab Materials)

Lunch - 11:30AM – 12:30PM

Data Acquisition - 12:30PM – 04:00PM

1. Historical Data Acquisition
2. Transactional Data Collection
3. Question & Answer
4. Hands-on-Lab (RSTechEd 2009 Lab Materials)

***Note: Please see available lab descriptions on the next page**

Date/Time & Location:

The seminar will be repeated on two dates

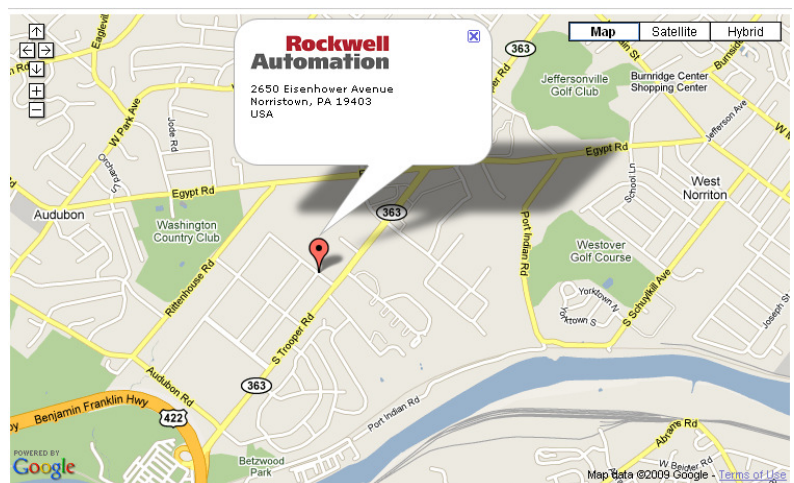
February 9th 8:30 am – 4:30 pm

February 10th 8:30 am – 4:30 pm (Overflow Date)

Lunch Provided

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Lab Descriptions:

FactoryTalk VantagePoint Introduction Lab

FactoryTalk VantagePoint Introduction is introductory lab provides a high-level overview of FactoryTalk VantagePoint, including connecting to FactoryTalk Live Data, FactoryTalk Historian, and 3rd-party connections. View preconfigured reports and learn how to use the tools to configure dashboards, additional reports and trends.

FactoryTalk VantagePoint EMI Lab

This advanced lab provides a deep dive into FactoryTalk VantagePoint EMI including connecting to FactoryTalk Live Data, FactoryTalk Historian, and 3rd-party connections. View preconfigured reports and learn how to use the tools to configure dashboards, reports and trends. Gain advanced skills on the tools and database connectors that are part of the enterprise offering.

FactoryTalk Historian Site Edition Basic Lab

FactoryTalk Historian Site Edition provides an engine of unmatched performance and scalability, tightly integrated with FactoryTalk Services to provide data accuracy and availability across the Rockwell Automation Integrated Architecture. This introductory lab uses FactoryTalk Historian Site Edition and covers basic elements of system configuration, data collection, and reporting tools.

FactoryTalk Historian Site Edition Advanced Lab

Once you have learned the basics in the FactoryTalk Historian SE lab, attend this session to learn more with this “pick and choose” lab of advanced FactoryTalk Historian topics including use of FactoryTalk VantagePoint to visualize FactoryTalk Historian data. Attendees should have a solid understanding of the basics of FactoryTalk Historian Site Edition.

FactoryTalk Transaction Manager Lab

Use FactoryTalk Transaction Manager to keep your work-in-progress and finished goods inventory accurate, or to minimize production errors and enforce business rules with stored procedures. This lab will provide an overview of this flexible architecture that scales to meet your application needs. Choose from multiple labs depending on your experience level with FactoryTalk Transaction Manager. This lab includes example transactions to demonstrate the flexibility of the solutions that can be implemented.

FactoryTalk Metrics Introduction Lab

FactoryTalk Metrics enables manufacturers of all types and sizes to increase production, reduce costs, and increase quality using existing equipment and labor effectively. This is accomplished through accurate reporting of real plant-floor activity. This Introductory Lab covers FactoryTalk Metrics system set-up, configuration of workcell performance parameters and custom events, and reporting tools.

FactoryTalk Metrics Advanced Lab

Once you have learned the basics in the FactoryTalk Metrics Introduction Lab, learn more with this “pick and choose” lab of advanced FactoryTalk Metrics topics. Labs offered include reporting functions and configuration. This lab is intended for users with basic FactoryTalk Metrics experience.