



# Rockwell Automation

Rockwell Automation Inc. (NYSE: ROK), is a global leader in industrial automation and digital transformation. We connect the imaginations of people with the potential of technology to expand what is humanly possible, making the world more productive and more sustainable. Headquartered in Milwaukee, Wisconsin, Rockwell Automation employs approximately 24,500 problem-solvers dedicated to our customers in more than 100 countries.

## Challenge

Rockwell Automation  
Asia Pacific Business  
Center



Electronics/PCBA  
Manufacturer

Company size  
700 employees

Company revenue  
US\$546,140,598

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

Rockwell Automation Asia Pacific Business Center (RA APBC) produces over US\$1 billion worth of electronics goods for the global market annually. The need for higher productivity, improved quality and reduced waste is of utmost importance to Rockwell Automation. To ensure our competitive edge, the SIRI assessment provides a good reference point to benchmark Rockwell Automation's digital maturity with global industry peers.



The SIRI assessment report focuses our efforts to work on key areas like shopfloor automation, workforce development, strategy and governance. The SIRI report helps to prioritise our budget and manpower plans to develop our Connected Enterprise roadmap.

Ling Ling Oh,  
RA APBC Plant Manager

## Solution

Rockwell Automation has the first Certified SIRI Assessors (CSAs) in Singapore. CSAs have the requisite knowledge and skills to credibly conduct an official SIRI assessment.

Designed to support manufacturers throughout their transformation journey and enabling them to realise their potential, SIRI enables companies to identify focus areas of transformation that will generate the greatest value.

SIRI examines the three core areas of Industry 4.0 and helps equip companies with practical knowledge about the benefits of Industry 4.0, where the company stands in terms of Industry 4.0 maturity levels, and how it can improve in a targeted and incremental way.

Rockwell Automation then uses SIRI in combination with frameworks and other tools to ensure that the focus areas identified will be the most impactful. This entails aligning your plans to costs, revenues and key KPIs for maximum impact.

## Assessment results

Due to the high-mix, low-volume nature of industrial electronics work-orders, it is challenging to find the optimal balance between automation and manual processes. There is a significant variance in the digital maturity stages of the legacy production lines and the newer production lines.

Despite the opportunity to reduce potential waste from the production process, the challenge is to quantify and prioritise the business impact for the company to invest in intelligent solutions with pre-built diagnostic capabilities and optimise human intervention.

The company maintains the vision to develop RA APBC as a 'Plant of the Future'. The co-creation of a digital transformation blueprint requires the collaboration of internal stakeholders and external partners to materialise. This Connected Enterprise vision and strategy can be communicated widely across all levels of the organisation to build synergetic momentum.

A formal structured learning and development curriculum for various levels of employees will facilitate the adoption of Industry 4.0 skill sets and pave the way to achieve the Connected Enterprise vision.



Website

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