

## Rockwell Automation acquires Incuity

***Incuity Software, a supplier of Enterprise Manufacturing Intelligence (EMI) software, has been acquired by Rockwell Automation. Terms of the transaction were not disclosed. Rockwell Automation said that the acquisition will help it expand its FactoryTalk software suite. Incuity's products are used to monitor production operations and enterprise systems for manufacturing.***

“This acquisition is a key milestone in the continued expansion of our FactoryTalk software suite,” said Kevin Roach, vice president, Rockwell Software. “The newest software, IncuityEMI 2.6, easily integrates many disparate information sources from production operations and other enterprise systems.

“IncuityEMI 2.6 delivers unique insights into enterprise performance and key operational metrics, and empowers personnel to drill down and analyse the root causes associated with manufacturing problems. Combining Incuity’s capabilities with the FactoryTalk integrated production management and performance suite will create tremendous value for our customers.”



Incuity Software currently has more than 45,000 seats of its products installed in more than 40 countries in 13 languages. Its management and employees will become part of Rockwell Automation's Architecture & Software operating segment.

"As the demand for Enterprise Manufacturing Intelligence grows, this acquisition supports our commitment to expand the FactoryTalk software suite and enhance our plantwide information strategy to meet customers' evolving needs," said Steve Eisenbrown, senior vice president of Rockwell Automation's Architecture & Software segment.

Doug Lawson, CEO, Incuity Software, said: "Getting enterprise manufacturing information into the hands of decision-makers now is a vital business need. This acquisition combines our business with the resources, technology, customer base and global delivery capabilities of Rockwell Automation and will be good for our customers. Rockwell Automation is the perfect partner for Incuity."

"IncuityEMI gives Rockwell Automation the vital top layer in the information chain where the roles of the ERP vendor and Industrial Automation vendor meet," Roach added.

"This allows us to simplify the typically heterogeneous world of systems generating information and is a platform to build diverse solutions. Our strategy is to let customers simplify and rationalise by providing a single source for all their process information needs. This is a big step to meeting that goal."

IncuityEMI coexists with existing control systems and business applications, and makes data in these systems visible and actionable by presenting a coherent picture of a company's manufacturing business through familiar internet browser and Microsoft Office interfaces. IncuityEMI provides the foundation for a range of manufacturing analytics including real-time executive dashboards, automated production reports, Key Performance Indicator (KPI) monitoring and alerts, downtime analysis and reports, and process verification and optimisation.

“Rockwell Automation's FactoryTalk software team is amassing some very impressive capabilities,” said Alison Smith of AMR Research. “The Pavilion Technologies acquisition bolstered the company's process industry position by elevating Rockwell Automation's software profile well above the level of process control.

“The acquisition of Incuity gives Rockwell Automation enterprise manufacturing intelligence capability that rivals – even surpasses – the likes of SAP's MII on many measures, and potentially positions Rockwell Automation to commoditize many of its traditional controls platform competitors by providing a control platform agnostic intelligence layer.”

Ends

**Notes to editors**

*Rockwell Automation, Inc. (NYSE: ROK), is a leading global provider of industrial automation power, control and information solutions that help manufacturers achieve a competitive advantage for their businesses. The company brings together leading global brands in industrial automation that include Allen-Bradley controls and services and Rockwell Software factory management software. Headquartered in Milwaukee, Wisc., the company employs about 20,000 people serving customers in more than 80 countries.*

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