

Rockwell Automation AP
Sales Management Trainee Programs Introduction
罗克韦尔自动化亚太销售管理培训生项目介绍
区域: Hangzhou





**Rockwell
Automation**



Rockwell Automation China Overview 罗克韦尔自动化中国简介

expanding human possibility™ 引领未来无限可能 | 12.2019

罗克韦尔自动化概况

智能制造引领者

OUR STRATEGY IS TO BRING THE CONNECTED ENTERPRISE TO LIFE

促进自动控制技术与信息技术的融合,助力工业企业及其员工提高生产力。

We integrate control and information across the enterprise to help industrial companies and their people be more productive.

67 亿美元
2018财年销售额

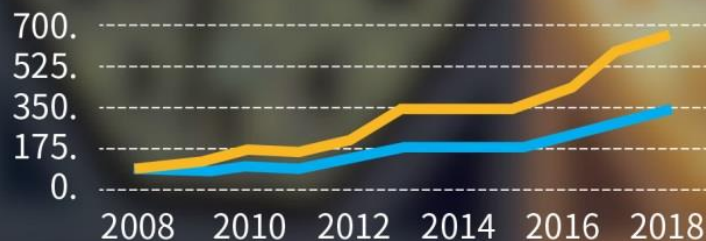
\$6.7B FISCAL 2018 SALES

23,000 名员工
EMPLOYEES

80+ 个国家/地区
COUNTRIES

股东总回报历史

TOTAL SHAREOWNER
RETURN HISTORY



罗克韦尔自动化
Rockwell Automation

标普500指数
S&P 500 Index

高于市场平均水平的增长率 | 生产率 | 知识资本
ABOVE-MARKET GROWTH | PRODUCTIVITY | INTELLECTUAL CAPITAL



价值创造
VALUE CREATION

Our Focus in Automation Is . . . 我们在自动化领域的致力方向 . . .

ARCHITECTURE&SOFTWARE
自动化产品与软件

CONTROL PRODUCTS&SOLUTIONS
控制产品与解决方案

CONTROL SYSTEMS
控制系统

VISUALIZATION&SOFTWARE
可视化与软件

INTELLIGENT MOTOR CONTROL
智能电机控制

CONTROL COMPONENTS
控制元件

INDUSTRIAL NETWORKS
工业网络

SAFETY
安全

VALUE-ADD SERVICES
增值服务

ENGINEERED SYSTEMS&SOLUTIONS
工程系统与解决方案

WHERE TECHNOLOGY DIFFERENTIATION AND DOMAIN EXPERTISE MATTER!
技术差异化和领域专长是成功关键!

Industry Solutions

行业解决方案



Food & Beverage 食品与饮料

Food safety and serialization 食品安全与溯源
Product quality and line performance 提优增效
Smart manufacturing and consultant 智能制造与咨询
Flexible production 柔性化生产



Automotive 汽车

Body & Painting Line Control 车身与涂装生产线控制
Error Proofing & Kitting 防错与配套服务
Presses & Press Line Control 冲压机与冲压生产线控制
Scheduling & ERP Integration 排程与 ERP 集成



Oil & Gas 石油和天然气

Integrated Control & Safety Systems
集成控制与安全系统
Connected Production 互联生产
Rotating Equipment Control 旋转设备控制
Engineer, Procure & Construct 工程、采购及施工



Household & Personal Care 家庭与个人护理

Batch control and management 批次管控
Cost optimization and line performance 降本增效
Energy efficient and environmental protection 节能环保
Smart manufacturing and consultant 智能制造与咨询



Tire & Rubber 轮胎和橡胶

Safety Wind-up & Let-off (WULO)
安全缠线与放线 (WULO)
Calendars 日历
Mixing/TSR Systems & Curing 混合/TSR 系统及固化
Extruders 挤出机



Chemicals 化工

Batch Processing 批量加工
Mixing & Blending 混合与搅拌
Material Tracking 物料跟踪
Tank Farm Control 罐区控制



Life Sciences 生命科学

Full MES & Compliance 全功能MES及合规性
Formulation & Filling 配液与灌装
Track & Trace 追踪与追溯
Modular Build 模块化建设



Metro 地铁

Equipment Monitoring & Control System
环境与设备监控系统
Intelligent Motor Control System 智能马达控制系统
Vibration Monitoring System 振动监测系统



Mining & Cement 采矿与水泥

Connected Mine 互联矿业
Ventilation on Demand 按需通风
Ore Beneficiation/Processing 选矿/加工
Loadout Systems 装车系统
Crushers & Conveyors 破碎机与传送带



Semiconductor 半导体行业

FMCS 厂务控制管理系统
Power Quality Solution 电能质量解决方案
Clean Room Control System 洁净厂房控制
GDS And Leak Detection 气体侦测及漏液侦测



Water/Wastewater 水/污水处理

Process Control 过程控制
Power Control 动力控制
SCADA - Data Collection SCADA - 数据采集
Remote Terminal Units 远程终端单元



Metals 冶金

Melt Shop & Continuous Casting 冶炼和连铸
Strip Processing & Finishing 带材处理和精整
Rod & Bar Mills 管棒线材轧制
Material Tracking 物料跟踪

Rockwell Automation and PTC

罗克韦尔自动化与 PTC

Industry and Technology Alignment

行业与技术融合

	Rockwell Automation				ptc				
Complementary Expertise 专长互补	 Automation Technology 自动化技术	 Domain Expertise and Brand Recognition 领域专业知识和品牌认知		 IIoT 工业物联网	 Product Design 产品设计	 Product Lifecycle Management 产品生命周期管理			
Complementary Segments 领域互补	CPG 包装消费品 Mining 采矿	Life Sciences 生命科学 Oil&Gas, Chemical 石油与天然气以及化工	Metals 冶金	Automotive 汽车 Machine Builder 机器制造商	Medical Devices 医疗设备 Aerospace & Defense 航空航天与国防	Retail 零售 Heavy Machinery 重型机械	Electronics 电子		
Complementary Products 产品互补	Control&Information Platform 控制和信息平台	Industrial Control, Sensors&Networking 工业控制、传感器与网络	Industry-specific MES 工业专用 MES	Analytics 分析	Augmented Reality 增强现实	IoT IoT	Connectivity 连接	CAD CAD	PLM PLM



Information Solutions/Connected Services 信息解决方案/互联服务



Information Solutions 信息解决方案

MES Software
MES软件

Device Connectivity
设备连接

ThingWorx IoT Platform
ThingWorx物联网平台

Data Analytics
数据分析

Augmented Reality
增强现实

Enterprise Connectivity
企业连接

ARCHITECTURE&SOFTWARE
自动化产品与软件

CONTROL PRODUCT&SOLUTIONS
控制产品与解决方案

Connected Services 互联服务

Remote Monitoring
远程监控

Network&Security Consulting
网络与安全咨询

Safety Services
安全服务

Delivery Services
送货服务

Infrastructure-as-a-service
基础架构即服务

SMART MACHINES & EQUIPMENT 智能机器与设备

Delivering on the Promise of The Connected Enterprise
向互联企业的愿景迈进

Real-time Data 实时数据

Voltage, Kwh, Running Time, Temperature
电压、耗电量、运行时间、温度



Information 信息

CONTEXTUALIZATION情景化

Energy/Product, OEE
能源/产品、OEE

Knowledge 知识

ANALYTICS分析

Predict bearing will fail in 10 hours
预测轴承将在10小时内发生故障

Optimize 优化

ACTION行动

More efficient process workflows
工作流程更高效

TECHNOLOGY 技术

+

PROCESS 过程

+

PEOPLE 人员

THE CONNECTED ENTERPRISE 互联企业

Global Support · Local Address · Peace of Mind
全球支持 · 服务到家 · 专业放心



Supply Chain
供应链



Field-Based Assets
现场资产



Production
生产

Smart Grid
智能电网



Distribution Center
配送中心



Headquarters
总部



Customers
客户

The Connected Enterprise 互联企业

Value We Provide 我们创造的价值

FASTER TIME TO MARKET 缩短上市时间	OPERATIONAL PRODUCTIVITY 运营生产力	ASSET MGMT.&RELIABILITY 资产管理和可靠性	ENTERPRISE RISK 企业风险
Simplify design processes 简化设计流程 · Reduce # of prototypes 减少原型数量 · Reduce time to produce 缩短生产时间 · Minimize build errors 最大限度减少构建错误 Optimize changeovers 优化转换 · Reduce work scheduling time 减少工作规划时间 · Eliminate gaps in execution 消除执行缺口	Reduce process variability 减少流程变动因素 · Predictable operating costs 可预测的运营成本 · Reduce energy usage 降低能耗 · Increase throughput 提高产量 Increase visibility to enterprise operations 提高企业运营透明度 Standardize workflows 标准化工作流程 · Improve efficiency 提高效率 · Knowledge transfer 知识转移	Increase uptime 延长正常运行时间 Predictive & prescriptive maintenance 预测性/规范性维护 Eliminate unplanned failures 消除计划外故障 Reduce repair time 缩短维修时间 Remote asset and plant monitoring 远程资产和工厂监控	Monitor for security breaches 监控安全漏洞 Improve workplace safety 提升工作场所安全性 Quality and brand protection 质量和品牌保护 Improve customer loyalty 提升客户忠诚度 Protect intellectual property 保护知识产权 Facilitate compliance 促进合规流程

So How Does It All Work?

构建互联企业 实现智能制造

UNDERSTANDING 洞悉

Our customers' best opportunities for productivity; understanding fosters loyalty
客户提升生产率的最佳时机;洞悉客户需求是培育客户忠诚度之道。

COMBINING 融合

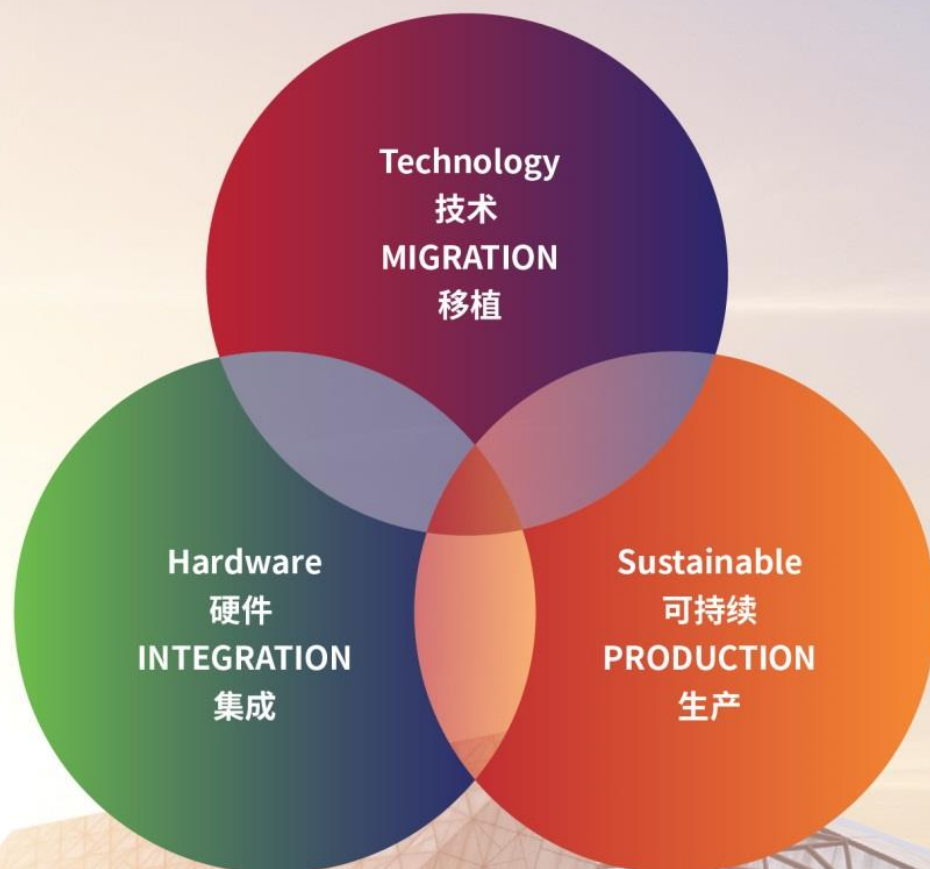
Our differentiated technology and domain expertise to deliver positive business outcomes for our customers; the combination increases customer share, preserves margins and reduces cyclicality
我们的差异化技术与领域专长,为客户创造可观的业务成果;两大优势的有效结合能够助力客户提高市场份额、保持利润率并缩短运营周期。

SIMPLIFYING 简化

Our customers' experience; simplification drives productivity
提升客户体验;通过简化助推生产力。



Cross-Industry Solutions 跨行业解决方案



DOMAIN EXPERTISE 领域专业知识

- Non disruptive implementation (Minimize downtime)
无间断实施 (最小停机时间)
- Interoperability of old & new technology (Only change what you need to)
新旧技术互通 (只需进行必要更改)
- Planned approach – not forced 规划方案 – 非强制

HARDWARE INTEGRATION 硬件集成

- Panel design and fabrication 面板设计和制造
- Electrical houses 电气室
- Modular process skids and facilities 模块化过程生产线设备及设施

SUSTAINABLE PRODUCTION 可持续生产

- Optimizing use of energy for production
针对生产优化能源利用
- Achieving personnel, process and product safety
实现人员、过程和产品安全
- Minimizing the impact of production on the environment
尽可能降低生产对环境的影响

“Our PEOPLE are the foundation of all we do, and creating an environment where everyone can do their best work is fundamental to our success.”

“员工是我们企业发展的基石, 营造一个良好的工作环境, 做到人尽其才、才尽其用, 才是我们的成功之本。”



Blake Moret
President and Chief Executive Officer
总裁兼首席执行官

Innovation 创新

Forbes
The World's Most
Innovative Companies

Top 100
Innovative Companies
百强创新企业



Top 100
Global Innovators
全球百强创新企业



One of 25 Best Tech Companies
to Work for in America
25家美国最理想科技
企业雇主之一



Gold Award for Excellence
in Innovation in Manufacturing
制造创新卓越成就金奖



World's Most Ethical Companies
世界最具商业道德公司



Better Business
Bureau International
商业改进局国际
Torch Award火炬奖



American Business
Ethics Award
美国商业道德奖



One of America's Most
Just Companies
美国最公平企业之一

Corporate Responsibility, Sustainability and Our People 企业责任、可持续性和人才



Catalyst Award
Catalyst 大奖



Global Leadership Award
全球领导奖



Company Index Corporate Responsibility
公司发展指数企业责任



Most Sustainable Companies
最具可持续性公司



One of the Best Places to Work in the U.S.
美国最理想工作场所之一



FIRST Robotics
Competition Crown Supplier
FIRST 机器人大赛皇冠级供应商



China's Top 100 Most Attractive
Employer and Top Mover
中国最佳雇主百强及最佳推动者 (Top Mover) 奖项



Tetra Pak Best-in-Class Supplier
利乐理想供应商



Asian Manufacturing Award Best
Internet of Things Provider
亚洲制造奖最佳物联网解决方案提供商



Human Rights Campaign
Corporate Equality Index
人权运动基金会企业平等指数

Engineering Our Future™

Science, Technology,
Engineering & Math (STEM) Education

科学、技术、
工程和数学 (STEM) 教育



Mentor-based program designed to build science, engineering & technology skills
导师制培训计划, 旨在培养科学、工程和技术方面的技能



Pre-engineering program for middle & high school students
面向初高中学生的工程师早期培养计划

About Rockwell Automation China

关于罗克韦尔自动化中国

- ★ Asia Pacific Headquarters
亚太总部
- ▲ Country Headquarters
国家/地区总部
- Offices
办事处



Rockwell Automation
Solution Partner

> 7

Rockwell Automation
Recognized System Integrator

> 55

Rockwell Automation
Authorized Distributor

> 11

BUSINESS PROFILE

业务简介



2,000+

Regional Employees
员工



26

Branch Sales &
Support Locations
销售与支持分支机构



11

Distribution Partners
69 Locations
分销合作伙伴69个地点



1

Customer Briefing
Competency Centers
客户简报应用开发中心
Shanghai 上海



2

Competency Centers
应用开发中心
Beijing, Shanghai
北京、上海



1

Software Development Center
软件开发中心
Dalian 大连



26

Solutions Engineering Centers
解决方案设计中心
Xi'an, Shanghai
西安、上海



3

OEM Application Development Centers
原始设备制造商应用开发中心
Beijing, Shanghai, Shenzhen
北京、上海、深圳



1

Warehouse Location
仓库



1

Remanufacturing &
Repair Center
再制造与维修中心
Shanghai 上海



3

Distribution Centers
配送中心
(2) Shanghai, Harbin
(2) 上海、哈尔滨



1

Business Center of Excellence
卓越商务中心
Shanghai 上海



1

Technical Support Center
技术支持中心
Shanghai 上海



1

Connected Services Center
互联服务中心
Dalian 大连



1

Remote Support and
Application Monitoring Center
远程支持与应用监控中心
Dalian 大连



Rockwell
Automation

Rockwell China Distributor Overview

罗克韦尔中国各分销概览



China 中国

11 Distributors cover 36 APRs 11家分销覆盖36个区域

956 distributor employees 总的分销员工有956名

550 Customer Facing Employees 直接面向客户的员工达550名



Covers business in Hebei North & South, Henan, Shaanxi, Ningxia, Gansu, Qinghai, Xinjiang

业务区域覆盖河北省、河南省、陕西省、宁夏省、甘肃省、青海省、新疆自治区



Covers business in Shenyang, Tieling, Fushun, Panjin, Huludao, Caoyang, Fuxin

业务区域覆盖辽宁省的沈阳、铁岭、抚顺、盘锦、锦州、葫芦岛、朝阳、阜新



Covers business in Dalian, Anshan, Liaoyang, Benxi, Yingkou, Dandong

业务区域覆盖辽宁省的大连、鞍山、辽阳、本溪、营口、丹东



Covers business in Beijing, Tianjin, Shanxi

业务区域覆盖北京、天津、山西省



Covers business in Jiaodong Byland of Shandong

业务区域覆盖山东省胶东半岛的青岛、烟台、威海、日照



Covers business in Shanghai, Jiangsu, Anhui

业务区域覆盖上海、江苏省、安徽省



Covers business in Heilongjiang, Jilin, Shandong, Shanghai, Hangzhou, Hubei, Hunan, Jiangxi, Kunming

业务区域覆盖上海、黑龙江省、吉林省、山东省、浙江省、湖北省、湖南省、江西省、云南省



Covers business in Ningbo, Guangdong, Guangxi, Fujian, Guizhou

业务区域覆盖浙江省、广东省、广西省、福建省、贵州省



Covers business in Inner Mongolia

业务区域覆盖整个内蒙古自治区



Covers business in Sichuan, Chongqing

业务区域覆盖四川省、重庆



Covers business in Guangdong and Hongkong, Macao

业务区域覆盖广东省的深圳、东莞、珠海、惠州、汕头、揭阳、梅州、潮州、河源、汕尾、中山；香港、澳门

Rockwell Automation (China) Company Limited 罗克韦尔自动化(中国)有限公司

CHINA HEADQUARTER
中国总部

- Established in May 2001

2001年5月成立

- Located in Cao He Jin Industrial Park in Shanghai

位于上海漕河泾工业园区

- Consolidated the company's resources in China including:

公司在中国整合多项资源, 涵盖:

Sales, distribution, R&D, management, finance and
customer support

销售、分销、研发、管理、财务和客户支持

- Includes the Rockwell Automation China

Research & Development Centre and the

Rockwell Automation Asia Pacific Shared
Service Centre

包括罗克韦尔自动化中国研发中心和罗克韦尔
自动化亚太共享服务中心



Hongye Building, 1801 Hongnoi Road, Caohejing Industrial Park, Shanghai, China 上海市漕河泾开发区虹梅路1801号宏业大厦

Phone 电话: [86] (21) 6128 8888 Fax 传真: [86] (21) 6128 8899

LISTEN.
THINK.
SOLVE.®

亚太区销售管理培训生

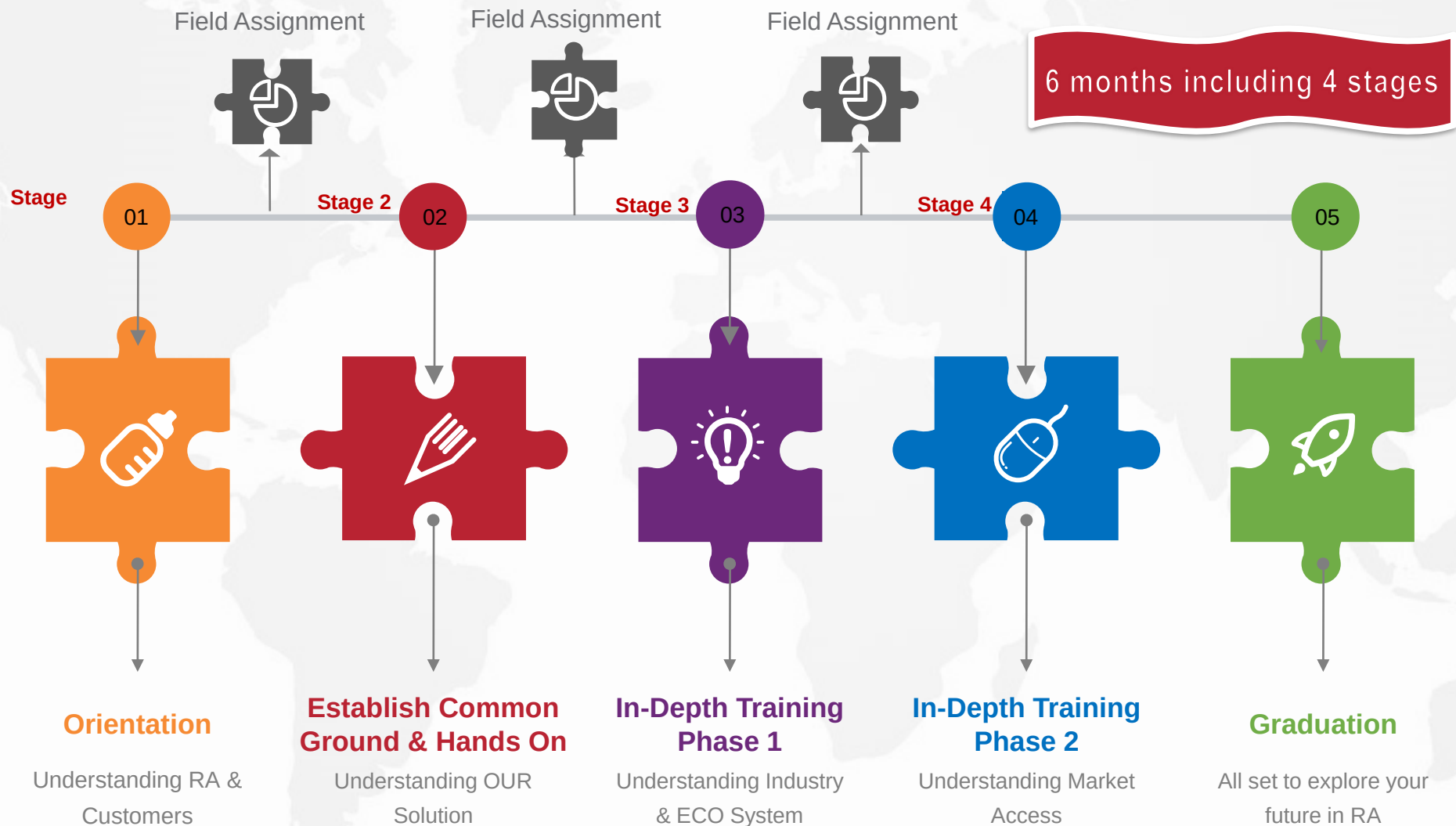
--base 杭州

Critical Learning Objectives



- Establish a solid foundation of technical and professional skills
 - Learn the “**how**” and the “**why**”, not just the “what”
 - Why does a customer buy?
 - How do we bring value to the customer
 - Provide interactive and collaborative learning environment
 - Hands-on labs
 - Mock sales call scenarios
 - Presentations
- Develop strong understanding of how we collaborate with partners, go to market, and serve our customers
- Ensure trainees graduate with knowledge of who to contact when within RA for help

On-Program Structure

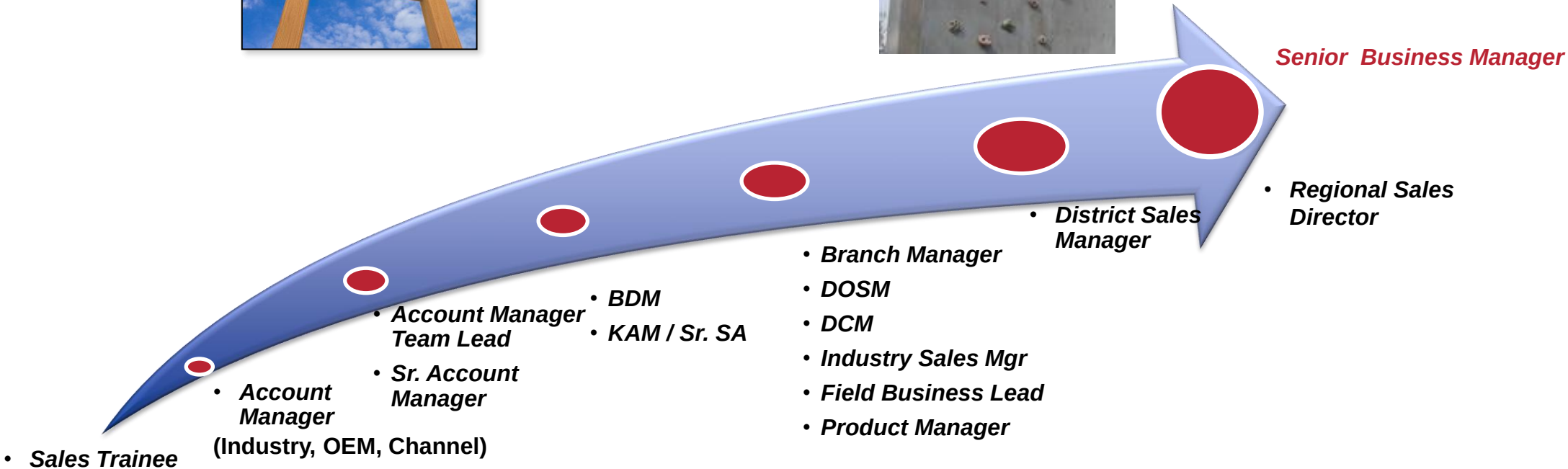


Career Roadmap

Old Pattern



New Trend



具体职位简介



Hangzhou Branch

地点: 杭州市西湖区杭大路15号嘉华国际商务中心



专业要求: 自动化控制类, 电子信息类, 计算机类, 机械类等工科专业

目标行业: 针对生命科学, 半导体, 食品&饮料行业, 游乐行业等

职业培育: 5个月专业培训, 浙江大学校友学长作为Mentor提供一对一带徒弟。

校友圈: 华东区销售总监, 解决方案事业部总经理, 杭州分公司总经理等均为浙大校友

职业目标: 服务于全球顶尖五百强公司, 成为智能制造领域业务专家。

具体可以联系Email: kyin1@ra.rockwell.com
15888894656 (微信同手机号)





Thank you



罗克韦尔自动化微博



罗克韦尔自动化微信

欲获取更多有关罗克韦尔自动化中国的信息
请浏览 www.rockwellautomation.com.cn