



# 2024 FROST & SULLIVAN COMPETITIVE STRATEGY LEADERSHIP AWARD

*IN THE GLOBAL SMART WATER MONITORING INDUSTRY*



Rockwell Automation's commitment to sustainability aligns with the growing demand for responsible water management across various industries.



Rockwell Automation uses client feedback and industry trend monitoring to guide its product roadmap and continuously evolve its solutions.



*Rockwell Automation excels in the following criteria in the smart water monitoring industry:*



**STRATEGY  
EFFECTIVENESS**



**COMPETITIVE  
DIFFERENTIATION**



**CUSTOMER PURCHASE  
EXPERIENCE**



**BRAND EQUITY**