



# Rockwell Automation Consumer Packaged Goods



expanding human possibility™



PUBLIC

# Agenda

**1** Industry challenges

**2** The factory of the future

**3** Redefining business outcomes



# Industry challenges



# Industry challenges

## Four main CPG challenges

**Competition  
and changes  
in consumer  
demand**

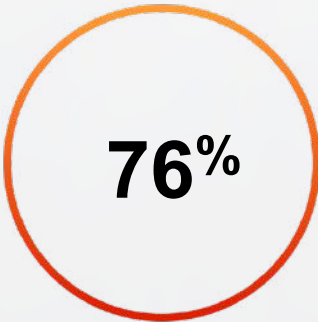
**Compliance  
and food  
safety**

**Cybersecurity  
and enterprise  
risk**

**Skilled and  
available  
workforce**

# Overcoming these challenges is critical to success

## Compliance and food safety



of recalls cost up to **\$30M**

Source: Gartner

## Enterprise security risks



Drop in sales due to **cyber attack**

Source: Gartner

## Growing competition



Sales transferred for large to small companies

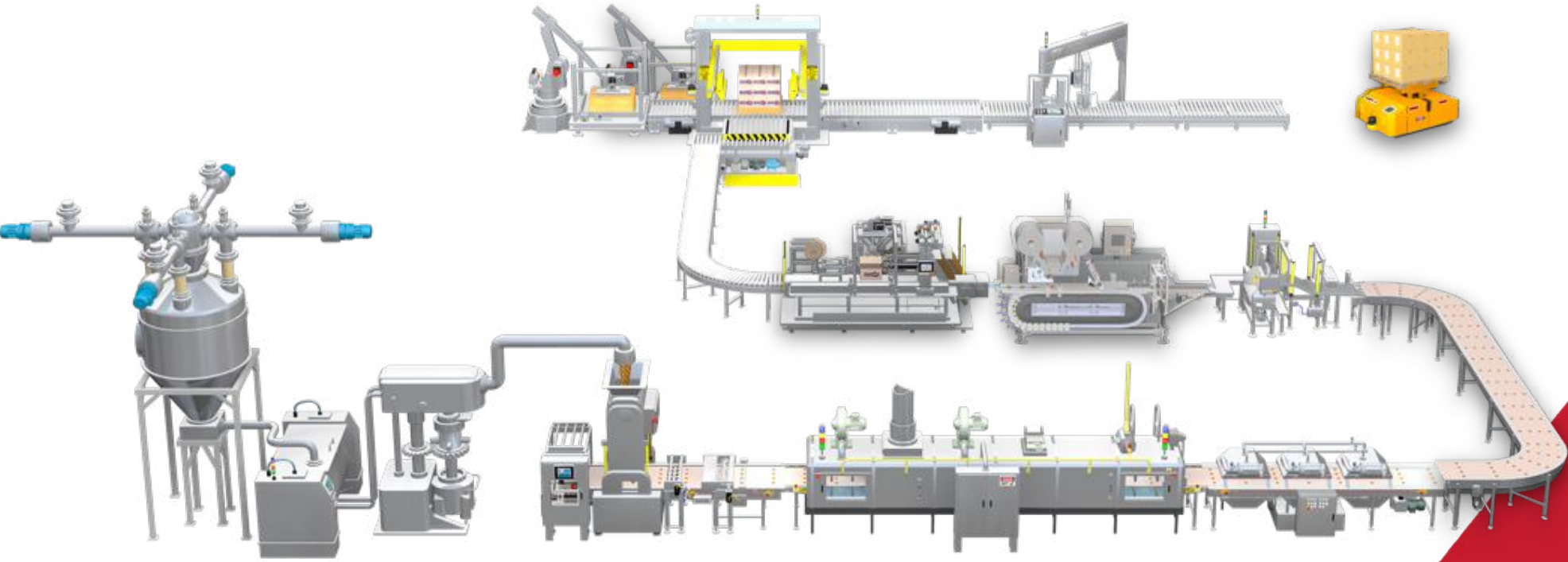
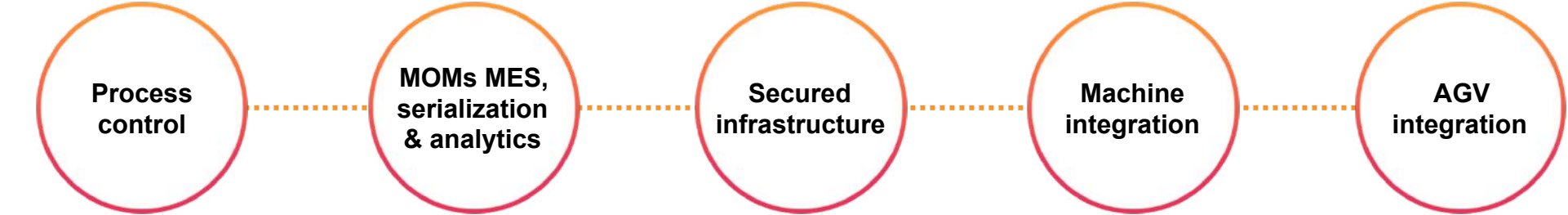
Source: Gartner



# The factory of the future

# The factory of the future requires a modern solution

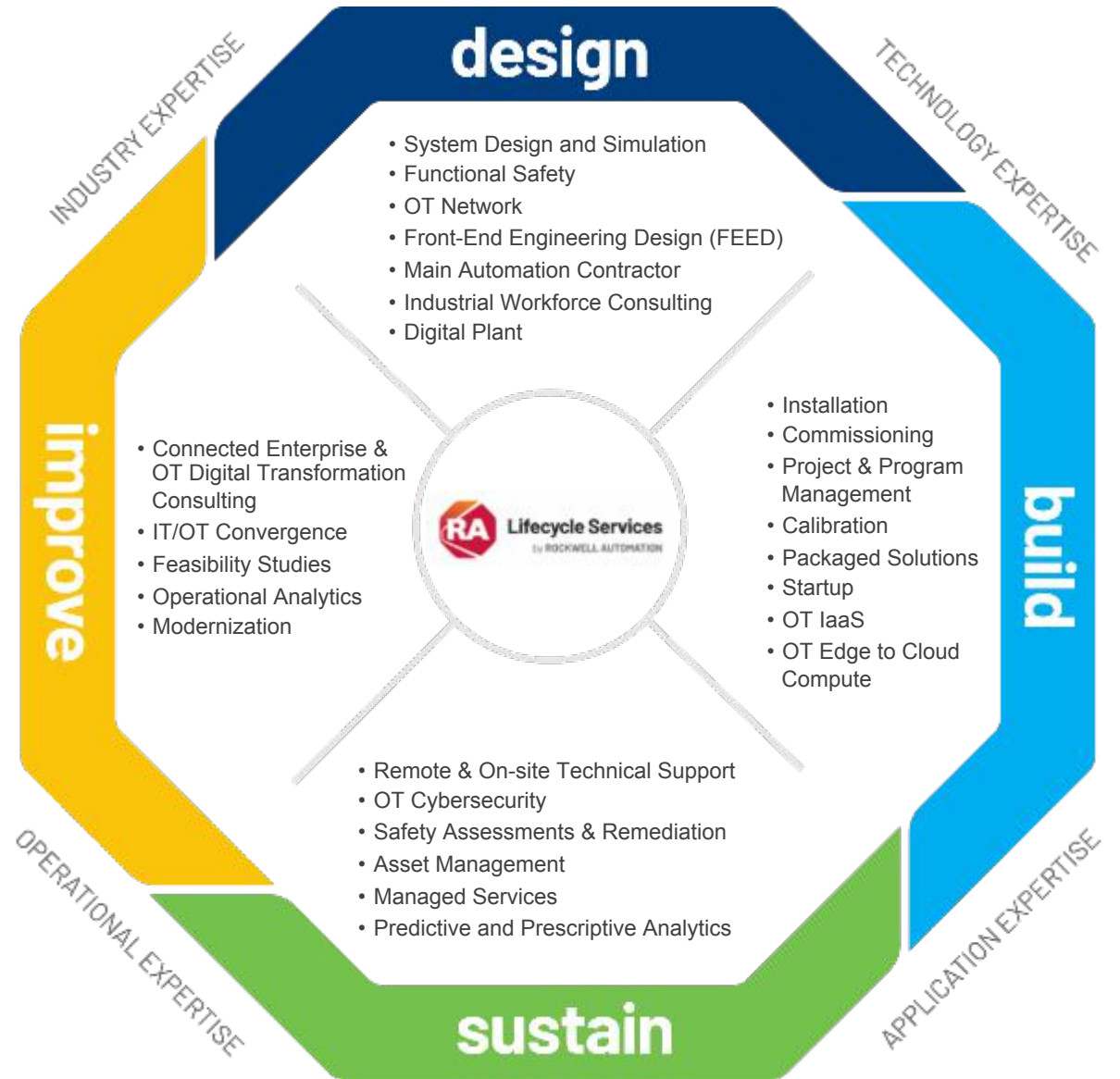
Meeting the needs of consumers by meeting the needs of your process



**Flexible**  
**Data Driven**  
**Secure**

# Lifecycle Transformation is the future of how we execute for our customers...

Bringing the lifecycle model to life as One Rockwell Automation





# Expanded Solutions Portfolio enables the Lifecycle Model

The **Digital Thread** represents the sum of all data digitally linked to form one, contiguous definition of all value-added decisions made during the lifecycle.

## Discover

Identify and analyze market, regulatory, and customer trends to influence design.

## Design

Design your networks, systems and applications to be integrated and intelligent.

## Build

Apply application and technical expertise, scalable project delivery and project management.

## Sustain

Connect data, systems and process for information to predict what's coming.

## Improve

Establish a baseline of where you are and identify new opportunities.

**KALYPSO**

**KALYPSO**



**DATA DRIVEN SERVICE PLATFORM**

# Thank you



[www.rockwellautomation.com](http://www.rockwellautomation.com)



expanding **human possibility**<sup>™</sup>