

# Software Ordering Options

New Options Remove Barriers to Entry and Deliver Increased Value

VISIT OUR SOFTWARE SUBSCRIPTION PORTAL

Feedback



Things have changed. The arrival of the Internet of Things (IoT) and Industry 4.0 required a shift in the way software is developed and deployed. Now, more than ever, flexibility and agility are the keys to success. Demand for subscription-based software in commercial and industrial markets has accelerated; and, the pace of this change is not expected to slow down. We're embracing the change and are here to help usher you into this new way of doing business.

# Get started NOW!

## Ready to order your software? You have options!

Whether you're designing, running, maintaining, or innovating your operations, FactoryTalk® industrial software has it all! Our online store on the myRockwellAutomation portal is your one-stop shop for your software needs. And we're just getting started!



### Visit Our Software Subscription Portal

The myRockwellAutomation software portal is your one stop shop to purchase, subscribe, and manage your software.

[Get Started](#)

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## Welcome to the myRockwell Software Portal

With Rockwell Automation's myRockwell Software Portal, you can find our simplified and flexible software solutions all in a familiar online ecommerce experience. The portal offers:

- Web-based Quoting and License Management
- Recommended Products and Add-ons
- Simple and Dynamic Software Activations
- Access to Software Updates



BROCHURE

### Drive out the Value of Software Subscriptions

Learn how leveraging software subscriptions can change the game.

[Download Now](#)

## The Value of Software Subscriptions

### Change the Game with Options for Software Delivery and Support

With cuts in budgets, how will I get a capital expenditure approved? Without the full scope of the project defined, will my software requirements keep up with changing demand? With ongoing changes in personnel, how can I manage the number and types of licenses I need? How do I make sure that the software I buy today is kept up to date?



# Software Delivery and Support Options

## Why Customers Prefer Software Subscriptions

Comparison shopping is never easy and can consume a lot of your valuable time. Whether going with the perpetual plus maintenance software license or the software subscriptions delivery model, we have an option that will provide the right value for you. If you need automation software and value options, flexibility, scalability, customization, ease of distribution, and so much more, read on.

### Modern Software Experience

- Web-based quoting and license management
- Recommended products and add-ons
- Simple and dynamic software activations
- Access to all software updates

### Flexibility and Accessibility

- Visibility into license management
- Flexibility to restack licenses
- Standardization and Remote Management: Customers will receive Rockwell Automation managed concurrent activation servers which will allow you to focus on more important things

### Easy and Scalable Pay-as-you-go Model

- Don't overpay for unused licenses: No need to pay for licenses that aren't being used
- Metered and usage-based billing: Choose to not extend, turn off, turn on software based



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## Flexible Options for Software and Support

Quick look at a modern software experience and options at Rockwell Automation.

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on what you use

- Move your software purchases from CapEx to OpEx
- Built-in proration: Ability to add or remove licenses throughout the year with proration at time of renewal to ensure accurate billing

WHAT THE EXPERTS ARE SAYING

**"92% of enterprise-software buyers are considering or already transitioning to subscription products"**

*McKinsey & Company, B2B software-purchase decision-maker survey.*

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## Connect With the Best

### Find Partners that Can Help You Design, Build and Maintain Better Solutions

Our global ecosystem of solution and support providers can help drive the speed and success of your automation project. Partner program members have experience delivering products or services that are designed to work with our solutions. And they take a collaborate approach to help you simplify project implementations and get the most value from your investments.

## Find a Distributor

If you need help locating the right software solution for your business, our distributor network is worldwide and local to you.

[Find a distributor near me](#)

## Talk to a Rockwell Automation Consultant

Are you interested in improving the productivity and quality of your manufacturing process, increasing safety, and reducing errors and waste? Are you ready for digital transformation?

[Talk to a Rockwell Automation Consultant](#)

## Find a System Integrator

Are you looking for a system integrator to design, build, install, maintain and support your automation system? We partner with specialists in your industry.

[Find a system integrator near me](#)

## Recommended for You

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SOFTWARE

### FactoryTalk InnovationSuite

InnovationSuite brings together FactoryTalk Analytics and MES with PTC ThingWorx and AR technologies. This



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### FactoryTalk DesignSuite

Factory automation system design that actually helps shorten development cycles, reduce risk and



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### FactoryTalk OperationSuite

The unique combination of tools within FactoryTalk OperationSuite are designed to deliver

makes it easy for you to connect and improve operational insight.

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optimize system designs. Learn more; and save time sizing up your hero cape.

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contextual, role-based information that can be acted on to improve systems or processes

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SOFTWARE

## FactoryTalk MaintenanceSuite

FactoryTalk MaintenanceSuite gives you the key elements to manage the most prone areas of your operation.

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◀ [United States](#) ▶ ◀ [Capabilities](#)

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