



## Manufacturers Lead Digital Transformation Efforts Using PTC and Rockwell Automation Technology Suite

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*Strategic Alliance Marked by New Solution and Customer Adoption in a Variety of Countries and Industries*

ORLANDO, Fla.--(BUSINESS WIRE)--Feb. 5, 2019-- [PTC](#) (NASDAQ: PTC) and [Rockwell Automation, Inc.](#) (NYSE: ROK) today announced from the [2019 ARC Industry Forum](#) that in the last three months a dozen manufacturers across a variety of countries and industries have selected the *FactoryTalk InnovationSuite, powered by PTC*, solution as part of their digital transformation initiatives. With the joint solution offering from PTC and Rockwell Automation, these companies are able to connect disparate factory systems and gain actionable insights into their operations.

These strategic customer wins validate the [powerful strategic alliance between PTC and Rockwell Automation](#), which was announced just last year. For PTC, this represents new customers in previously untapped industry verticals, including food and beverage, mining, pharmaceuticals, and consumer packaged goods. The strategic alliance has also deepened the reach of PTC into growing geographic markets, including China, South Korea, the Middle East, and the South Rim. [Lavifood](#), a Vietnamese company that provides fresh fruits, vegetables, and agricultural products to global markets, is one example of how this technology can be deployed to enable companies to make smarter, data-driven business decisions. In addition, Rockwell Automation has implemented *FactoryTalk InnovationSuite, powered by PTC*, in several of its own plants.

"With the manufacturing industry at the forefront of IoT adoption, the strategic alliance between PTC and Rockwell Automation has enabled each company to add value and expertise to a simplified solution, breaking down technological barriers and driving digital transformation opportunities for manufacturers in geographic regions and industry verticals worldwide," said Jim Heppelmann, president and CEO, PTC. "The early successes indicate the industry's readiness and need for more complete IoT solutions, and as we look to the future, we are confident that our combined approach will have a long-lasting and positive impact on the industries we service."

Launched in November 2018, *FactoryTalk InnovationSuite, powered by PTC*, provides customers with an unprecedented ability to grab vast amounts of data from multiple data sources quickly, organize it, and add insights. It improves connectivity to operational technology (OT) devices on the plant floor, natively supporting the rapid connection of legacy and new industrial equipment. By merging this data with data from information technology (IT) applications and systems, decision makers can gain a complete picture on the health and performance of their operations from anywhere in the enterprise.

"*FactoryTalk InnovationSuite, powered by PTC*, demonstrates how PTC and Rockwell Automation are delivering on the promise of their strategic alliance. This solution is designed to help simplify digital transformation for industrial businesses," said Craig Resnick, vice president, [ARC Advisory Group](#). "It is an exciting time to be in manufacturing as IIoT helps modernize and revolutionize all levels of the manufacturing process – from the shop floor to the top floor. It will push manufacturers to raise the bar even higher throughout the remainder of this year and beyond."

*FactoryTalk InnovationSuite, powered by PTC*, will be demonstrated at the annual LiveWorx19<sup>®</sup> conference, held on June 10-13 in Boston. For more information, visit [www.liveworx.com](http://www.liveworx.com).

### Additional Resources

- [ThingWorx IoT Platform](#)
- Press release: [PTC and Rockwell Automation Announce Strategic Partnership to Drive Industrial Innovation and Accelerate Growth](#)
- Press release: [Rockwell Automation and PTC Launch Collaborative Offering to Drive Digital Transformation Across Industrial Enterprises](#)
- Harvard Business Review: ["How Smart, Connected Products are Transforming Competition,"](#) authors PTC CEO Jim Heppelmann and Harvard Professor Michael Porter

### About the PTC and Rockwell Automation Strategic Alliance

The strategic alliance leverages both companies' resources, technologies, industry expertise, and market presence, and includes technical collaboration across the organizations as well as joint global go-to-market initiatives. In particular, PTC and Rockwell Automation have aligned their respective smart factory technologies and have combined PTC's award-winning ThingWorx<sup>®</sup> IoT, Kepware<sup>®</sup> industrial connectivity, and Vuforia<sup>®</sup> augmented reality (AR) platforms with Rockwell Automation's best-in-class FactoryTalk<sup>®</sup> MES, FactoryTalk Analytics, and Industrial Automation platforms. The result is an unmatched integrated information solution that enables customers to increase productivity, improve plant efficiency, reduced operational risk, and enhance system interoperability.

As part of the strategic alliance, Rockwell Automation made a \$1 billion equity investment in PTC, and Rockwell Automation's Chairman and CEO, Blake Moret, joined PTC's board of directors.

### About Rockwell Automation

[Rockwell Automation Inc.](#) (NYSE: ROK), the world's largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wis., Rockwell Automation employs approximately 23,000 people serving customers in more than 80 countries.

**About PTC (NASDAQ: PTC)**

PTC unleashes industrial innovation with award-winning, market-proven solutions that enable companies to differentiate their products and services, improve operational excellence, and increase workforce productivity. With PTC, and its partner ecosystem, manufacturers can capitalize on the promise of today's new technology to drive digital transformation.

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