This Program Guide provides a summary of the requirements and benefits of the Rockwell Automation OEM Program.
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1. OEM Program Overview

The OEM Program (the “Program”), part of the Rockwell Automation PartnerNetwork™, provides Members in the Program with an opportunity to collaborate commercially and technically to increase new business opportunities, increase market awareness, expand into new market sectors, and improve technical competency and functional excellence in applying Rockwell Automation products.

There is no charge to participate in the Program.

The Program is tiered with 3 participation levels, as described below, with an increasing commitment and support from Rockwell Automation dependent on the level of participation.

Participating in the Rockwell Automation OEM Program can provide a significant advantage in an increasingly competitive marketplace by helping you to realize expanded global potential, grow your business and drive customer loyalty.

1.1 OEM Program Participation Levels

Developer Level – OEM location that
1. Wants to be a Rockwell Automation control systems user and expand their business.
2. Recommended Purchases (at least $25,000) USD in Rockwell Automation hardware and software annually, or first project value of $50,000 USD

Participant Level – OEM location that
1. Commits to a RA solution (preferred 70% or more) content on at least one machine’s bill-of-material (BOM), as qualified by Rockwell Automation regional OEM management.
2. Recommended Purchases (at least $100,000) USD in Rockwell Automation hardware and software annually
3. Allows Rockwell Automation to bid on all machine developments involving automation controls

Notes:
1. Participant qualification is by location. Membership is evaluated on a per machine basis and limited to qualified machines only.
2. Rockwell Automation content will be evaluated using the machine share workbook (example in Appendix B)

Partner Level – OEM Partner location that < subject to further discussion, if this is to be driven in AP >
1. Commits to use Rockwell Automation content as its standard automation offering on all machines’ bill-of-material (BOM), as qualified by Rockwell Automation regional OEM management.
2. Purchases at least ($500,000) USD in Rockwell Automation hardware and software annually and shows a commitment to grow to at least $1million USD in annual purchases.
3. Allows Rockwell Automation to bid on all machine developments involving automation controls

Notes:
1. If one location is standardized on RA then that specific location can participate at Partner Level, other locations may participate at a different level. Commitment extends to all machines at that location.
2. Participation of large corporations with multiple locations will be evaluated through further discussions with Rockwell Automation.

There will be an annual review between the OEM representative and Rockwell Automation Account Manager to validate that the OEM is participating at the appropriate level.
1.2 OEM Program Regional Contacts

For further clarification regarding this program please contact:

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Email: dburch@ra.rockwell.com

Daniel Lin, OEM Program Lead – Asia Pacific  
Tel: +65 66225123  
Email: klin2@ra.rockwell.com
2. Benefits of the OEM Program

2.1 Summary of Program Benefits

<table>
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<th>Sales &amp; Marketing Tools</th>
<th>Program Level</th>
<th>Developer</th>
<th>Participant</th>
<th>Partner</th>
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<tbody>
<tr>
<td>1. Joint Sales Activities</td>
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<td>2. OEM eNews Newsletter</td>
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<td>3. Strategic Product Development Road Map</td>
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<td>4. Access to RS Partner Extranet</td>
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<td>5. TechConnect Support Contracts for Resale</td>
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<tr>
<td>6. Hardware discounts for Show Equipment</td>
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<td>7. Training for OEM Sales team</td>
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<td>8. Promotion to Key End-Users</td>
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<td>9. Machine Application/Success Marketing Collateral</td>
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<td>10. Yearly Co-managed Objectives</td>
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<td>11. Use of Machine Identity Mark</td>
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<td>12. Use Partner Identity Mark</td>
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<td>13. Invitation to PartnerNetwork Conference/Industry Forum</td>
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<tr>
<td>14. Promotion on Rockwell Automation website</td>
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<td>15. Joint Company Co-Marketing</td>
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<td>16. Automation Fair Exhibitor</td>
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<tr>
<td>17. Rockwell Automation Executive Sponsorship</td>
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<td>18. Engineering Consultation (GOTC, Competency Centre)</td>
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<tr>
<td>19. KnowledgeNetwork Online training series</td>
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<td>20. Preferred Seating at Automation University</td>
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<tr>
<td>21. Access to RA Software Toolkit</td>
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<td>22. Access to RSTrainer</td>
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<tr>
<td>23. Access to E-Learning for Modular Programming</td>
<td>Note 2</td>
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<td>24. Try Before Buy (country basis)</td>
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<td>25. Additional discount on Training Services Account</td>
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<td>26. Participation in RA Demand Planning Process</td>
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<th>Participant</th>
<th>Partner</th>
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<tr>
<td>27. Additional discount on Internal Development software</td>
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</tr>
<tr>
<td>28. Additional discount on Internal Test/Training hardware</td>
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<tr>
<td>29. RSTechED Event Attendance</td>
<td>Note 3</td>
<td>Note 3</td>
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<tr>
<td>30. RSTechED Seat Voucher Exchange</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>31. Access to Beta testing products for testing</td>
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</tbody>
</table>

Notes:
1. RSTrainer is complimentary with Enterprise toolkit and available at cost for Mid-Range and Mid-Range Plus toolkits.
2. E-Learning for Modular Programming is bundled with RSTrainer.
3. Indicates additional item that is available at additional charge.
2.2 Program Benefits Detail

The detail of each of the Program benefits summarized above is described in detail below.

Utilizing these marketing and technical support opportunities will help our collective customers more easily identify our partner relationship and help them to better understand how to access our products and services.

You can get a better return on your investment in the Program if we are mutually and proactively engaged in advanced marketing and promotional activities and coordinated sales generation and technical support efforts.

Sales & Marketing Tools

1. **Joint Sales Activities** *(Developer, Participant & Partner Levels)*

Rockwell Automation will support the OEM in Sales Activities to their customers. Such support could consist of joint meetings, identification of potential customers, and provision of RA support information and provision of technical information.

2. **OEM eNews Newsletter** *(Developer, Participant & Partner Levels)*

As a member in the Program you will receive periodic email newsletters providing information on new product releases, tips and updates. The newsletter will also highlight applications and success stories where applicable.

3. **Strategic Product Development Updates** *(Developer, Participant & Partner Levels)*

As a member in the Program you can receive Rockwell Automation product development information. This can help facilitate development of new machines that can incorporate leading technology and decrease time to market. The extent of the information shared will be dependent on the level of program participation.

4. **Access to Partner Extranet** *(Developer, Participant & Partner Levels)*

As a member in the Program you will receive access to...

- Partner (RS) Extranet ([www.software.rockwell.com/extranet](http://www.software.rockwell.com/extranet)). Information on this site includes:
  - Program Updates
  - Product Information
  - Training Information
  - Productivity Tools
- Partner-only technical updates and training announcements

5. **TechConnect Support Contracts for Resale** *(Developer, Participant & Partner Levels)*

As a member in the Program you will have the ability to sell standard Rockwell Automation TechConnect support contracts to your end-users. During the 1st year of operation, Rockwell Automation will provide the support service to the end-user, but you as the OEM will receive the revenue. For the 2nd and subsequent years, the Support Contract will be taken over directly by Rockwell Automation. The OEM will receive no further revenue from this contract.

This will only be applicable for end-users with whom Rockwell Automation does not have an existing support contract in place or under negotiation.

The necessary form to request a quotation for a support contract can be found in Appendix D.
6. **Hardware discounts for Exhibition equipment (~15%)** *(Developer, Participant & Partner Levels)*

Rockwell Automation will extend special factory pricing support for Rockwell Automation hardware purchases that will be used on approved tradeshow machines which utilize extensive Rockwell Automation content. Members can receive discount off their standard purchase discount. Discount is per machine as qualified by Rockwell Automation OEM management and handled as a quote request through your local participating Rockwell Automation sales office.

Spare parts for approved tradeshows may be made available upon request. Requests for such spares are to be made at least 2 months in advance.

7. **Training for OEM Sales team** *(Developer, Participant & Partner Levels)*

The control system can be a competitive advantage in some countries and can be the difference between the OEM’s offer and that of their competitor. Jointly we will define the added value in using Rockwell Automation and will provide training for the OEM’s Sales force, at no cost, on the advantages of promoting Rockwell Automation in a particular market, this will include support, technical and marketing training.

The topics covered are typically:
- Regional Support
- Integration to End-User system
- Fault tracking
- OEE – Overall Equipment Efficiency
- Energy Savings
- Remote Trouble Shooting
- Reduced Total Cost of Ownership (TCO)
- Product sustainability and maintainability
- Machinery Safety Certification and Assessment

8. **Promotion to Key End Users** *(Participant & Partner Levels)*

Rockwell Automation may offer collaboration opportunities for joint promotion to key end user accounts and meetings with Rockwell Automation Global Account team leaders. Rockwell Automation may also work with your company on a non-exclusive basis to promote your capabilities to appropriate global and corporate accounts.

You also have the opportunity to promote your company in Rockwell Automation’s customer publications. Opportunities include print and digital ads (which include the Rockwell Automation OEM Partner logo), and byline/article submissions.

9. **Machine Application/Success Marketing Collateral** *(Developer, Participant & Partner Levels)*

Rockwell Automation can help co-fund development of qualified machine specific marketing collateral. Examples of collateral include machine profiles and customer success stories. Details of collateral are to be defined in the yearly Co-Managed Objectives or as part of a Memorandum of Understanding.

10. **Yearly Co-Managed Objectives** *(Participant & Partner Levels)*

In order to prioritize the activities of both Rockwell Automation and the OEM, a set of Co-managed objectives will be developed. These objectives will include machine conversions and technical/marketing activities to assist the OEM to increase their sales. The co-managed objectives will be reviewed every 6 months to ensure that they remain realistic and that agreed actions are being follow-up.

See Appendix C for example of Co-Managed objectives.
11. **Use of OEM Identity Mark** *(Participant & Partner Levels)*  
The OEM Program identity marks highlights your Program participation level with Rockwell Automation. Rights to use the Identify Marks vary based on your program level. The Participant Level identity mark is used to recognize qualified machines and is typically affixed to qualifying machines/equipment. It can also be used in marketing collateral for those qualified machines.

When utilizing the identity marks you must follow the appropriate standards. Refer to OEM Program Co-Marketing Handbook for authorised usage.

12. **OEM Partner Identity Mark** *(Partner Level)*  
The OEM Partner mark is an identity logo indicating your organization’s participation at the Partner Level. It can be used in marketing collateral to identify your partner relationship with Rockwell Automation as a Partner Level Member in the Program. Note: A Partner Level Member in the Program can utilize both the Participant Level and Partner Level identity marks.

13. **Invitation to PartnerNetwork Conference/Industry Forum** *(Partner Level)*  
OEM Partners will be invited and encouraged to attend special partner training, events and conferences to enhance their professional competencies and product knowledge, network with other partners, and to better understand Rockwell Automation’s strategic direction.

This year’s PartnerNetwork Conference, on March 18-21, is held at the Renaissance® Esmeralda Resort & Spa, Indian Wells, CA. The PartnerNetwork Conference is an event for all Rockwell Automation business partners, including OEM Partners, Solution Partners, Alliances, Encompass Partners, Distributors, and Enterprise Solution Partners.

Note: The PartnerNetwork Conference is an annual event, and we encourage at least one representative from your company to attend at least once every 2 years.

14. **Promotion on Rockwell Automation Website** *(Partner Level)*  
OEM Partner information will be displayed on the Rockwell Automation PartnerNetwork website for customers to view. This information can include: location, industry, application and machine type(s).


You are encouraged to have your company’s Internet web site hot-linked from the Rockwell Automation PartnerNetwork website so that customers can more easily obtain information on your machine(s) as they look for complete solutions. Your linked page must include:

- The OEM Partner identity mark and a corresponding link to the Rockwell Automation PartnerNetwork website
- Information identifying and explaining your Program relationship with Rockwell Automation

15. **Joint Company Co-Marketing** *(Partner Level)*  
In addition to machine-specific collateral, Rockwell Automation can work with you to define and execute specific Company co-marketing activities such as editorial byline development/placement, news releases, advertising (using the OEM Partner logo), and event co-sponsorships/speaking engagements. Details of collateral are to be defined in the yearly co-managed Objectives, or as part of a Memorandum of Understanding.
16. Automation Fair Exhibitor (Partner Level)
The Rockwell Automation Automation Fair™ event garners world-wide publicity, giving Rockwell Automation and its participating partners tremendous media coverage and opportunities for both Program and partnership promotion. Automation Fair participation allows you to highlight and showcase your capabilities to customers and editors from around the world.

As a Partner you are entitled to participate in the Automation Fair event as an exhibitor. This event, held annually in different cities throughout the United States, features customer training sessions, seminars and an exhibit floor populated with the latest products and solutions from Rockwell Automation and its partner companies. You are also encouraged to submit application papers for possible presentation at Automation Fair, participate in numerous pre-show promotions, and submit a media press kit for possible editorial coverage.

Exhibitor qualification requirements and specific terms and conditions associated with participation at Automation Fair will be made available upon request.

The event takes place in November each year and attracts a typical attendance in excess of 18,000 visitors over the 3 days, with over 100 external Partner companies taking part. Automation Fair 2013 will be held on November 13-14, 2013 in Houston, Texas.

17. RA Executive Sponsorship (Partner Level)
Rockwell Automation will assign a senior member of the management team to act as your Executive Sponsor. The role of the Executive sponsor is to liaise with the OEM’s corporate management in order to facilitate a strong relationship and also act as the ultimate point of escalation if required.

Solution Development Tools

18. Engineering Consultation (Developer, Participant & Partner Levels)
Rockwell Automation provides consultation and support services tailored around specific machine control development needs including best practice architecture and control design, machine conversion, machinery safety and machine optimization. High level application consultants can provide best practice design concepts and development assistance to help reduce the controls development time, while providing knowledge transfer to the OEM’s engineering team on applying Rockwell Automation products. Approval by Rockwell Automation Regional OEM management required.

19. Knowledge Network Online Learning Series (Developer, Participant & Partner Levels)
The Knowledge Network is a web-based learning series designed to help keep you up to date on the latest products, technologies, productivity tools, and industry trends throughout the year. The Knowledge Network is intended to improve competency and transfer knowledge to Program members, distributors, and Rockwell Automation sales. All webcasts are delivered via WebEx and teleconference, and most are one hour in length. Presentations are archived online on the Partner (RS) Extranet for convenient, on-demand viewing at a later date. Visit the Partner (RS) Extranet http://www.software.rockwell.com/extranet/know for the current schedule and presentation archives.

20. Preferred Seating at Automation University (Developer, Participant & Partner Levels)
The Automation University events are local events held in-country to facilitate information transfer and development for Rockwell Automation employees from OEMs. They are provided free of charge and represent a great opportunity to enhance training and knowledge. Training is provided in a number of formats including presentations, exhibitions and also hands-on labs. As part of the OEM Program you will get preference on seating for these hands-on labs.

The local Sales team will provide the prospectus and invitations.

21. Access to RA Software Toolkits (Developer, Participant & Partner Levels)
The Rockwell Automation Software Toolkits supply the software development and productivity tools needed to design, develop, and deliver Rockwell Automation control systems. Multiple Toolkit options are available, based on control architecture and technology platforms used.
Purchase Option 1: Mid-Range Toolkit:
- **Mid-Range Toolkit**: provides a comprehensive suite of more than 35 products needed to design and develop CompactLogix and MicroLogix solutions. The software and productivity tools span multiple disciplines including Design and Configuration, Productivity Tools and a set of Performance and Visibility products.

Purchase Option 2: Mid-Range Plus Toolkit:
- **Mid-Range Plus Toolkit**: targets Mid-Range OEMs that are expanding into larger control platforms but do not need the comprehensive suite of tools provided in the Enterprise Toolkit. The Mid-Range Plus Toolkit provides the contents of the Mid-Range toolkit plus an expanded set of Design, Configuration and Visualization products.

Purchase Option 3 – Enterprise & Service Toolkits:
- **Enterprise Toolkit**: provides a comprehensive suite of more than 140 products that support all Rockwell Automation controller platforms. The software and productivity tools span multiple disciplines including Design and Configuration, Production Management, Asset Management, Performance and Visibility, Data Management, and Productivity Tools.
- **Service Toolkit (Participant & Partner Level Only)**: is available for field service/maintenance personnel. It contains a sub-set of products including Standard Edition Editors. The Service Toolkit supports all of the Rockwell Controller platforms at a significantly reduced price. The Service Toolkit is available with the same install increments and support levels as the Rockwell Automation Enterprise Toolkit. A minimum 5-install Rockwell Automation Enterprise Toolkit purchase is required to purchase the Service Toolkit.

Note: Participants may choose Enterprise/Service Toolkits, Mid-Range Toolkit, or Mid-Range Plus Toolkit as a purchase option for their Toolkit. Combining these options is not allowed and no upgrade path is available between different toolkit types. All installs/toolkits purchased must be for the same license term period and level of support.

The Toolkit licensed to you is available only for your internal use and cannot be resold or transferred. Support for the Toolkit will expire on the license term end date.

**Toolkit Technical Support**
Your Toolkit license entitles the registered participant site to receive technical support that covers the product families defined within the Toolkit, and associated hardware.

**Support Features:**
- You will receive a Toolkit & Support User Guide with your Toolkit media shipment. The User Guide includes:
  - Instructions for using the Rockwell Automation Support Center, Knowledgebase and calling Technical Support
  - Directions to find Technical Support answers & submit online support requests
  - Information on downloading product updates & receiving proactive product notifications
  - Toolkit Contents, Revs & Activation FAQ, and other information designed to help you maximize your program benefits & services.
- Technical Reference Library (on Revs media): The Technical Reference Library includes a comprehensive, electronic library of Rockwell Automation manuals and knowledgebase articles to help you install, configure, and operate automation technologies.
- eWallet Cards: Following receipt of your toolkit order you will receive an e-mail containing your toolkit support entitlement information and credentials via PDF attachment. This PDF is formatted to print directly onto Avery Stock Number 5371 so you can print cards to carry with you and/or distribute electronically to your engineers who use the Toolkit software. The eWallet Cards PDF will also be posted under Find MyStuff in your Knowledgebase Profile.

Service benefits are determined by the level of support selected at time of purchase. When you request support, you will be asked for your authorization number. Your authorization number will be included on the eWallet Cards sent to you via e-mail by Rockwell Automation Technical Support following the Toolkit order shipment. The registered participant site will be able to
use the Toolkit serial number to obtain support in the interim between Toolkit shipment and receipt of the support entitlement e-mail.

- Following toolkit order shipment your support authorization number will also display on your company's Partner Summary Report at http://www.software.rockwell.com/extranet/programs/spqinfo.

Technical support is limited to the registered Program participant site. If additional locations need to call for support, they must be registered by submitting the Multi-Site Toolkit Support Request Form (see Toolkit Addendum). Hours of coverage (8a-5p) are defined by location of the registered participant site. If support is needed outside normal business hours for the registered participant site, a 24x7 support level is required. Multi-Site Support for locations in the same time zone is extended at no additional charge. Support across locations in different time zones requires the purchase of a 24x7 Toolkit support option.

**Product Support 365x24x7**

For companies needing support after 17:00 or over the weekend for special projects or start-ups across the region, this option extends your hours of coverage to include weekends and holidays.

**System Support 365x24x7**

With System Support, your calls are routed to a specialized group of technical support engineers who are trained to support your overall Rockwell Automation control system. You receive a dedicated, single point of contact who will own the ticket from start to finish and follow up to ensure your issue has been resolved. In addition, you gain access to a monthly series of Webinars to stay up-to-date on new products and offerings.

Note: For Partner Level OEMs, System Support is included at Product Support pricing.

22. **Access to RSTrainer** *(Developer, Participant & Partner Levels)*

Members of the Program purchasing the Rockwell Automation Enterprise Toolkit will receive 21 individual RSTrainer products included in the Enterprise Toolkit. If you would like more installs of the RSTrainer products, you may also purchase the RSTrainer Adder separately, see Appendix E for contents.

The RSTrainer Adder software is available at an additional charge for other Toolkits. Participants purchasing the RSTrainer Adder will receive one additional install for each of the listed RSTrainer products. Support matches toolkit license support level purchased. The RSTrainer Adder and associated support is valued in excess of $10,000 USD.

See Appendix E for list of RSTrainer products.

23. **Access to E-Learning for Modular Programming** *(Developer, Participant & Partner Levels)*

The Rockwell Automation Modular Programming for Machine Applications Training Kit is part of the RS Trainer adder available will be provided as part of the OEM Program. This is a Self-Study Training Kit that allows your Application Developers to follow a Rockwell Automation technical expert through video and audio instruction and learn how to produce a Rockwell optimized software design specification for a machine or line of machines.

For further information see:

24. **Try Before Buy** *(Developer, Participant & Partner Levels)*

Qualified machine builders may qualify for a case-by-case try-before-buy benefit. This benefit allows the machine builder to try the products on a machine before finalizing a purchase.

25. **Training Savings Accounts (~ 15%)** *(Participant & Partner Levels)*

You may purchase Training Savings Account (part number CTKSavings) at a discount off Rockwell Automation suggested list price for resale or internal use. Training Savings Accounts can be used for any Rockwell Automation standard training class or training product.
For more information on Training Savings Accounts, see [www.rockwellautomation.com/services/training/savingsprogram.html](http://www.rockwellautomation.com/services/training/savingsprogram.html).

Contact your local participating Rockwell Automation sales office for pricing, product availability and ordering information, or see our web site at [www.rockwellautomation.com/services/training/](http://www.rockwellautomation.com/services/training/).

26. **Participation in Demand Planning System**  
   (Partner Level)  
The Demand Planning System is designed to facilitate prompt delivery of Rockwell Automation products to the OEM. This is a pro-active process that requires a high level of commitment from both Rockwell Automation and the OEM. Rockwell Automation will work with the OEM to ensure that the machine Bill of Materials (BOM) contains parts that Rockwell Automation keeps as standard stock items that are available with quick delivery times. The OEM will provide a forward looking forecast of machine build requirements and Rockwell Automation will endeavor to help ensure prompt delivery as required.

**Competency Tools**

27. **Additional Discount on Internal Development Software (~15%)**  
   (Developer, Participant & Partner Levels)  
If additional software not included in the Toolkit is needed for Internal Development, it may be purchased at an additional discount off the standard purchase discount (software on price schedules E2, E3, and E5, in price group codes (PGC) 581 - 591, 594, 601 – 607, and 913, Toolkits and Toolkit software excluded). A current copy of the Rockwell Software price list can be requested from your Rockwell Automation sales representative.

**Note:** Some select third-party products are not eligible for a discount. Contact Program Administration at rschannel@ra.rockwell.com for a current listing of ineligible products.

Products purchased using the Internal Development Software Discount cannot be resold or transferred.

28. **Additional Discount on Internal Test/Training Hardware (~10-35%)**  
   (Developer, Participant & Partner Levels)  
You may qualify for an additional (Developer~10%, Participant & Partner~35%) discount off the standard purchase discount on Rockwell Automation hardware purchased for development or demonstration. Contact your local Rockwell Automation sales office for pricing, product availability and ordering information. This discount cannot be combined with any other discounts. Products purchased using the internal development discount cannot be resold or transferred.

29. **RSTechED Event Attendance**  
   (Developer, Participant & Partner Levels)  
RSTechED is a technology update and training event for OEMs, end-users, systems integrators, distributors, and Rockwell Automation sales personnel. With the latest Rockwell Automation products and technology solutions on display, participants gain an in-depth understanding of how the Integrated Architecture is helping companies across the globe.

**Note:** The US based RSTechED event may be replaced by a local Asia Pacific event

RSTechED strives to provide each attendee the opportunity to explore product and technology solutions from beginner level overviews to in-depth, advanced hands-on labs, all while networking with industry peers.

Complimentary seats to RSTechED are earned with the purchase of the Enterprise Toolkit.

Members of the Program that purchase a 5- to 25-install Enterprise Toolkit will receive one seat to RSTechED, free of charge, to be redeemed during the license’s term. Receive one additional seat per additional 15-installs of the Enterprise Toolkit purchased. Participants that purchase a 1- to 3-install Enterprise Toolkit will receive a 50% discount (1/2 seat) for RSTechED.

Members that purchase the Mid-Range Toolkit or Mid-Range Plus Toolkit may purchase seats for RSTechED at the published event price through their authorized Rockwell Automation sales channel.
Free-of-charge seats are non-refundable, non-assignable, and non-transferable. Credit will not be given for full or partial RSTechED seats that are not used during the active program year, prior to the end of your active license term period. You may purchase additional seats for this event at the published event price through the online RSTechED registration portal during event registration.

RSTechED 2013 global event will be held June 9th-14th at the Hyatt Manchester Grand in San Diego, California. Visit www.RSTechED.com for further information and registration.

30. **RSTechED Seat Voucher Exchange** *(Partner Level)*

Members in the Program that receive an allocated RSTechED seat with their Enterprise Toolkit are eligible to exchange that allocated RSTechED seat for a Rockwell Automation Instructor-Led Training course of same or lesser value. The purpose of this voucher exchange is to give Member in the Program the option to attend a different training course other than RSTechED to help accelerate adoption of a new Rockwell Automation product or technology platform. Voucher Exchange availability is limited and all requests must be approved in advance on a first come, first served basis.


31. **Access to Beta Products for testing** *(Partner Level)*

When new products are developed to meet market needs, then Beta release versions of the relevant new products may be made available for key customers on a restricted basis for machine development. Partner Level members may have access to these Beta test items in order to help them to take advantage of the latest technological solutions and also reduce time to market for future machine designs.
3. Program Application Process

The link to create a new OEM Program application can be found on the RS Extranet at:

1) Create a New Application
Rockwell Automation sales can initiate/sponsor a new application by selecting the “Create New Application (click here)” link and completing the Application Settings page.

Admin Email

Welcome to the Rockwell Automation programs application system. From this page you can access and manage program applications. To view or edit an existing application, please choose one from the list below. To create a new application, please click on “Create New Application”.

Create New Application (click here)

Applications not completed and approved within 60 days will be purged.

Manage Existing Applications

<table>
<thead>
<tr>
<th>Company Name</th>
<th>District</th>
<th>Region</th>
<th>Country</th>
<th>Program</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>Filter</td>
</tr>
</tbody>
</table>

IMPORTANT!! It is the responsibility of the Application Sponsor to monitor the progress of the application and to follow-up with involved parties to complete the application and approvals in a timely manner.

2) Complete Application Settings Page
See Figures 1-4 on following pages for screen captures

1) Once you initiate a new application, you must select region & Country.

2) Select Program Type – either OEM or Mid-Range OEM
   (OEM if Enterprise Toolkit is required, Mid-Range OEM if either Mid-Range or Mid-Range Plus toolkits are required)

3) Select Program Level – Developer Level, Participant Level, or Partner Level

4) Enter the Company Name and the Customer Applicant email (the customer contact who will approve the application)

5) Select the appropriate RA approvers
   o Developer Level approvals: Business development Manager
   o Participant Level approvals: Business Development Manager
   o Partner Level approvals: Business Development Manager, OEM Regional Director

6) Enter any additional emails if applicable for the application – distributor email address, courtesy copy email addresses

7) If no software toolkit is needed, check the “No Software Toolkit Required” box

8) After you complete the Application Settings page, the application can be saved by selecting “Save”
If no software toolkit is needed, check the “No Software Toolkit Required” box.

When you click “Save” the system generates an automatic email to the Customer Applicant email address you supplied in the Application Settings page. This email instructs the Customer Applicant to complete and approve the application online, and informs them that they will need an extranet account to do so. The RA Sponsor is also copied on this email.

Below is an example of the email that is sent to the Customer Applicant for a new OEM Program application:
This email is to notify you that John Doe has initiated an OEM Program application for XYZ Company. You will need to complete and approve/submit the application on-line; it can be accessed by clicking here.

Please note that you will need a Rockwell Software Extranet account to access the application. The information submitted in the Extranet account request must match the information contained in the application that was initiated by the Sponsor. Click Here to request a security account, the account type should be Partner / Applicant-Partner.

If you have questions or have received this message in error please contact the application sponsor, your local Rockwell Automation sales office, or click here or call (0) 01-414-382-8360 to reach the Channel Development Team.

Sincerely,

Channel Development Team
Rockwell Software
TEL: (0) 01-414-382-8360
FAX: (0) 01-414-382-8153
Email: rschannel@ra.rockwell.com

The Customer Applicant will need to go to the Partner RS Extranet at www.software.rockwell.com/extranet to request a security account in order to access and approve/submit the application. The Company info and email address the Customer Applicant enters in their Extranet account request must match the information on the Application Settings page or the Customer Applicant will not be able to access the application.

After the Extranet account request is verified and approved, the Customer Applicant will be able to access the application online via the link in the initial email (sample above).

3) Complete Company Information Tab

Either the RA Sponsor or Customer Applicant can complete the Company Information tab. Typically this information is completed by the RA Sponsor alongside the Customer Applicant.

When completed, click the “Next” or “Save” button.
4) **Complete Capabilities Tab**

Either the RA Sponsor or Customer Applicant can complete the Capabilities tab. Typically this information is completed by the RA Sponsor alongside the Customer Applicant.

When completed, click the “Next” or “Save” Button

---

5) **Complete Toolkit Order Tab (if applicable)**

If a software toolkit is needed, complete the Toolkit Order tab. Indicate the number of installs and support level.

When completed, click the “Next” or “Save” Button
6) Customer Approval Tab

The Customer Applicant must approve/submit the application by completing the Customer Approval page. Customer Name and Title are required as proof of authorized signature.

The signature and IP address are digitally captured via the Extranet logon protocol for approval authorization

When completed, the Customer Applicant will click the “Next” or “Save” Button

When the Customer Applicant approves the application, an automatic email is generated to the RA Sponsor email and RA Approver(s) email addresses entered on the Applications Setting page (when the application was initiated). This email instructs the RA application approvers to review and approve the application online.

Following is an example of the email sent to the RA approvers for an OEM Program application:

XYZ Company has submitted a(n) OEM Program application on-line. The sponsor for this applicant, John Doe, has indicated that your approval is required.

You may access the application by click here.

If the application is satisfactory, please check the appropriate box on the approvals page. Final approval will be contingent upon meeting sales minimums. Proof of sales should be submitted to rschannel@ra.rockwell.com.

If you have questions or have received this message in error click here or call (0) 01-414-382-8360 to reach the Channel Development Team, or contact your local Rockwell Automation sales office.

Sincerely,

Channel Development Team
Rockwell Software
TEL: (0) 01-414-382-8360
FAX: (0) 01-414-382-8153
Email: rschannel@ra.rockwell.com
7) Application Approval Tab

The required RA approvers should use the link provided in the email (sample above) they receive to access the application for review and approval. If the application is acceptable, the approver must indicate their approval on the Application Approval tab by selecting the appropriate check box and clicking “Save”.

If an approver name is not currently assigned or is incorrect, please contact your regional Commercial Programs Specialist for an appropriate substitution.

8) Supporting Program Documentation / Program Administration Approval

The RA Sponsor should submit the required program evaluation form (Participant Level evaluation worksheet or Partner Level Evaluation workbook) using the link supplied on the Application Approval page, or by emailing it to RSChannel@ra.rockwell.com. Proof of qualifying sales must also be submitted. This can be done any time after the application is initiated.

Once the required RA approvals are checked, an automatic email is generated to rschannel@ra.rockwell.com notifying the Program Administrator that the application has been approved by the appropriate RA approvers.

The Program Administrator will review the application and verify the applicant information. If the application is complete and acceptable (and all supporting program documentation is submitted), the Program Administrator will check the “Program Administrator Approval” box and process the enrollment.

9) Ordering the Toolkit

If a software toolkit is indicated on the application, Program Administration will notify the Distributor and RA Sales office personnel by email after the enrollment is processed and provide the order authorization, agreement, part number, and registration information necessary to process the customer toolkit order.
4. **Program Participation Review**

Membership will be evaluated annually to confirm compliance with the program membership level requirements. The assessment will be conducted by a Rockwell Automation representative with representative(s) from the OEM. Changes in membership level require review and approval of Rockwell Automation OEM management. Partner Level Members in the Program must execute a Co-Managed objectives agreement and Program Participation Agreement annually.

5. **Communicating a Change in OEM Ownership**

Membership (including the license to use any Program logo or mark) is not transferable or assignable without the written consent of Rockwell Automation. Each Member in the Program must notify Rockwell Automation of any change in the composition of its business ownership or senior management within 30 days of the date of the change. Notice should be in writing (e-mail is acceptable) and include any and all information relevant to the change, including:

- Purchaser/Principals & Ownership
- Individuals/Titles
- Date sale is finalized
- Locations included in sale

Note: Change in ownership may take any form, including a transfer of shares, sale of assets or any combination thereof, whether as a single transaction or in a series of transactions. The failure of a Member in the Program to contact Rockwell Automation in an appropriate and timely manner may result in immediate Program membership termination.
Appendix A - Membership Logo License and Usage Requirements

Upon its acceptance of the application and based on participation level selected, Rockwell Automation grants Applicant a temporary, non-exclusive, limited license (the "License") to use the OEM Partner (the "Program") program and identity logo(s) (the "Logo(s)" – see example below) in conjunction with the "on machine" utilization of Program-eligible Allen-Bradley automation products (the "Products") in the Applicant's original equipment manufacturing (OEM) business pursuant to the following terms and conditions (the "Requirements" – refer to the Program Guide for further information on what Logo(s) are applicable to each Program participation level):

Application. Applicant acknowledges and agrees that the License is granted in reliance upon information provided by Applicant in this Application. Applicant further agrees to advise Rockwell Automation of any significant changes in such information during the term of the License.

Logo Usage. The License applies only to the Logo(s) in the forms identified below and does not apply to any individual component or element thereof. Applicant agrees to use the Logo(s) only in accordance with rules and guidelines, including quality controls and Program graphic standards, provided by Rockwell Automation (which rules and guidelines may be modified by Rockwell Automation from time to time in its sole discretion), and will in no event use the Logo(s) in conjunction with any other business or activity not authorized or recognized hereunder, including in association with the promotion or use of any products or services which are competitive to those of Rockwell Automation. In no event may Applicant utilize or incorporate the Logo(s) or any other Rockwell Automation trademark, including any derivation thereof or mark confusingly similar thereto, in its corporate name or any name under which it may conduct business or in association with the integration or sale of products or services not expressly authorized by Rockwell Automation.

Ownership. The Logo(s) are and will at all times remain the exclusive property of Rockwell Automation. In no event may Applicant at any time attempt to register or otherwise assert any ownership or other use right with respect to the Logo(s) or any other designation or logo confusingly similar thereto. Applicant hereby assigns to Rockwell Automation any right, title or interest in the Logo(s) or their components that Applicant may subsequently succeed to by operation of law or otherwise.

Prohibited Promotions. Applicant's use of the Logo(s) and the promotion of its participation in the Program is limited to Applicant acting in its capacity as an original equipment manufacturer or OEM as those terms are generally defined in the industry and in the Program Guide, and its use of the Logo(s) may not be used or referenced in conjunction with any other activity of Applicant not authorized by the License or these Requirements.

Term. The term of the License will be indefinite in nature, but may be immediately terminated by either Applicant or Rockwell Automation at any time and for any reason upon notice to the other not less than five (5) business days in advance of the effective date of termination. The License will terminate immediately upon any termination of the Program or Applicant's participation in the Program. Applicant's limited right to use the Logo(s) will terminate immediately upon any termination of the License, and any and all such use thereafter by Applicant is prohibited. Applicant waives any claim or right to indemnity it may have as a result of any termination of the License or the Program or its participation in the Program, it being understood that Applicant has been granted the right to use the Logo(s) with a full understanding of the financial and other effects upon it or its principals in the event of any such termination.

Indemnity. To the extent permitted by applicable law, Applicant agrees to indemnify and hold Rockwell Automation and its subsidiary and affiliated entities, their respective directors, officers and employees, harmless from any and all liabilities, claims, demands, actions, costs or expenses, attributed to or arising out of any negligent act or omission by Applicant, its agents, employees or representatives, including its use of Rockwell Automation products on its manufactured equipment and its use of the Logo as permitted under the License. This indemnity will survive termination of this License.

DISCLAIMER AND LIMITATION OF LIABILITY. ROCKWELL AUTOMATION WILL NOT BE LIABLE FOR ANY FORM OF INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES ARISING OUT OF APPLICANT'S PARTICIPATION IN THE PROGRAM. ROCKWELL AUTOMATION FURTHER DISCLAIMS ALL LIABILITY OF ANY KIND RELATIVE TO ANY GRATUITOUS INFORMATION OR ASSISTANCE (INCLUDING ENGINEERING SUPPORT) PROVIDED BY IT IN ASSOCIATION WITH THE PROGRAM.

Non-certification. Participation in the Program and the License and Applicant's permitted use of the Logo(s) do not in any way represent a certification of Applicant's products, manufactured equipment or provided services or an endorsement of Applicant's qualifications as an original equipment manufacturer by Rockwell Automation. Applicant's use of the Logo(s) will in no event evidence any formal relationship or appointment or separate course of dealing as between Rockwell Automation and Applicant and is intended merely as a means by which Applicant may make a public representation as to its participation in the Program.

Transfer and Assignment. The License is not assignable or transferable by Applicant without the prior written consent of Rockwell Automation. Any unauthorized attempt to assign or transfer the License will be void and will act to immediately terminate the License without the need for further notice or action by Rockwell Automation.

Legal Representative. It is understood that Applicant is not a legal representative or an agent of Rockwell Automation or any Rockwell Automation subsidiary or affiliated entity. Applicant will not create any obligations on behalf of Rockwell Automation or any Rockwell Automation subsidiary or affiliated entity, nor will Applicant make any warranties or representations relative to the Products unless and except as authorized in writing by Rockwell Automation.

Reasonable efforts will be made to limit the use of Applicant information to evaluating the application and monitoring the applicant's participation in the OEM Program. However, information deemed to be confidential by Applicant should be omitted or provided under separate confidential cover.
This document outlines the OEM Program participation levels and the requirements expected of and benefits provided to Member in the Program s. The information contained herein is subject to change without notice. Rockwell Automation does not provide any warranties and specifically disclaims any liability in connection with the information contained in this Program Guide.

ROCKWELL AUTOMATION RESERVES THE RIGHT TO REVISE THIS PROGRAM GUIDE AND TO MODIFY OR TERMINATE THE PROGRAM OR A PARTICIPANT’S PARTICIPATION AT ANY TIME IN ITS SOLE DISCRETION WITHOUT LIABILITY OF ANY KIND TO ANY PARTICIPANT.

PARTICIPATION IN THIS PROGRAM DOES NOT CONSTITUTE ANY FORM OF AUTHORIZED OR APPOINTED RELATIONSHIP BY OR WITH ROCKWELL AUTOMATION, NOR WILL IT EVIDENCE ANY SPECIAL COURSE OF DEALING AS BETWEEN A MEMBER IN THE PROGRAM AND ROCKWELL AUTOMATION.

PARTICIPATION IN THE PROGRAM WILL NOT OBLIGATE ROCKWELL AUTOMATION TO SELL PRODUCTS OR PROVIDE SERVICES TO ANY MEMBER IN THE PROGRAM ON A DIRECT BASIS, NOR DOES IT GUARANTEE ANY MINIMUM LEVEL OF BUSINESS, SALES OR PROFITABILITY ON THE PART OF THE MEMBER IN THE PROGRAM. EACH PROSPECTIVE MEMBER IN THE PROGRAM MUST INDEPENDENTLY EVALUATE THE BENEFITS AND RISKS OF PROGRAM PARTICIPATION.

Virtualized Software and Applications:
Rockwell Automation may provide program participants products, applications and demos using virtual imaging technology. The program participant agrees that it will, for itself and for or any customer thereof using a virtual image for demonstration or development purposes, ensure compliance with any 3rd party license requirements regarding virtual instances of any software programs and follow any Rockwell Automation instructions related to those licenses.

MEMBER IN THE PROGRAM AGREES THAT IT WILL:
Not engage in Bribery or the appearance of Bribery. “Bribery” is the offer of anything of value to an individual to obtain an improper advantage. Bribery is present even when the value given is very small. Bribery is illegal (US Foreign Corrupt Practices Act, UK Bribery Act, other laws) and against Rockwell Automation policy. Participant agrees that its employees and others working on its behalf will not engage in Bribery. Participant will not engage in Bribery in private transactions, in public transactions, or when seeking service from public servants or political candidates. Rockwell reserves the right to disclose the terms and conditions of this Agreement to agencies of the United States Government. Comply with all governmental laws, regulations, and orders applicable to any import, export, purchase, and sale of goods and services, including without limitation United States export control and anti-boycott laws and regulations. Member in the Program agrees to notify Rockwell Automation in advance of any sale involving Rockwell Automation products or services that may be deemed to violate any such laws, regulations, and orders, whether or not applicable to or enforceable against Member in the Program.

Program participation is available only through a local participating Rockwell Automation distributor that is authorized to resell the products referenced in the Program, including the various software products comprising Program Toolkits. Prices, discounts and other terms of sales as may be set forth or referenced by Rockwell Automation are suggested only. All purchases are subject to separate negotiations between the Member in the Program and the local participating Rockwell Automation distributor in whose assigned territory the Member in the Program is located.

Rockwell Automation, the Rockwell Automation logo, Allen-Bradley, and other product names referenced herein are trademarks of Rockwell Automation, Inc. and may be registered in certain jurisdictions. All other product names, marks, logos and symbols may be trademarks or registered trademarks of their respective owners.

Prices are expressed in United States dollars unless otherwise indicated. Suggested prices and discount offers are based on the Rockwell Automation Published List Price and may not be inclusive of any local taxes or fees. All suggested prices and discounts are subject to change without notice. Program pricing does not apply to previously purchased products and no credits or returns will be given. Suggested discounts represented in this guide cannot be used in conjunction with any other discounts. Member in the Program should contact their local participating Rockwell Automation distributor for actual pricing, discounts, and availability information.
### Appendix B – Machine Share Evaluation Worksheet

The Evaluation Worksheet is required for all Machine/Equipment Level participants. It is an excel worksheet that is used to evaluate/qualify RA content on specific machines/equipment, ensuring the company has met the minimum program requirement. The primary control architecture (PLC, PAC, drives, HMI) should be RA to be considered a “Rockwell Automation machine”.

The evaluation worksheet (example below) has 9 product categories where you indicate whether used on the machine (yes/no) and if used, what % content is RA. If it is not 100%, indicate the competitor(s) used. The worksheet will calculate the total % content and if 70% or greater, the cell will turn green.

<table>
<thead>
<tr>
<th>Machine #1</th>
<th>ABC Machine</th>
<th>WFFS</th>
<th>Packaging</th>
<th>88%</th>
<th>Total % RA Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control Products Used</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0 Standard Industrial Control</td>
<td>Yes</td>
<td>60%</td>
<td>GE (Power Supplies)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0 Sensing &amp; Connectivity Products</td>
<td>Yes</td>
<td>80%</td>
<td>Turck</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.0 Safety</td>
<td>Yes</td>
<td>50%</td>
<td>M2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.0 Programmable Process Controller Products</td>
<td>Yes</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.0 Software</td>
<td>Yes</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.0 Motion Control Products</td>
<td>Yes</td>
<td>80%</td>
<td>Bürk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.0 Drives Products</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.0 Motor Control Centers</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.0 GCM - Customer Support &amp; Maintenance</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix C – Co-managed Objectives

Objectives

Rockwell Automation requires that each program Participant or Partner member complete co-managed objectives annually. The intent of co-managed objectives is to link specific activities from a company's annual business plan to tactical activities. Co-managed objectives should be mutually agreed upon and serve as a relationship roadmap and will form the basis for measuring success and expectations for the OEM and Rockwell Automation. Co-managed objectives should include:

- Sales Planning
- Market & Business Development
- Competency development plan
- Performance and expectation measurement

In addition to the sections outlined above, there may be other areas of focus that you may choose to capture. Feel free to modify or change this template, as needed, to capture the needed information.

Local co-managed objectives may change or require modification from time to time. It is expected that this document is reviewed quarterly, at a minimum, to ensure the mutual goals are achieved.

Sales Planning

Select the key objective(s) (Target Accounts, Team Selling, Leads) mutually agreed upon and provide details where necessary. Achievement of these objectives should be the overall indicator of the success of this plan and our partnership.

Historical & Future Sales Performance:

Please provide historical sales for your company. Historical Rockwell Automation sales performance will be provided by the Rockwell Automation Sponsor.

Program Participant Total Company Revenue:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>USD</td>
</tr>
<tr>
<td>2012</td>
<td>USD</td>
</tr>
<tr>
<td>2013</td>
<td>Planned</td>
</tr>
</tbody>
</table>

Rockwell Automation Revenue:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>USD</td>
</tr>
<tr>
<td>2012</td>
<td>USD</td>
</tr>
<tr>
<td>2013</td>
<td>Planned</td>
</tr>
</tbody>
</table>
Local Team Sales and Marketing Activities:

The goal of Team Sales and Marketing activities is to identify focused opportunities that the program participant will be targeting. These opportunities should be identified and plans should be established to proactively assist in the development of local accounts. Please indicate the number of machines you anticipate shipping for the calendar year.

Machine/System Name: ___________________________ Estimated units deployed this year: _____________
Machine/System Name: ___________________________ Estimated units deployed this year: _____________
Machine/System Name: ___________________________ Estimated units deployed this year: _____________

Target Account Focus:

Provide a minimum of 4 target accounts and activities below that are critical to achieving annual goals and objectives. In many cases, Rockwell Automation may have key contacts in these accounts and we can help provide information and assistance in the Machine Builder's sales cycle or deployment plans.

<table>
<thead>
<tr>
<th>Account Name/Location</th>
<th>Activity</th>
<th>Date(s)</th>
<th>Owner(s)/Resources / Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Corporation/Milwaukee</td>
<td>New Machine</td>
<td>January</td>
<td>ex: Jane Doe/Startup assistance needed</td>
</tr>
<tr>
<td>XYZ Corporation/France</td>
<td>System Upgrade</td>
<td>March</td>
<td>ex: Jim Smith/Drives quote needed</td>
</tr>
<tr>
<td>New Corporation/Los Angeles</td>
<td>New Prospect</td>
<td></td>
<td>ex: Chris Clark/Need RA Sales Contact</td>
</tr>
<tr>
<td>New Corporation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Marketing and Business Development

Operational Excellence & Industry Affiliation:

Please indicate any professional affiliations or associations that your company is an active participant.

Planned Rockwell Automation Product and Services Growth:

Please indicate plans for annual product and services growth. The product and service lines should include current products and services that have already been adopted as a core platform or services. A detailed sales report of previous year’s growth by business unit can be provided by your Rockwell Automation Sponsor.

Select at least one Rockwell Automation product that your company will focus on for growth:

<table>
<thead>
<tr>
<th>Rockwell Automation Products</th>
<th>Previous Year</th>
<th>Growth</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select One</td>
<td>$ ___________</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Select One</td>
<td>$ ___________</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Select One</td>
<td>$ ___________</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Select One</td>
<td>$ ___________</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Select One</td>
<td>$ ___________</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Select One</td>
<td>$ ___________</td>
<td>%</td>
<td></td>
</tr>
</tbody>
</table>
Select at least one Rockwell Automation service that your company will focus on for growth:

<table>
<thead>
<tr>
<th>Rockwell Automation Services</th>
<th>Previous Year</th>
<th>Growth</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select One</td>
<td>$</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Select One</td>
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<tr>
<td>Select One</td>
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<td>%</td>
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</tr>
<tr>
<td>Select One</td>
<td>$</td>
<td>%</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Previous year's revenue will be provided by Rockwell Automation or Authorized Distributor

**New Product or Technology Focus or Adoption:**
Indicate new products or technology lines not previously utilized that you would like to start using or gain additional knowledge

**Product/Technology**
- Example: Remote Maintenance & Optimization
- Example: System Sustainability & Convergence

**Competency and Product Development:**
Please indicate company plans for annual competency development. It is expected that at least one sales/marketing person and one engineering person from your company be competent/trained on Rockwell Automation solutions.

Competency events can include events such as product training, business events, technology updates, and other field-based activities that may increase competency and knowledge critical to success. Competency considerations should be given to core products and technology and new areas of focus (listed above).

As a best practice, we recommend the OEM reviews their annual technical support call summary to identify areas for competency development. Rockwell Automation can provide technical support call summary through our TechConnect Web Portal reporting tool.

Please indicate if you have reviewed your annual technical support call summary with Rockwell Automation or authorized Distributor.

- [ ] Yes Date: ____________
- [ ] No Scheduled Date: ____________

Select at least one competency event that one or more representatives from your company will attend

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Date(s)</th>
<th># of Attendees</th>
<th>Courses/Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select One</td>
<td></td>
<td></td>
<td>Enter Topic</td>
</tr>
<tr>
<td>Select One</td>
<td></td>
<td></td>
<td>Enter Topic</td>
</tr>
<tr>
<td>Select One</td>
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<td>Enter Topic</td>
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<tr>
<td>Select One</td>
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<td>Enter Topic</td>
</tr>
<tr>
<td>Select One</td>
<td></td>
<td></td>
<td>Enter Topic</td>
</tr>
</tbody>
</table>
Machine Audits:
The OEM, with representatives from Rockwell Automation, will perform a yearly machine audit on each machine qualified for the Machine Builder Program to determine Rockwell Automation machine share. This audit can also help determine if there are opportunities for machine redesign(s) to lower total costs.

Please indicate if you have completed the machine audits with your Rockwell Automation representatives.

- Yes  Date: [ ]
- No  Scheduled Date: [ ]

Target Product Marketing and Utilization:
Below is the list of products and services that Rockwell Automation is targeting sales for the following year. List planned promotions that Machine Builder will sponsor tied to these product and services (ex: trade shows you attend, conducted training, advertising, upgrades, and competitive conversion initiatives).

<table>
<thead>
<tr>
<th>Product Family</th>
<th>Focused Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Industrial control</td>
<td></td>
</tr>
<tr>
<td>Sensing &amp; Connectivity Products</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td></td>
</tr>
<tr>
<td>Programmable &amp; Process Controllers</td>
<td></td>
</tr>
<tr>
<td>Software</td>
<td></td>
</tr>
<tr>
<td>Motion Control</td>
<td></td>
</tr>
<tr>
<td>Drives</td>
<td></td>
</tr>
<tr>
<td>Motor Control Centers</td>
<td></td>
</tr>
<tr>
<td>Customer Support, Maintenance and Services</td>
<td></td>
</tr>
</tbody>
</table>

Planned Commercial Activities:
Indicate all planned commercial marketing activities for the upcoming year that Rockwell Automation or distributor could help with. Commercial events/activities might include trade show events, advertising campaigns, industry events, white papers and/or business events.

<table>
<thead>
<tr>
<th>Marketing Event/Activity</th>
<th>Date(s)</th>
<th>Activity Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ex: Trade Show</td>
<td></td>
<td>Details</td>
</tr>
<tr>
<td>Ex: Advertising Campaigns</td>
<td></td>
<td>Details</td>
</tr>
<tr>
<td>Ex: Retrofit/upgrade programs</td>
<td></td>
<td>Details</td>
</tr>
<tr>
<td>Ex: White Paper/Customer Success</td>
<td></td>
<td>Details</td>
</tr>
</tbody>
</table>
Other Objective(s):
Identify any additional objectives below not covered in previous sections of this document.

Other Objective #1
Describe Objective Here

Please indicate if you have completed the objective.

☐ Yes Date: 
☐ No Scheduled Date: 

Other Objective #2
Describe Objective Here

Please indicate if you have completed the objective.

☐ Yes Date: 
☐ No Scheduled Date: 

Other Objective #3
Describe Objective Here

Please indicate if you have completed the objective.

☐ Yes Date: 
☐ No Scheduled Date: 

Approval and Review

Company Information:
Company Name: Company Name
Address:
City:       State:
Country:

Approvals:
Tab through the worksheet and complete the information before printing the document for signature. A copy should be retained by the OEM and Rockwell Automation. It is required that the Success Plan be revisited each quarter to track progress.

Co-Managed Objective Approval Date: (See Below)
Quarterly Review 1 Date:
Quarterly Review 2 Date:
Quarterly Review 3 Date:

Signatures:

Rockwell Automation Local Sponsor: Type Name

__________________________________________ Date ____________

_________________ OEM Business Development Representative: Type Name

__________________________________________ Date ____________
## Appendix D – New Customer TechConnect RFQ

**New Customer TechConnect Contract Quote Request Form**

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>a.k.a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address:</td>
<td>* The default definition of a customer site or plant is the ship-to address or location.</td>
</tr>
<tr>
<td>City:</td>
<td>State:</td>
</tr>
<tr>
<td>Customer Type:</td>
<td>End User</td>
</tr>
<tr>
<td>Customer Site Contact:</td>
<td>Telephone:</td>
</tr>
<tr>
<td>RA Sales Contact:</td>
<td>Telephone</td>
</tr>
<tr>
<td>Distributor Sales Contact:</td>
<td>Telephone</td>
</tr>
</tbody>
</table>

### TechConnect Profile Information

<table>
<thead>
<tr>
<th>Product Family</th>
<th>DirectConnect Support</th>
<th>Upgrade Options (upgrade charges will be quoted)</th>
<th>Sizing Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automation Control</td>
<td>Existing Product</td>
<td>New Product</td>
<td>24 x 7 Support</td>
</tr>
<tr>
<td>Industrial Motion Control</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced Software:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• HMI/Communications</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Information Automation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Process</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Application</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Order # (if available):

Upgrade quotes should be sent to: Name: Email: Fax:

Reason for Request:

Please complete this form and send to Vladimir Obraztsov via email: vobraztsov@ra.rockwell.com
### Appendix E - RSTrainer Products

<table>
<thead>
<tr>
<th>Catalog Number</th>
<th>Product Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>9393RSTLINX</td>
<td>RSTrainer for RSLogix Software</td>
</tr>
<tr>
<td>9393RSTCLX</td>
<td>RSTrainer for ControlLogix Fundamentals</td>
</tr>
<tr>
<td>9393RSTLXSKPRJ</td>
<td>RSTrainer for RSLogix5000 - Project Configuration</td>
</tr>
<tr>
<td>9393RSTLXSKOFF</td>
<td>RSTrainer for RSLogix5000 Software - Offline Programming</td>
</tr>
<tr>
<td>9393RSTLXSKON</td>
<td>RSTrainer for RSLogix5000 Software - Online Monitoring</td>
</tr>
<tr>
<td>9393RSTLXSKMOT</td>
<td>RSTrainer for RSLogix5000 Software - Motion</td>
</tr>
<tr>
<td>9393RSTHYD</td>
<td>RSTrainer for Hydraulics</td>
</tr>
<tr>
<td>9393RSTLX5</td>
<td>RSTrainer for RSLogix Software</td>
</tr>
<tr>
<td>9393RSTVMEPT1</td>
<td>RSTrainer for FactoryTalk View ME - Applications &amp; Displays</td>
</tr>
<tr>
<td>9393RSTVMEPT2</td>
<td>RSTrainer for FactoryTalk View ME - Drawing Objects</td>
</tr>
<tr>
<td>9393RSTVMEPT3</td>
<td>RSTrainer for FactoryTalk View ME - Interactive Objects</td>
</tr>
<tr>
<td>9393RSTSLCHENE</td>
<td>RSTrainer for SLC500 - Hardware Fundamentals</td>
</tr>
<tr>
<td>9393RSTSLCPENE</td>
<td>RSTrainer for SLC500 - Programming Fundamentals</td>
</tr>
<tr>
<td>9393RST500OFENE</td>
<td>RSTrainer for RSLogix 500 Software - Offline Programming</td>
</tr>
<tr>
<td>9393RST500ONENE</td>
<td>RSTrainer for RSLogix 500 Software - Online Monitoring</td>
</tr>
<tr>
<td>9393RST500DSENE</td>
<td>RSTrainer for RSLogix 500 Software - Documenting &amp; Searching</td>
</tr>
<tr>
<td>9393RSTENET2ENE</td>
<td>RSTrainer for EtherNet/IP - Communications &amp; Diagnostics</td>
</tr>
<tr>
<td>9393RSTENET1ENE</td>
<td>RSTrainer for EtherNet/IP - Hardware &amp; IP Addressing</td>
</tr>
<tr>
<td>9393RST500OFESE</td>
<td>Spanish: RSTrainer for RSLogix500 - Offline Programming</td>
</tr>
<tr>
<td>9393RSTSMGRENF</td>
<td>RSTrainer Enterprise Edition for Student Manager</td>
</tr>
<tr>
<td>9393MODPROG</td>
<td>Modular Programming for Machine Applications</td>
</tr>
</tbody>
</table>
Appendix F – Try Before Buy – Product Evaluation Agreement

This is a product evaluation project agreement ("Agreement") between Rockwell Automation, [subsidiary full name] ("RA") and___________________________ ("Company"). The purpose of this Agreement is to specify the terms and conditions for Company's participation in the RA Product Beta Evaluation program.

RA and Company agree as follows:

1. **Supply of Products by RA**
   a. RA will provide to Company the specified evaluation products, documentation and/or software ("Products") identified in Appendix A, Part 2, Table 1. Company may not move or relocate Products from the Location without the prior written consent of RA.
   b. The Products will be provided for the evaluation period specified in Schedule A, Part 2, Table 1 ("Term") for the evaluation project [insert name of project] ("Project"). If no period is specified in Schedule A, the evaluation period shall not exceed three (3) months.

2. **Title and risk of loss**
   a. RA will deliver the Products to, and provide the Services at, the Company's address given in Schedule A, part 1 ("Location"). The risk of loss or damage to Products shall pass to Company upon delivery to the Location (F.O.B. destination). Risk of loss or damage remains with Company until the completion of the purchase or return process outlined in clause 5 below. In the event any Product is damaged beyond repair during the Term then Company will be deemed to have purchased the goods in accordance with clause 5(c) below, unless the damage was caused by RA personnel.
   b. During the Term, RA retains full ownership and title to all Products supplied by RA to Company. Company shall maintain the Products free of any liens, attachments or other encumbrances. No rights or licenses are granted other than those in this Agreement.

3. **Supply of Services by RA:**
   a. RA will provide technical support to install, commission and qualify the performance of the Products for the Project, by following the using the tests outlined in Appendix B ("Services"). RA's ability to deliver the Services is dependent upon Company's full and timely cooperation with RA, as well as the accuracy and completeness of any information and data Company provides to RA.
   b. Company agrees to: (i) provide RA with timely access to and use of all information, data, documentation, facilities, working space and office services deemed necessary by RA; (ii) appoint a representative who will provide professional and prompt liaison with RA; (iii) be available at all times when RA's personnel are at the project site (or designate an alternate with the same level of authority; and (iv) confer with the RA representative at regular intervals to review progress and resolve any issues related to the Services. Company shall be responsible for the performance of its employees and agents and for the accuracy and completeness of all data and information provided to RA for purposes of the performance by RA of the Services. Services may include advice and recommendations, but all decisions in connection with the acceptance and implementation of such advice and recommendations shall be the sole responsibility of, and made by, Company.

4. **Intellectual Property rights**
   a. RA grants to Company a temporary, limited license to use Product software or firmware for the Term on either (i) a single computer, (ii) a network server for access by one user, by way of terminal or computer attached to the network server, or (iii) as otherwise set forth in Schedule A. Company may make one copy of the Product software for back-up purposes only. Company may not copy the firmware. Company agrees to be bound by all license agreements, including third-party agreements, normally presented as part of the Product software installation even where the Product software is provided installed, or through network access. Title to all intellectual property rights associated with the Products remains with RA or its suppliers and licensors.
   b. During the Term, Company may not lease sub-lease, assign, license, sub-license or otherwise transfer or dispose any of the Products without the prior written consent of RA. Reverse assembly, reverse engineering, decompilation, and creating derivative works based on the Products is prohibited.
   c. RA has created, acquired or otherwise has rights in, and may, in connection with the performance of Services, employ, provide, modify, create, develop, acquire or otherwise obtain rights in, various concepts, ideas, methods, methodologies, procedures, processes, know-how (generalized and industry specific), techniques, models (including, without limitation, functions, processes, system and data models, libraries, templates, the generalized features of the structure sequence and organization of software, user interfaces and screen designs, and consulting and software tools, utilities and routines.
(collectively the “Rockwell Technology”). To the extent that RA utilizes any of its intellectual property (including, without limitation, the Rockwell Technology or any hardware or software of RA) in connection with the performance of Services, such intellectual property shall remain the property of RA. RA may employ, modify, disclose, and otherwise exploit the Rockwell Technology (including, without limitation, providing services or creating programming or materials for other clients). To the extent required, RA hereby grants to Company a nonexclusive, non-transferable license to modify and use the Rockwell Technology solely in conjunction with the application project for which Services have been provided.

Nothing in this Agreement shall be construed as precluding or limiting in any way the right of RA to provide consulting or other services of any kind or nature whatsoever to any person or entity as RA in its sole discretion deems appropriate. Except for any Company or third party confidential information, RA retains all right, title and interest in and to the intellectual property related to the Rockwell Technology or anything developed by RA in the performance of Services.

5. Termination
   a. RA reserves the right to terminate this Agreement at any time, and remove the Products prior to the agreed upon completion of the evaluation period.
   b. If the Project is successful and the Products pass the tests in Appendix B, then the Company will purchase the Products, as follows:
      i. (purchase process): Company will issue a purchase order within 10 days of the end of the Term for the Products it wishes to retain. RA will issue a corresponding invoice for the Products.
      ii. (price): the price will be the “Offer Price” listed in Appendix A, Part 2, Table 1.
      iii. (payment terms): Company will pay the price by net thirty (30) days from date of invoice. No payment by offset is permitted. Interest charges will be added to overdue invoices at the rate of 1.5% per month (subject to any limit imposed by applicable law).
      iv. (title transfer): title to the Products will transfer from RA to Company when Company’s payment for the Products has cleared.
      v. (other terms of sale): sale of the Products will be governed by RA’s standard terms of sale which can be accessed on RA’s website at the following address: http://www.rockwellautomation.com/important_notices/termsofsale.html. If there is any inconsistency between this Agreement and RA’s standard terms of sale, this Agreement will prevail.
   c. If the Project is not successful, then Company will return all Products (including software, related back-up copies and output from software) within twenty (20) days of the end of the Term. Company will return the Products to the address specified in Schedule A, part 3 (or another location if RA and Company agree).

6. General
   a. The Products are supplied with the warranties in Appendix C. RA disclaims any other warranties, express, implied or statutory, including (without limitation) any warranties of merchantability or fitness for a particular purpose.
   b. In no event shall neither party be liable for (i) lost profits, lost savings, downtime, special, indirect or consequential damages of any kind, or (ii) any personal injury, property damage arising out of the use of the Products in connection with this agreement, whether in an action in contract, strict liability or in tort including negligence. RA disclaims all liability relative to gratuitous information or assistance provided by, but not required of RA, hereunder.
   c. Company agrees to indemnify and hold RA harmless from all costs, awards, damages, expenses and fees (including attorney’s fees) resulting from or related to any third party claims (including employees of company) against RA, its distributors, agents, officers, directors or employees for personal injury (including death) or property damage related to or resulting from the use of the Products.
   d. In the event a Product is exported, Company agrees to comply with all applicable United States Export Control Law and Regulations, and the applicable export control laws of other countries.
   e. This Agreement may not be assigned by Company without RA’s prior written consent, which may not be unreasonably withheld.
   f. This Agreement, and all disputes arising under it, will be governed by and interpreted in accordance with the laws and will be subject to the exclusive jurisdiction of the laws of the country of RA’s principal place of business. This Agreement is the complete and exclusive Agreement between RA and the Company, and supersedes all prior agreements, whether written or oral, relating to the Products.
   g. The parties will attempt in good faith to promptly resolve any dispute arising under this Agreement by negotiations between representatives of the parties who have authority to settle the dispute. Any dispute not resolved by negotiation within 30 days will then be referred to and finally resolved by arbitration by the arbitral body of the country in which RA’s principal place of business resides. The arbitration will follow the applicable rules of that arbitral body and which rules are
deemed to be incorporated by reference in this clause. The Tribunal shall consist of 1 arbitrator to be appointed by the Chairman of the relevant arbitral body. The language of the arbitration shall be English. The parties agree to waive their right to any form of appeal, review or recourse to any state court or other judicial authority, insofar as such waiver may be validly made.

COMPANY:     ROCKWELL AUTOMATION [INSERT SUBSIDIARY NAME]

By: ____________________________  By: ____________________________
(Authorized Representative Signature)  (Authorized Product Group Signature)

Printed Name: ____________________________  Printed Name: ____________________________
Title: ____________________________  Title: ____________________________
Date: ____________________________  Date: ____________________________
SCHEDULE A - PRODUCTS

Part 1:

RA will deliver the Products to the following address:

Attention to _________________________________________________________

Street Address ________________________________________________________

City, State, Zip Code __________________________________________________

Country _____________________________________________________________

Part 2:

Table 1 - Product list

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Catalog Number</th>
<th>Product Name</th>
<th>Offer price</th>
<th>Shipment Date</th>
<th>Evaluation Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
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</tr>
<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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<tr>
<td>4.</td>
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<tr>
<td>5.</td>
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</tr>
<tr>
<td>6.</td>
<td></td>
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<tr>
<td>7.</td>
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<tr>
<td>8.</td>
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<tr>
<td>9.</td>
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</tr>
<tr>
<td>10.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Part 3

If Company elects not to purchase the Products under clause 9, Company shall return all the Products to:

Rockwell Automation [insert RA subsidiary name]
[insert RA subsidiary address]
Attn: _______________________________
## APPENDIX B - TESTING PROGRAM AND RESULTS

### Table 2 – Testing program

<table>
<thead>
<tr>
<th>Item</th>
<th>Test Product</th>
<th>Test Description</th>
<th>Test Objective</th>
<th>Test Target</th>
<th>Test Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CSD3 RSM</td>
<td>Forward and reverse movement of work table from 0 to 300 with Servo Drive</td>
<td>Testing of the work table position accuracy</td>
<td>Table accuracy : within 4 micron</td>
<td>pass</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>5</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Test Result : □ Pass Test □ Fail Test

---

**COMPANY AGREEMENT TO TESTING RESULTS:**

Name:  
Signature:  
Name in Block Letter:  
Position:  
Date:  
SCHEDULE D – WARRANTIES

1. **Hardware**: RA warrants that new hardware Products furnished hereunder will be free from defects in material, workmanship and design for a period of one (1) year from the date of invoice from RA or its appointed distributor, as the case may be. Repaired or replacement Products provided as a result of this warranty subparagraph are similarly warranted for a period of six (6) months from the date of shipment to Buyer or the remainder of the original warranty term for that particular Product, whichever is longer.

2. **Software and Firmware**: Unless otherwise provided in a RA or third party license, RA warrants that standard software or firmware Products furnished hereunder, when used with RA-specified hardware, will perform in accordance with published specifications prepared, approved, and issued by RA for a period of one (1) year from the date of invoice from RA or its appointed distributor, as the case may be. RA makes no representation or warranty, express or implied, that the operation of the software or firmware Products will be uninterrupted or error free, or that the functions contained therein will meet or satisfy Buyer’s intended use or requirements.

3. **Services**: RA warrants that the Services provided under this Agreement will be performed by appropriately skilled personnel employed or retained by RA.
Appendix G – Participation Approval Form (AP region example only)

OEM Program (Asia Pacific Region only)
Participation Application Form

- [ ] Developer Level
- [ ] Participant Level
- [ ] Partner Level

<table>
<thead>
<tr>
<th>Company (Applicant) Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
</tr>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>City/Code/Country</td>
</tr>
<tr>
<td>Phone</td>
</tr>
<tr>
<td>Web Address</td>
</tr>
<tr>
<td>Years in Business</td>
</tr>
<tr>
<td>Annual Sales Volume</td>
</tr>
<tr>
<td>Parent Company</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KEY PERSONNEL</th>
<th>NUMBER OF EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Engineering</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>Sales &amp; Marketing</td>
</tr>
<tr>
<td>Engineering Manager</td>
<td>Administration</td>
</tr>
<tr>
<td>Others</td>
<td>Service</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>

Are you currently a member of another Rockwell Automation commercial or partner program?
- [ ] Yes
- [ ] No

Current Program Name:

List other companies that you have marketing agreements with:
### Target Industries

Check the industries you are focused on:

- [ ] Automotive
- [ ] Tire & Rubber
- [ ] Food
- [ ] Beverage
- [ ] Pharmaceutical
- [ ] Household / Personal Care
- [ ] Chemical
- [ ] Semiconductor
- [ ] Print
- [ ] Fibers / Textiles
- [ ] Mining & Cement
- [ ] Oil & Gas
- [ ] Metals
- [ ] Water / Wastewater
- [ ] Entertainment
- [ ] Other (specify):

### General Market Information

Geographical (regions served):

Major customer accounts:

### Machine Information

Describe your machine(s), the application(s), and Rockwell Automation control system used on the machine(s):

<table>
<thead>
<tr>
<th>Machine</th>
<th>Application</th>
<th>Control System used</th>
</tr>
</thead>
<tbody>
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</table>

List non-Rockwell Automation hardware / software used in your integration:

| Hardware/Software | |
|-------------------||
|                   | |
Promotional Request

Describe your communication objective(s) for using the Machine Builder (OEM) Program logo:

Describe the promotional campaign using the Machine Builder (OEM) Program logo:

<table>
<thead>
<tr>
<th>Media featuring the Machine Builder (OEM) Program logo (print ads, website, direct mail, brochures)</th>
<th>Media Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>START (dd/mm/yyyy)</td>
<td>END (dd/mm/yyyy)</td>
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</table>
## Asia Pacific OEM / Machine Builder Key Benefits

Check the requested benefits:

<table>
<thead>
<tr>
<th>Developer</th>
<th>Participant</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Try Before Buy</td>
<td>☐ Try Before Buy</td>
<td>☐ Try Before Buy</td>
</tr>
<tr>
<td>☐ Access to RA Software Toolkit</td>
<td>☐ Access to RA Software Toolkit</td>
<td>☐ Access to RA Software Toolkit</td>
</tr>
<tr>
<td>☐ Engineering Consultation</td>
<td>☐ Engineering Consultation</td>
<td>☐ Engineering Consultation</td>
</tr>
<tr>
<td>☐ Additional Discount on Training Services Account</td>
<td>☐ Additional Discount on Training Services Account</td>
<td></td>
</tr>
<tr>
<td>☐ Hardware discounts for Show Equipment</td>
<td>☐ Hardware discounts for Show Equipment</td>
<td></td>
</tr>
<tr>
<td>☐ Machine Application / Success Marketing Collateral (Co-Marketing)</td>
<td>☐ Machine Application / Success Marketing Collateral (Co-Marketing)</td>
<td></td>
</tr>
</tbody>
</table>

Describe your business objective(s) for requesting for the OEM / Machine Builder Benefits:

Remarks: Is this an Exhibition Machine?  ☐ Yes  ☐ No

Annual Sales Potential for Requested Items:  US$
Fill in the Bill of Material (BOM) *Attach separate sheet or SPRA (if required).*

<table>
<thead>
<tr>
<th>Qty</th>
<th>Product Catalog Number</th>
<th>Product Description</th>
<th>List Price (US$)</th>
<th>Current Discount %</th>
<th>Requested Discount %</th>
<th>Approved % Discount (to be filled by approver)</th>
</tr>
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</table>

**START (dd/mm/yyyy)**

**END (dd/mm/yyyy)**

**Approval (Office Use Only)**

**Terms and Conditions:** *Attach separate sheet if required.*

**INFORMATION FURNISHED BY:**

<table>
<thead>
<tr>
<th>Name and Title</th>
<th>Phone</th>
<th>E-Mail</th>
<th>Date</th>
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</thead>
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</table>
Upon signing this application, Applicant agrees to the terms of the Participant Logo License and Usage Requirements attached hereto, along with the provisions of the Machine Builder (OEM) Program Guide as may be in effect from time to time.

Applicant acknowledges that Rockwell Automation reserves the right to renew on an annual basis, change or terminate the Program and/or Applicant's participation in the Program at any time. It is understood that acceptance (or rejection) of this application by Rockwell Automation, including any subsequent withdrawal of that acceptance, for any reason, will at all times be at the sole discretion of Rockwell Automation and without liability of any kind to Applicant.

<table>
<thead>
<tr>
<th>Signature of Authorized Applicant Representative / Customer</th>
<th>Date</th>
</tr>
</thead>
</table>

**FOR OFFICE USE ONLY:**

<table>
<thead>
<tr>
<th>Local OEM Country Sales Manager Approval (Name &amp; Title)</th>
<th>Approved Date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Rockwell Automation Country OEM Technical Programs (GOTC Lead) Manager</th>
<th>Approved Date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Rockwell Automation AP OEM Business Director</th>
<th>Approved Date</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Rockwell Automation AP Marketing Director</th>
<th>Approved Date</th>
</tr>
</thead>
</table>

**NOTE:** Include results of evaluation when submitting signed application form to Rockwell OEM management.
Participant Logo License and Usage Requirements

Upon its acceptance of the application and based on participation level selected, Rockwell Automation grants Applicant a temporary, non-exclusive, limited license (the “License”) to use the OEM Program (the “Program”) partner and machine/equipment identity logo(s) (the “Logo(s)”) – see example below in conjunction with the “on machine” utilization of Program-eligible Allen-Bradley automation products (the “Products”) in the Applicant’s original equipment manufacturing (OEM) business pursuant to the following terms and conditions (the “Requirements” – refer to the Program Guide for further information on what Logo(s) are applicable to each Program participation level):

Application. Applicant acknowledges and agrees that the License is granted in reliance upon information provided by Applicant in this Application. Applicant further agrees to advise Rockwell Automation of any significant changes in such information during the term of the License.

Logo Usage. The License applies only to the Logo(s) in the forms identified below and does not apply to any individual component or element thereof. Applicant agrees to use the Logo(s) only in accordance with rules and guidelines, including quality controls and Program graphic standards, provided by Rockwell Automation (which rules and guidelines may be modified by Rockwell Automation from time to time in its sole discretion), and will in no event use the Logo(s) in conjunction with any other business or activity not authorized or recognized hereunder, including in association with the promotion or use of any products or services which are competitive to those of Rockwell Automation. In no event may Applicant utilize or incorporate the Logo(s) or any other Rockwell Automation trademark, including any derivation thereof or mark confusingly similar thereto, in its corporate name or any name under which it may conduct business or in association with the integration or sale of products or services not expressly authorized by Rockwell Automation.

Ownership. The Logo(s) are and will at all times remain the exclusive property of Rockwell Automation. In no event may Applicant at any time attempt to register or otherwise assert any ownership or other use right with respect to the Logo(s) or any other designation or logo confusingly similar thereto. Applicant hereby assigns to Rockwell Automation any right, title or interest in the Logo(s) or their components that Applicant may subsequently succeed to by operation of law or otherwise.

Prohibited Promotions. Applicant’s use of the Logo(s) and the promotion of its participation in the Program is limited to Applicant acting in its capacity as an original equipment manufacturer or OEM as those terms are generally defined in the industry and in the Program Guide, and its use of the Logo(s) may not be used or referenced in conjunction with any other activity of Applicant not authorized by the License or these Requirements.

Term. The term of the License will be indefinite in nature, but may be immediately terminated by either Applicant or Rockwell Automation at any time and for any reason upon notice to the other not less than five (5) business days in advance of the effective date of termination. The License will terminate immediately upon any termination or cessation of the Program by Rockwell Automation or Applicant’s participation in the Program. Applicant’s limited right to use the Logo(s) will terminate immediately upon any termination of the License, and any and all such use thereafter by Applicant is prohibited. Applicant waives any claim or right to indemnity it may have as a result of any termination of the License or the Program or its participation in the Program, it being understood that Applicant has been granted the right to use the Logo(s) with a full understanding of the financial and other effects upon it or its principals in the event of any such termination.

Indemnity. To the extent permitted by applicable law, Applicant agrees to indemnify and hold Rockwell Automation and its subsidiary and affiliated entities, their respective directors, officers and employees, harmless from any and all liabilities, claims, demands, actions, costs or expenses, attributed to or arising out of any negligent act or omission by Applicant, its agents, employees or representatives, including its use of Rockwell Automation products on its manufactured equipment and its use of the Logo as permitted under the License. This indemnity will survive termination of this License.

DISCLAIMER AND LIMITATION OF LIABILITY. ROCKWELL AUTOMATION WILL NOT BE LIABLE FOR ANY FORM OF INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES ARISING OUT OF APPLICANT’S PARTICIPATION IN THE PROGRAM. ROCKWELL AUTOMATION FURTHER DISCLAIMS ALL LIABILITY OF ANY KIND RELATIVE TO ANY GRATUITOUS INFORMATION OR ASSISTANCE (INCLUDING ENGINEERING SUPPORT) PROVIDED BY IT IN ASSOCIATION WITH THE PROGRAM.

Non-certification. Participation in the Program and the License and Applicant’s permitted use of the Logo(s) do not in any way represent a certification of Applicant’s products, manufactured equipment or provided services or an endorsement of Applicant’s qualifications as an original equipment manufacturer by Rockwell Automation. Applicant’s use of the Logo(s) will in no event evidence any formal relationship or appointment or separate course of dealing as between Rockwell Automation and Applicant and is intended merely as a means by which Applicant may make a public representation as to its participation in the Program.

Transfer and Assignment. The License is not assignable or transferable by Applicant without the prior written consent of Rockwell Automation. Any unauthorized attempt to assign or transfer the License will be void and will act to immediately terminate the License without the need for further notice or action by Rockwell Automation.

Legal Representative. It is understood that Applicant is not a legal representative or an agent of Rockwell Automation or any Rockwell Automation subsidiary or affiliated entity. Applicant will not create any obligations on behalf of Rockwell Automation or any Rockwell Automation subsidiary or affiliated entity, nor will Applicant make any warranties or representations relative to the Products unless and except as authorized in writing by Rockwell Automation.

www.rockwellautomation.com

Power, Control and Information Solutions Headquarters

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Asia Pacific: Rockwell Automation, Level 14, Core F, Cyberport 3, 100 Cyberport Road, Hong Kong, Tel: (852) 2887 4788, Fax: (852) 2508 1866

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