

Machine Builder

Digital Evolution Webinar Series

Why Attend?

Digital Evolution is a topic dominating conversations among business leaders. Many OEMs and Equipment Builders struggle to understand what it means for them.

How do you unlock the opportunities that are outlined in white papers, blogs and industry news?

The answers to these questions are at the heart of this webinar series.

Our first episode will discuss ways for OEMs and Machine Builders to drive profitability through Digital Transformation by showing paths to differentiation and internal optimization that are directly enabled by digital solutions.

The subsequent webinars will show you and your team how to accomplish these results utilizing the latest solutions from Rockwell Automation and our partners to help you achieve a successful Digital Evolution.

[Register here for all webinars](#)

Questions? Contact Devin Fedel, Field Marketing Specialist, Rockwell Automation at dmfedel@ra.rockwell.com

For Executives:

Drive Profitability through Digital Evolution

February 11, 2021 | 9:00 am – 10:00 am Central / 10:00 am – 11:00 am Eastern

[Register Here](#)

In this session, you will learn:

- What's driving digitization and why it matters
- How specific Machine Builders implemented digital solutions that
 - Increase revenue
 - Increase differentiation
 - Solve workforce challenges

[Steve Mulder](#), Consumer Packaged Goods Industry Manager at Rockwell Automation. Included in his role, is responsibility for a comprehensive strategy for digital transformation for OEMs, Systems Integrators, and Manufacturers within the Food and Beverage and Home Personal Care Industry segments. He spent over 20 years working for machine builders in senior leadership roles ranging from Director of Engineering and Operations, VP of Sales and Marketing, and President.

[Evan Kaiser](#), OEM Business Manager at Rockwell Automation. In his role, he is a steering committee member for IoT development within the global OEM community. His focus is to determine how IoT solutions can help OEMs and determine opportunities for growth and potential for expanded business models. He has held numerous roles in his 28-year tenure at Rockwell Automation, including Global Account Manager, Sales Operations, Commercial Marketing, Product Management and Portfolio Management.

For Engineering Managers & Engineers:

Digital Tools for a Faster Time to Market and Secure Remote Support

February 25, 2021 | 9:00 am – 10:00 am Central / 10:00 am – 11:00 am Eastern

Technologies That Enable Smart Manufacturing

March 4, 2021 | 9:00 am – 10:00 am Central / 10:00 am – 11:00 am Eastern

Improving Productivity and Creating Differentiation through Safety

March 11, 2021 | 9:00 am – 10:00 am Central / 10:00 am – 11:00 am Eastern

Bringing it all Together - Implementing Your Digital Evolution

March 18, 2021 | 9:00 am – 10:00 am Central / 10:00 am – 11:00 am Eastern

Machine Builder

Digital Evolution Webinar Series

Digital Tools for a Faster Time to Market and Secure Remote Support

February 25, 2021 | 9:00 am - 10:00 am Central / 10:00 am - 11:00 am Eastern

In the second installment of our five-part Machine Builder Digital Evolution series, we discuss specific tools for you to design and develop your machine. Digitize your machine so that you can train and maintain without an airplane.

We will show how to improve your value to manufacturers by sharing:

- Real world examples of OEMs who have already benefitted from Digital Tools from Rockwell Automation
- Design and test your machine using a Digital Twin with Emulate3D
- Secure Connectivity with Claroty
- Remote Augmented Reality Support with Vuforia Chalk

[Jeff Waters](#) is a Solution Consultant focused on Smart Machine Design and Industry 4.0 solutions. He helps OEMs and Machine Builders address industry challenges and manufacturing hurdles through Smart Machine Design Concepts and Digital Tools. Jeff has been with Rockwell Automation for five years, starting as a Field Service Engineer before becoming a Solution Consultant. He has a broad background of technical and application expertise in the FactoryTalk industrial automation software suite.

Technologies That Enable Smart Manufacturing

March 4, 2021 | 9:00 am - 10:00 am Central / 10:00 am - 11:00 am Eastern

The third episode of the series is centered on leveraging smart components as the foundation of machine intelligence providing additional capabilities for improved performance and machine differentiation.

You will learn about:

- Improving machine performance through gathering of actionable data within smart sensing devices
- Simplifying design and speeding build cycles via key integration capabilities of a Rockwell Automation solution
- Increasing asset performance with predictive and prescriptive analytics through key enabling technologies at the device level
- Streamlining setup and changeovers utilizing smart devices
- Providing enhanced levels of equipment protection
- Leveraging “device to dashboard” capabilities through implementation of smart devices

[Justin Benner](#) is a Solution Consultant for Machine Design for Rockwell Automation and is a passionate advocate for smart devices and demonstrating how they work together. Justin has over 15 years of experience in industrial automation primarily focused on the automotive industry based in Detroit. He is a graduate of Michigan Technological University (BS EET) and holds the credential of TÜV Functional Safety Technician for Machinery.

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Digital Evolution Webinar Series

Improving Productivity and Creating Differentiation through Safety

March 11, 2021 | 9:00 am - 10:00 am Central / 10:00 am - 11:00 am Eastern

In the fourth episode of the series, we discuss how your safety system can be a productivity tool that provides actionable data to increase efficiency. When properly designed, a safety control system should increase machine speed as it increases safety and comfort of operators and maintenance personnel.

You will learn about:

- The challenges to safe machinery operations
- The benefits of a smart, integrated safety solution
- Smart safety and The Connected Enterprise
- The uses for real time safety information
- Collaborative workspace solutions - Advanced Safety instructions using GuardLogix, PowerFlex, and Kinetix

[Jonathan Johnson](#) has worked for Rockwell automation for 23 years. As a TUV Functional Safety Expert, Jonathan represents Rockwell Automation on several ISO and IEC safety standards committees.

[Rob Votin](#) has spent the last 20 years in customer facing technical positions within Rockwell Automation, including Field Support Engineer, Global OEM Technical Consultant, and Integrated Architecture Technology Consultant. His primary focus has always been servo-based motion control, but he has also developed expertise in drives, Ethernet networks and safety applications. He has obtained a TUV certification as a Functional Safety Engineer.

Bringing it all Together - Implementing Your Digital Evolution

March 18, 2021 | 9:00 am - 10:00 am Central / 10:00 am - 11:00 am Eastern

In the final episode of the series, we discuss current manufacturing hurdles and how software and hardware work in tandem to provide smart machine insights for and your customers.

You will learn about:

- Current manufacturing hurdles
- How the technology evolution addresses these hurdles
- Leveraging technology to enhance productivity
- Demo - benefits of AR to reduce downtime

[Jeff Waters](#) is a Solution Consultant focused on Smart Machine Design and Industry 4.0 solutions. He helps OEMs and Machine Builders address industry challenges and manufacturing hurdles through Smart Machine Design Concepts and Digital Tools. Jeff has been with Rockwell Automation for five years, starting as a Field Service Engineer before becoming a Solution Consultant. He has a broad background of technical and application expertise in the FactoryTalk industrial automation software suite.