



MEMBER CASE STUDY ROCKWELL AUTOMATION



Automated systems continue to revolutionise the mining, gas, manufacturing, food and beverage and pharmaceutical industries. Rockwell Automation, a global company with 20,000 employees and a turnover of USD \$6.5b, occupies a spot at the leading edge. **They joined Austmine in 2013 and have been an active member of our growing network.**

How has Austmine membership helped your company?

Access to senior people has been big for us – particularly those leaders who are looking to build or optimise mining sites. Austmine also gives us valuable chances to rub shoulders with other mining industry suppliers, and to find grounds for collaboration.

What is the best thing you've done through your Austmine membership?

The Austmine conferences have been a major channel to a key target market, and the workshops have sharpened our awareness of the people and needs of the mining industry today. These connections have led to multi-million dollar projects.

Why is Austmine membership important to you?

Automation is an area of special importance to the Australian mining community, and there are no shortcuts. Austmine has given us the insight and connections we need to keep our thinking current and form relationships that are critical to our future.

As one of the foremost innovators in its field, Rockwell Automation can't afford to sit on the sidelines while other leaders in the Australian mining industry put their heads together. Austmine's dynamic calendar of events and networking opportunities proves invaluable for a business at the cutting-edge of mining innovation and technology.



click [HERE](#) to find out more about membership benefits

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– Geoff Irvine, Rockwell Automation



THE JOURNEY

The rise of automation comes at a critical moment in the history of mining. As leaders seek to insulate mining operations against market volatility, they look to automation specialists like us to maximize overall efficiency.



THE MOTIVATION

In order for Rockwell Automation to strengthen our foothold in the Australian mining community, we needed a dynamic and sustainable connection to senior leaders. We were motivated by a need for knowledge, insight and connections.

THE BENEFITS

Austmine provides our people with valuable access to industry leaders through conferences, workshops, trade missions and webinars. Participating in those events keeps us in sync with the industry. It gives us valuable connections to potential clients and collaborators. It strengthens our understanding of what we do, and how it fits into the broader conversation. The insight that comes our way through quality presentations and live discussions translates to a clear competitive advantage.

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