



Rockwell Automation  
Philadelphia Regional Sales Office  
2650 Eisenhower Avenue Suite 108B  
Norristown PA 19403  
Tel: 610.650.7300  
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## Systems Integrator - Information Management Seminar Presented by Rockwell Software February 11<sup>th</sup> & 12<sup>th</sup> 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 business development and opportunity identification. We will discuss customer applications (software/services ratio 1-3X licensing), statements-of-work for smaller engagements, provide electronic copies and links to available sales tools, and provide suggestions for leveraging Rockwell Software as a vendor during the sales process.

The attendee targets for this event are Sales/Business Development Resources and lead Technical Delivery Resources (ideally – 2 representatives from each organization attending in the morning). Sales/Business Development Resources are welcome to attend the entire day. However, the afternoon is intended for lead Technical Resources interested in further exploring technology discussed in the morning session. The hands-on labs in the afternoon will be the lab materials used at RSTechEd 2009.

### 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 afternoon hands-on-labs.

Note: Rockwell Automation can accommodate 16 attendees for hands-on activities (2 per station). February 12<sup>th</sup> has also been reserved for a second session to accommodate overflow.

### Agenda:

#### Business Development Discussion - 08:30AM – 11:30AM

1. Information Management Customer Scenarios
2. Business Opportunity for Integration Services  
Ex. Quick Start Engagements for key software offerings
3. Suggestion for Leveraging Rockwell Software as a Vendor  
Ex. Joint Sales Calls, Webinars, Training
4. Software Product Technologies and Sample Architectures
5. Question & Answer

#### Lunch - 11:30AM – 12:30PM

#### Hands-on-Labs - 12:30PM – 04:00PM

Open Lab – RSTechEd 2009 Lab Materials  
Question & Answer

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

### Date/Time & Location:

The seminar will be repeated on two dates

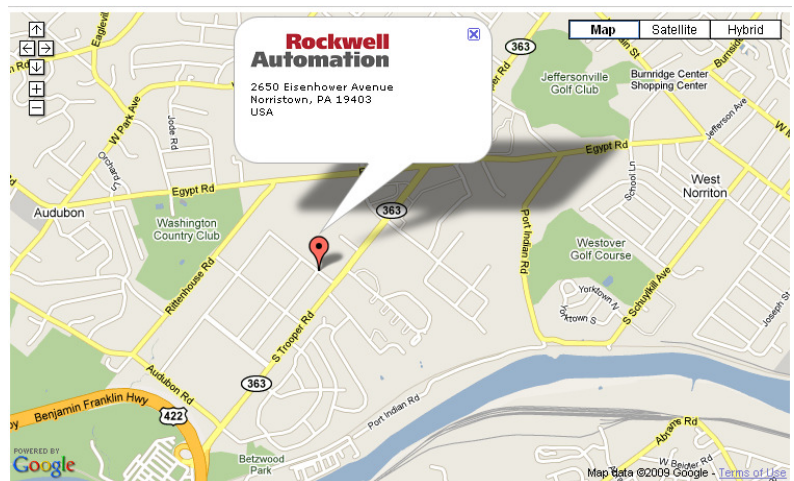
February 11<sup>th</sup> 8:30 am – 4:30 pm

February 12<sup>th</sup> 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.