

A major investment for us, but only a small investment from you.

Rockwell has invested significantly to provide real-time, world-class support to our customers in order to provide them a competitive advantage on the plant floor.

TechConnect pricing is intended to be a price reduction for those customers who support a high percentage of their software in the Automation family.

The OEM/SI program is aggressively priced to provide a significantly discounted support program for these partners.



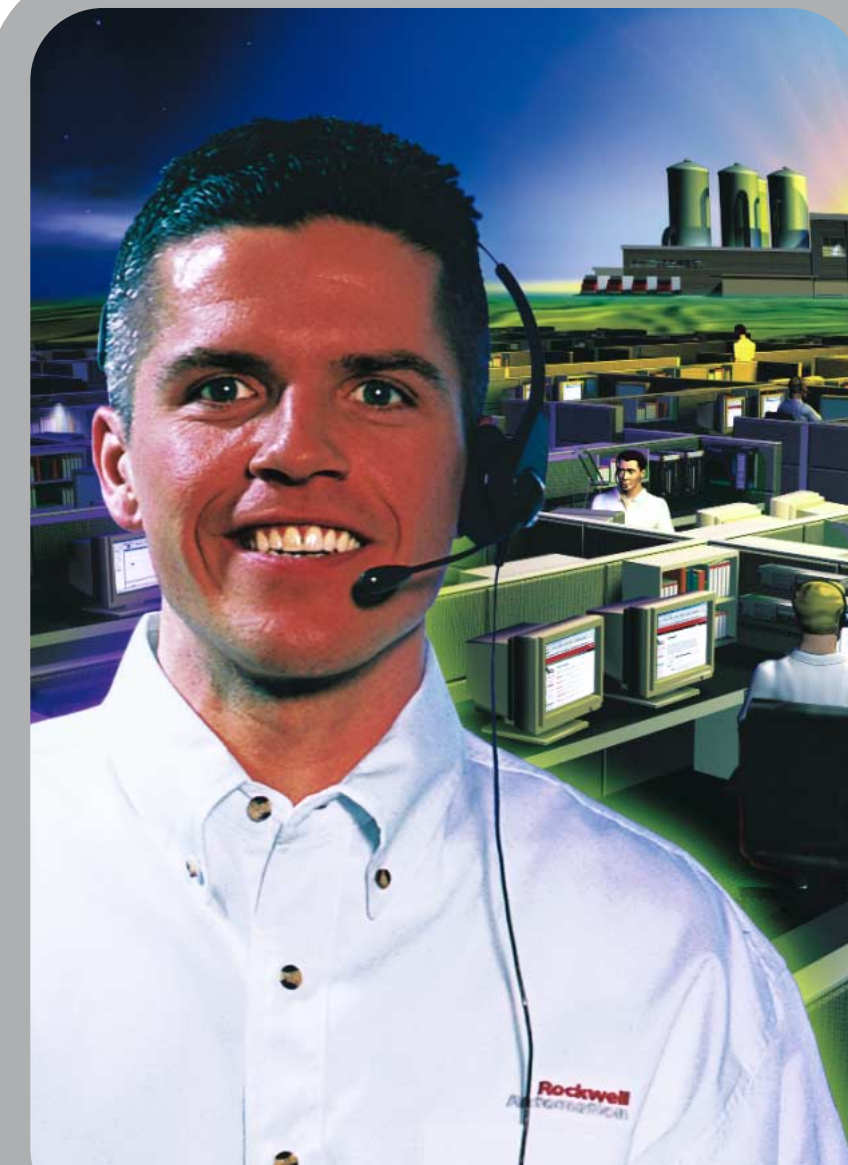
Can you afford not to?

Even customers with extensive troubleshooting resources have gaps. These gaps can be extensive and unpredictable. TechConnect protects you from these gaps and limits the risk of your staff spending significant time and money troubleshooting automation system issues. This way, you don't have to worry.

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**Rockwell
Automation**

There's support, and then there's TechConnect



A higher level of support for today's complex industrial systems.

Over the last few decades, the industrial sector has seen systems become increasingly complex, demanding a higher level of specialised knowledge for effective support. Your marketplace has become more competitive and less forgiving, time itself has often become the defining competitive advantage for many companies.

We have recognised that securing that advantage depends upon securing immediate support across all elements within your system. We are providing that advantage with world class support. The TechConnect program is a simplified model to ensure that each Rockwell Automation customer has the ability to build a support program that meets their needs.



There's a TechConnect Program to suit everyone...

...and provide more value than previous support programs.

Choosing a program that's right for you is easy – just take three simple steps:

ONE: Select the product families that you want covered by support –

A. Standard products

Support is provided for every product owned within the family

- Automation control products
- Drives products
- Motion control products

B. Advanced software

Support is provided for the registered products you select within each family

- HMI/Communication software
- Information automation software
- Process systems
- Application software
- Subscriptions

C. Speciality products

Support is provided for the products requested.

TWO: Choose the service level that best compliments your internal resourcing and operating environment.

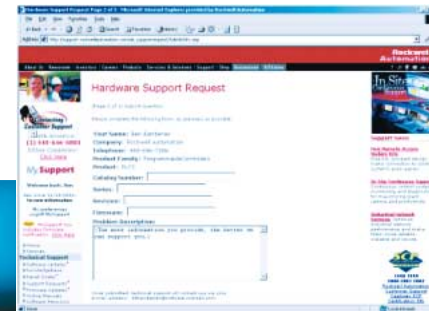
- PriorityConnect
- DirectConnect
- eConnect

THREE: Contact your local Rockwell Automation sales office.

eConnect

Our eConnect program provides on-line resources and electronic support tools for companies that have non-critical support issues, few planned process improvements, or significant internal troubleshooting capabilities across all shifts. It includes on-line access to Rockwell Automation support specialists with a one business day response.

- Software updates & Control-, Flex- and CompactLogix Flash firmware (web download)
- Technical reference CD collection
- On-line support requests



Active Support

As well as the choice of TechConnect programs, Rockwell Automation can also offer the additional benefits of our Active Support program for only a minor increase in cost. Designed to complement any of the TechConnect options, Active Support includes the following additional benefits:

- Fixed cost call out option
 - Emergency call out
 - Start up support
 - No call out discount
 - Breakdown service
 - Network services
 - Conversion services
 - Application support
 - Optimisation services
- For more information, ask for our Active Support pack.

DirectConnect

The DirectConnect program includes real-time access phone support, proactive shipment of software updates (optional) and self-help technical reference tools.

DirectConnect is the ideal solution for companies that need to supplement internal technical resources with phone support from product specialists at Rockwell Automation.

- Direct-access phone support
- Seamless field service dispatch
- Support connection subscription
- On-line support requests
- Software updates & Control-, Flex- and CompactLogix Flash firmware (web download and on disc)
- Technical reference CD collection

Optional Program Upgrades

- 24x7x365 phone support



PriorityConnect

Our premier TechConnect support program provides priority phone support, exclusive on-line case management tools and proactive services, including automatic shipment of software updates (optional, upon request). If you have highly complex or mission critical processes that require the immediate attention of a product expert when a problem occurs, PriorityConnect is the right choice.

- PriorityConnect
- Priority-access phone support (<1 minute response)
- Proactive case resolution
- On-line case management tools
- Seamless field service dispatch
- Support connection subscription
- Priority on-line support requests
- Software updates & Control-, Flex- and CompactLogix Flash firmware (web download and on disc)
- Technical reference CD collection

Optional Program Upgrades

- 24x7x365 phone support
- Dial-up diagnostic support

