
S&P TEST

SWOT & PESTLE.com

ROCKWELL AUTOMATION SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Rockwell Automation

Company Sector : Industrial Automation & Information Products

Operating Geography : USA, North America, Global

About the Company :

Rockwell Automation is an American multinational and a leading player in industrial automation and information products sector. Headquartered in Milwaukee, USA, North America, Rockwell Automation empowers its customers to be more productive and ensures a more sustainable world. Founded in 1903, as the Allen-Bradley Company, it was acquired by Rockwell International Corporation (RIC) in 1985. Under their umbrella, they have got brands like Allen-Bradley and Rockwell Software which are celebrated for their innovation and excellence. Their business is divided into 3 segments - Intelligent Devices, Software & Control, and Lifecycle Services. It is a Fortune 500 company with its footprint in more than 100 countries across the globe. As of 2023, the American automation conglomerate has over 26,000 employees, with around 10000 of them employed in the United States. Rockwell Automation has been selected as a 2022 CIO 100 honour winner by Foundry's CIO. The CIO 100 Awards have honoured innovative organizations from around the globe for more than 30 years that best represent the highest standard of strategic and operational IT success.

The USP of Rockwell Automation is that it is the leading manufacturer of industrial automation equipment. Rockwell Automation's mission is 'to improve the quality of life by making the world more productive and sustainable.'

Revenue :

US\$ 7.7 billion - FY ending 30th September 2022 (y-o-y growth 10.9%)

US\$ 6.9 billion - FY ending 30th September 2021

SWOT Analysis :

The SWOT Analysis for Rockwell Automation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Deep pocket for R&D investments 2.Recognized products and established brands 3.World-class partner networks 4.Strong focus on growing worldwide presence 5.Robust sales and order backlog 6.Differentiation through technology innovation and domain expertise 	<ul style="list-style-type: none"> 1.Low profit margins in a world transforming due to digitization
Opportunities	Threats
<ul style="list-style-type: none"> 1.Huge Investments in technology and automation by emerging markets 2.Acquisition strategy can help the company reach new heights 3.The adoption of new technology standard and government free trade agreement 4.Implementation of Internet of Things (IoT) 5.Auto sector to drive future growth 	<ul style="list-style-type: none"> 1.Stiff market competition by established players 2.Non-availability of skilled labor 3.Major dependency on IT and cyber security threats

PESTLE Analysis :

The PESTLE Analysis for Rockwell Automation is given below:

<p style="text-align: center;">Political</p> <p>1.Trade tensions and geopolitical risks 2.Impact of Russia-Ukraine war on the industry</p>	<p style="text-align: center;">Economical</p> <p>1.Minimum wage laws leading to automation of low-skill jobs 2.Impact of currency fluctuations</p>
<p style="text-align: center;">Social</p> <p>1.Ageing population and productivity targets to drive adoption of automation across markets</p>	<p style="text-align: center;">Technological</p> <p>1.Huge investments in technology and automation 2.Implementation of The Internet of Things (IoT)</p>
<p style="text-align: center;">Legal</p> <p>1.Increasing regulatory requirements may create hurdles</p>	<p style="text-align: center;">Environmental</p> <p>1.Solving sustainability challenges through automation 2.Partnerships to deliver environment-focused services</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Rockwell Automation** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2025 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com