



Rockwell Software Begins Deliveries of FactoryTalk® VantagePoint Application for Web-Based Analysis & Reporting of Plant-Floor Data

Mission Viejo, CA, March 1, 2009 — Rockwell Software today began deliveries of the new FactoryTalk® VantagePoint solution, an innovative addition to its FactoryTalk Integrated Production and Performance Suite that allows end users to self-configure rich Web-based dashboards, trends and reports without expensive, time-consuming support resources.

FactoryTalk VantagePoint software leverages the FactoryTalk service-oriented architecture and technology acquired through the company's purchase of Incuity Software to deliver automatic access to valuable production information from both Rockwell Automation and third-party systems in an easier-to-use, cost-effective manner. Employees at every level of a production facility now can better monitor and manage productivity, and exercise more control over high-profile operations such as energy efficiency or global supply-chain execution.

“In today's economy, it's critical to mine data from disparate sources in a way that delivers unique insights into enterprise business performance and key operational metrics,” said Doug Lawson, president of Incuity Software, Rockwell Automation. “With just a few hours of configuration, FactoryTalk VantagePoint LE software can provide users with a cost-effective way to get at that information through intuitive reports, trends and dashboards.”

In addition to gathering data from control systems based on the Rockwell Automation Integrated Architecture, the FactoryTalk VantagePoint application features third-party connectors that address native and OPC DA real-time devices and OPC HDA historians, as well as Wonderware IndustrialSQL Server Historian, GE Proficy Historian and OSI PI Historian.