



From the MixCache.com library

SAMPLE COPY

Rockwell Automation Inc.

MixCache.com

SAMPLE COPY

Table of Contents

- **Introduction**
- **Chapter 1** Origins: The Birth of an American Innovator
- **Chapter 2** The Allen-Bradley Era: Early Growth and Challenges
- **Chapter 3** Surviving the Great Depression
- **Chapter 4** World Wars and Industrial Expansion
- **Chapter 5** Pioneering Programmable Logic Controllers
- **Chapter 6** Integration into Rockwell International
- **Chapter 7** The Evolution of Industrial Automation
- **Chapter 8** The Rise of Software and Digital Transformation
- **Chapter 9** Strategic Acquisitions: Expanding Capabilities
- **Chapter 10** Going Global: International Growth and Markets
- **Chapter 11** Splitting Paths: The Formation of Rockwell Automation Inc.
- **Chapter 12** Modernizing Manufacturing: The Move Toward Industry 4.0
- **Chapter 13** Product Innovations and the Power of the Logix Platform
- **Chapter 14** FactoryTalk, LifecycleIQ, and Expanding Software Solutions
- **Chapter 15** Leadership Through Change: Key Executives and Vision
- **Chapter 16** Navigating Economic Highs and Lows
- **Chapter 17** Supply Chains, Resilience, and Operational Excellence
- **Chapter 18** Partnerships and Alliances: Accelerating Transformation
- **Chapter 19** Sustainability and Corporate Social Responsibility
- **Chapter 20** People Power: Culture, Diversity, and Workforce Initiatives
- **Chapter 21** Facing the Competition: Industry Rivals and Market Dynamics
- **Chapter 22** Challenges in a Complex Global Marketplace
- **Chapter 23** Embracing Opportunity: AI, IIoT, and Emerging Technologies
- **Chapter 24** Future Growth: Financial Performance and Projections
- **Chapter 25** The Road Ahead: Vision, Strategy, and Enduring Legacy

Introduction

Rockwell Automation Inc.: The Story of An American Company traces the remarkable journey of a pioneering enterprise that has shaped the fabric of industrial automation in the United States and around the world. From its founding days in Milwaukee at the dawn of the twentieth century, the company has transformed alongside—and often ahead of—sweeping changes in technology, manufacturing, and global industry. This book explores not only the evolution of Rockwell Automation’s products and services but also the enduring principles and bold decisions that propelled it to the forefront of digital transformation.

The roots of Rockwell Automation reach back to 1903, when Dr. Stanton Allen and Lynde Bradley invested a modest sum to create the Compression Rheostat Company, a venture that would soon be known as Allen-Bradley. Initially producing motor controllers and electrical devices, the company quickly distinguished itself through innovation and resilience, weathering both world wars and the profound economic turmoil of the Great Depression. Each pivotal moment in its history reveals much about the spirit of American industry and the relentless pursuit of progress.

As the twentieth century rolled forward, Rockwell Automation repeatedly reinvented itself, leading the way in programmable logic controllers, integrated control systems, and industrial software. Critical acquisitions, such as the purchase by Rockwell International and the subsequent formation of Rockwell Automation Inc. as an independent entity, enabled it to scale and diversify its offerings. The company’s product lines—Allen-Bradley, FactoryTalk, and LifecycleIQ, among others—became synonymous with efficiency, innovation, and reliability in manufacturing environments across the globe.

In addition to chronicling the historic milestones, this book provides a close examination of Rockwell Automation’s present-day operations. It delves into the company’s major business segments, ongoing digital transformation initiatives, and the strategic partnerships that are shaping its future. The narrative also spotlights Rockwell’s commitment to sustainability, inclusivity, and responsible corporate citizenship—values that distinguish it in an increasingly competitive and connected world.

Throughout its history, Rockwell Automation has faced significant challenges: from economic downturns and disruptive technological shifts, to global supply chain disruptions and fierce competition from multinational giants. Yet, it has continually harnessed these pressures as catalysts for growth and reinvention, driving ambitious R&D programs and forging new markets in areas like Industrial IoT, AI-enabled

automation, and smart manufacturing.

Looking ahead, the story of Rockwell Automation is far from complete. The company finds itself at the intersection of digitalization, sustainability, and the next industrial revolution. Its ongoing journey offers vital lessons—not only for industrial leaders and business strategists, but for anyone interested in how vision, adaptability, and innovation can drive success over the course of a century and beyond. The chapters that follow invite you to explore the past, present, and bright future of Rockwell Automation Inc., a true American original.

SAMPLE COPY

CHAPTER ONE: Origins: The Birth of an American Innovator

The story of Rockwell Automation, a global giant in industrial automation and digital transformation, begins in a modest setting in Milwaukee, Wisconsin, at the turn of the 20th century. It was an era of burgeoning industrial growth in America, a time when new inventions and entrepreneurial spirit were laying the groundwork for the modern industrial landscape. In this fertile environment, two men, Dr. Stanton Allen and Lynde Bradley, would set in motion a company that would, over a century, become synonymous with control, efficiency, and technological advancement in manufacturing.

The year was 1903. With an initial investment of a mere \$1,000, Dr. Stanton Allen and Lynde Bradley established the Compression Rheostat Company. This sum, while seemingly small by today's standards, represented a significant commitment at the time, reflecting the founders' belief in their vision and the potential of their innovative product. Lynde Bradley, a 22-year-old engineer, had invented the compression rheostat, a device designed to precisely control the speed of electric motors by varying resistance. This invention addressed a critical need in the nascent industrial sector, where the precise control of machinery was becoming increasingly important for efficiency and safety.

In 1904, a significant addition to the fledgling company arrived in the form of Lynde's younger brother, Harry Bradley. Harry, then just 19 years old, joined the business, bringing his own set of talents and a shared commitment to the enterprise. The year 1904 also marked a pivotal moment for the Compression Rheostat Company: its first patented product, a carbon disc compression-type motor controller specifically designed for industrial cranes, was showcased at the prestigious St. Louis World's Fair. This exhibition provided a crucial platform, demonstrating the company's inventive capabilities and introducing its technology to a wider industrial audience. The product was even marketed under the "Allen-Bradley" brand at this early stage.

The partnership of Allen and the Bradley brothers proved to be a potent combination. Dr. Stanton Allen, with his financial backing and perhaps a more strategic, long-term perspective, complemented Lynde Bradley's inventive genius and Harry Bradley's operational acumen. Their collective efforts laid the foundation for what would become a cornerstone of American industry. The initial focus on rheostats and motor controllers was a smart move, tapping into the growing demand for electrical control equipment as factories and industrial processes became more mechanized.

By 1909, the Compression Rheostat Company had established a strong enough identity and reputation to warrant a name change that reflected its leadership and burgeoning brand recognition. It was officially re-incorporated as the Allen-Bradley Company. This renaming was more than just a formality; it solidified the founders' contributions and set the stage for the company's future growth and widespread recognition. Dr. Allen took on the role of president, while Lynde Bradley became vice president and treasurer, and Harry Bradley assumed the responsibilities of secretary and superintendent. The company also moved its operations to Milwaukee, establishing its roots firmly in the Wisconsin industrial landscape.

The early years of the Allen-Bradley Company were characterized by a relentless drive for innovation and a keen eye for market opportunities. While their initial products focused on motor control, the burgeoning electrical industry provided a vast canvas for expansion. The company's commitment to quality and the practical application of their inventions quickly earned them a reputation for reliability. This reputation would become a hallmark of the Allen-Bradley brand for decades to come, fostering trust among industrial customers who relied on their equipment for critical operations.

The establishment of their first sales office in New York in 1914 signaled an ambition to expand beyond their Milwaukee base and reach a wider national market. This strategic move was crucial for scaling their business and capitalizing on the growing demand for their products across various industries. Sales began to climb steadily, demonstrating the increasing acceptance and necessity of their industrial control solutions.

As the second decade of the 20th century progressed, the world was on the cusp of profound change, and this would inevitably impact the trajectory of the Allen-Bradley Company. The approaching global conflict would present both unprecedented challenges and significant opportunities for industrial manufacturers like them. However, in these formative years, the core principles of innovation, quality, and a sharp business sense, instilled by Stanton Allen and the Bradley brothers, were firmly in place, ready to guide the company through the tumultuous times ahead. Their small \$1,000 investment had blossomed into a promising venture, poised to play a crucial role in the unfolding story of American industrial might.

This is a sample preview. Purchase the book to read the full content.

Visit MixCache.com to purchase the complete book.

SAMPLE COPY