

COMPETITIVE STRATEGY LEADER



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

Strategy Innovation

- Criterion 1: Strategy Effectiveness
- Criterion 2: Strategy Execution
- Criterion 3: Competitive Differentiation
- Criterion 4: Executive Team Alignment
- Criterion 5: Stakeholder Integration

Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

ROCKWELL AUTOMATION'S VALUE PROPOSITION CLOSSES EXISTING OPERATIONAL GAPS. ITS INTEGRATED AND ROBUST PORTFOLIO OPTIMIZES DECISION-MAKING THROUGH ADVANCED ANALYTICS ACROSS VARIOUS STAKEHOLDERS. THERE IS A GROWING DEMAND FOR PREDICTIVE MAINTENANCE SOLUTIONS IN THE INDUSTRY.

**- VALENTINA BARCIA
BEST PRACTICES RESEARCH**

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience. Driving demand, brand strength, and competitive differentiation play critical roles in delivering unique value to customers. This three-fold focus, however, must ideally be complemented by an equally rigorous focus on Strategy Innovation and Customer Impact.



Rockwell Automation serves clients across various industry verticals, including the most prominent companies in chemical, consumer goods, life sciences, automotive, mining, and oil and gas. The company collaborates with clients to co-create a strategy that interconnects sustainability and digital transformation.

With its strong overall performance, Rockwell Automation earns Frost & Sullivan's 2024 Global Competitive Strategy Leadership Award in the smart water monitoring industry.