

# Rockwell Automation Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Rockwell Automation Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Rockwell Automation Inc. and its competitors. This provides our Clients with a clear understanding of Rockwell Automation Inc. position in the [Electrical Equipment](#) Industry.

The report contains detailed information about Rockwell Automation Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Rockwell Automation Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Rockwell Automation Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Rockwell Automation Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Rockwell Automation Inc. business.

### **About Rockwell Automation Inc.**

Rockwell Automation, Inc. provides industrial automation power, control, and information solutions worldwide.

The company's products are marketed primarily under the Allen-Bradley, A-B, Rockwell Software, ICS Triplex, and FactoryTalk brand names. It serves various markets, such as food and beverage, transportation, oil and gas, metals, mining, home and personal care, pulp and paper, and life sciences.

#### Segments

The company operates in two segments, Architecture and Software, and Control Products and Solutions.

#### Architecture and Software

The Architecture and Software segment contains the hardware, software, and communication components of its integrated control and information architecture capable of controlling the customer's industrial processes and connecting with their manufacturing enterprise.

The company's products portfolio includes control platforms that perform multiple control disciplines and monitoring of applications, including discrete, batch, and continuous process, drives control, motion control, and machine safety control. Its platform products include controllers, electronic operator interface devices, electronic input/output devices, communication and networking products, and industrial computers. The information-enabled Logix controllers provide integrated multi-discipline control. Its software products include configuration and visualization software used to operate and supervise control platforms, advanced process control software, and manufacturing execution software (MES). Its other products include rotary and linear motion control products, sensors, and machine safety components.

**Competition:** The major competitors of the company's Architecture & Software operating segment include Siemens AG; Mitsubishi Corp.; ABB Ltd; Honeywell International Inc.; Schneider Electric SA; and Emerson Electric Co.

### Control Products and Solutions

The Control Products and Solutions segment combines a portfolio of intelligent motor control and industrial control products, application knowledge and project management necessary to implement an automation or information solution on the plant floor and total life-cycle customer support and maintenance. This portfolio includes low and medium voltage electro-mechanical and electronic motor starters, motor and circuit protection devices, AC/DC variable frequency drives, contactors, push buttons, signaling devices, termination and protection devices, relays, timers, and condition sensors; solutions ranging from value-added packaged solutions, such as configured drives and motor control centers to automation and information solutions where it provides design and integration for custom-engineered hardware and software systems primarily for manufacturing applications; and services designed to help improve a customer's automation investment and provide total life-cycle support, including multi-vendor customer technical support and repair, asset management, training, and predictive and preventative maintenance.

**Competition:** The major competitors of its Control Products and Solutions operating segment include Siemens AG; ABB Ltd; Schneider Electric SA; Honeywell International Inc.; and Emerson Electric Co.

### Geographic Markets

The company's principal markets include the United States, Canada, China, Italy, the United Kingdom, and Brazil.

## History

Rockwell Automation, Inc. was founded in 1928.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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