



RAAMP

Rockwell Automation Asset
Management Portfolio

Rockwell
Automation

Introducing RAAMP

The Rockwell Automation Asset Management Portfolio



Industrial-strength Asset Management Services that Build Stronger Companies. ...and Better Bottom Lines.

“We needed to guarantee timely repairs and effectively take advantage of warranty claims, we needed someone who understood our process and was closely involved with our repair history. Rockwell Automation’s on-site professional gave us the expertise we were looking for.”





Who needs Rockwell Automation's RAAMP?

Our Asset Management expertise is currently leading major industrial manufacturers towards solid, ongoing improvements to MRO and their bottom lines. Like you, they all have one thing in common: a desire to perform at their best.

- Automotive and Truck Manufacturers.
- Engine Manufacturers.
- Pulp and Paper Industries.
- Chemical Industries.
- Construction Manufacturers.
- Heavy Equipment and Agricultural Manufacturers.
- Consumer Products.

“We've created RAAMP as a portfolio of interrelated, complimentary services that can be adjusted to fit your specific needs.”



“MRO is a constant, dynamic arena where a one-size-fits-all approach to systems management, does not work.”



Are you managing MRO for competitive, bottom-line results?

Maintenance, repair and operations managers in today's most successful industries know that ongoing success requires much more than meeting production demands. They recognize that every purchasing and maintenance decision has a direct impact on their company's earnings power.

While no one would argue that system uptime is critical to earnings success, the bigger question that goes unresolved at many companies is--at what total MRO cost?

In an economy where over \$300 billion is spent annually in MRO alone, the consequences of not effectively managing these costs through optimal systems and practices can be dire.

In fact, a company's total operating costs as a driver of earnings is being intensely scrutinized by investor groups--as well as competitors.

At Rockwell Automation, we understand these complex issues. We offer powerful solutions that make MRO efficiencies contribute to your company's bottom line.

On RAAMP: Take a turn for the better

It all starts with our total-enterprise MRO solution: The Rockwell Automation Asset Management Portfolio, or RAAMP.

RAAMP is a custom-tailored, on-site program that's building stronger, more profitable enterprises for some of the worlds most admired companies. Companies like yours.





“Thanks to RAAMP, we’re now realizing more than \$1.24 million in annual savings from greater MRO efficiencies. And the good news is we’re only in the first year of a three year program.”



“Rockwell Automation’s RAAMP program has changed how we manage our business. Their MRO management expertise and on-site professional have helped us reduce our inventory by over 50% over the past two years.”

RAAMP is customized to fit your needs

Minimizing inventory carrying expenses is key to any successful MRO program. With RAAMP, we'll reduce your total asset inventory, providing you with a single point of contact for all purchases and repairs. You get further reductions in transaction costs, consolidated reporting and more.

RAAMP is a truly customized program that's designed to meet your business needs. Here's a sample of our program's key features:

Dynamic Installed Base Evaluation

We perform a comprehensive, sophisticated review and analysis of your installed base to determine recommended inventory levels. Our review can include spares inventory, applications, environmental conditions, performance history, product mean-time-between-failures and more.

Asset Tracking

Our Asset Management systems and tools will track all of your assets from purchase to installed base, repair loop and back. This provides you with complete end-to-end visibility and accountability of all your repairable assets. Nothing escapes our watch.

Warranty Tracking

We'll channel and track all of your repairable MRO assets through our professional Warranty Tracking tools. This service ensures that you're not paying for repairs or failed components that are already covered by manufacturer warranties. The savings uncovered here alone will astound you.

Centralized Repair Services

Our specialized Rockwell Automation Repair Services provide centralized, convenient repair for all of your equipment needs-- regardless of brand. We service them all.

Dedicated, Daily Support

Our dedicated Asset Management Professionals work with your staff every day, providing an essential, dedicated resource to manage your program. Being in touch daily also enables us to get in early on your advanced system and production planning. That first-hand knowledge goes a long way towards assuring ongoing productive uptime.





“Rockwell Automation is a recognized world leader in the discipline of industrial and commercial asset management and supports thousands of customers around the world through customized MRO inventory reduction, MRO inventory management, and repairable asset strategies.”



“Our books showed we had only \$17 million in MRO inventory. The RAAMP program helped us uncover over \$30 million dollars in storeroom and stash MRO inventory...and Rockwell Automation’s on-site professional is helping to find new ways to reduce it everyday.”

RAAMP Fundamentals

Establish an actionable MRO knowledge base. Ever wonder what's driving your MRO expenditures in the first place? It's a daunting task to say the least.

For many manufacturers, the demands for continuous production and critical first-to-market targets often leave underlying process or mechanical problems unresolved. Far worse, escalating but unnecessary MRO costs are often accepted as just part of doing business.

Getting beyond these ongoing obstacles takes in-depth knowledge and a dedicated focus.

RAAMP helps our customers get past these obstacles by creating systems that maximize their core productive capabilities--systems that turn MRO into a very real, sustainable competitive advantage. Here's how we do it.

Individualized Service

For starters, an experienced Rockwell Automation Asset Management professional manages every RAAMP program. Working daily on-site at your plant, or traveling between your facilities, these individuals bring a solid background in business as well as specialized MRO knowledge.

They're also trained to draw upon diverse Asset Management and other resources from within Rockwell Automation. This provides you with a powerful single point of accountability and dedicated support.

Uncovering Your Productive Potential

Working with your engineering team and utilizing our proprietary Asset Management software and other tools, we develop a thorough understanding of your business goals, as well as an in-depth knowledge of your current production and MRO process issues.

We then create a plan for your organization--a road map that ensures that MRO is positioned to support continuous production at the lowest possible cost.

“The professionalism and knowledge of Rockwell Automation’s MRO team has done wonders for our operations. Through bar-coded parts and better inventory management, the RAAMP program has helped us reduce our inventory by \$2.8 million across 12 twelve of our facilities.”





Every customized RAAMP program draws upon a broad base of our Asset Management expertise. Led by a Rockwell Automation professional working for your facility, we'll create a results-oriented, measurable program that targets your company's specific needs.



RAAMP services include:

- Reliability Centered Maintenance
- Bar Coded Assets
- Optimized Repair Processes
- Warranty Tracking
- Inventory Tracking
- Installed Base Survey
- Tool Crib Management
- Renewal Parts Planning
- Financial Transaction Management
- Dynamic Installed Base Evaluation Support
- RAAMP Management Software



Getting started with RAAMP is easy.

To learn more about how Rockwell Automation's RAAMP program can help you turn MRO into a major contributor to your company's bottom line, please contact your local Rockwell Automation Sales Office.



Rockwell Automation's Asset Management Business is a recognized world leader in industrial and commercial asset management and support thousands of customers around the world through our expertise in MRO inventory reduction, MRO management, and asset optimization strategies. Please contact your local Rockwell Automation Sales Office for further information on these products and services:

- Remanufacturing and Exchange Services
- RepairPlus™
- Integrated Condition Based Monitoring
- Parts Management Agreements
- Annual Warranty Agreements
- Renewal Parts
- Custom Classics
- Installed Base Evaluation
- Extended Warranty Agreements

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Publication GMSA01-BR001A-EN-P – July, 2001

Supersedes Publication SURP-PP006B-EN-P – March, 2001

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