

## Rockwell Automation

### Industry

Manufacturing: Industrial Automation

### Application

Configuration of Motor Controllers

*"I am truly impressed with WEBCOM's technology capability and their ability to deliver on time, within budget, a tailored e-business solution for our channel based, value-add Mod Center Plus configuration centers."*

**Jerry McCarthy**  
Business Manager  
Rockwell Automation

## Webcom Solutions

### Websource CPQ

- WebSource Configurator

### Webcom Professional Services

- Engineering
- Drafting
- Product Modeling
- Project Management

### Challenges

- Deploy accurate pricing to the field
- Automate order processing
- Automate engineering and Bill of Material creation
- Enable distributors to offer the same day delivery without stocking each product variation
- Reduce lead time
- Automate generation of product instruction sheets

### Results

- Price updates are immediately available to the channels
- An average time to process an order was reduced from 4 weeks to 1 hour
- Distributors can offer the same day delivery for up to 80% of all non-stocked products
- Engineering cost for one product line was decreased by \$500k annually
- Over 7000 of inventoried product labels/ instruction sheets were eliminated

With this approach, distributors can accurately place orders and receive all products that were not previously engineered within 2 to 4 days. The engineers are now available for other projects. The distributors also have the ability to build most configurations from their stocked components and kits for the same day delivery.

### **Business Challenges and Objectives**

Rockwell Automation offers the most extensive portfolio of motor control products. A traditional approach of pre-loading bills of materials for the presumably most popular combinations could only address a small percentage of all possible configurations. With engineering times of up to 4 weeks, for certain products, and manufacturing times of up to 2 weeks, a lead time of up to 6 weeks was not competitive. This was especially true with contractors who often expect same day delivery. In addition to the long lead times, manual order processing was introducing an unacceptable level of order errors, which resulted in additional delays and some order cancellations.

### **The Solution Approach**

Using Webcom's experience with configuration processes and Rockwell's engineering expertise, the approach of pre-loading Bills of Materials was abolished. Instead, the rules for building millions of possible combinations were developed and modeled. The configuration software was seamlessly integrated with Rockwell mainframe legacy systems. In addition, key distributors were given web access to the configuration tools in order to generate Bills of Material, Wiring Diagrams, Assembly and Testing instructions for most configurations.