

Automation System Integrators – Perceptions, Preferences, Programs

Study Content

© 2010 Bull's Eye Research, Inc.

In 2010, Bull's Eye Research, Inc. conducted an in-depth survey of automation system integrators to determine their perceptions of the products and programs available from the automation industry's principal vendors. The survey covered nine product categories:



- Motors and drives
- Human-machine interfaces
- Software (soft logic, soft CNC)
- Panel components (starters, fusing)
- Communications (networks, wireless)
- Enterprise software (SCADA, MES, MRP)
- Actuators (valves, pumps, solenoids, heaters)
- Main controllers (PLC, CNC, PC-based, DCS)
- Sensors (flow meters, vision, temperature, level)

and addressed these questions relative to each:

- How can vendor-sponsored partnership programs be improved?
- Which vendor-sponsored partnership program do integrators prefer?
- Through which channels do integrators purchase automation products?
- Which vendors do integrators prefer for each of the nine product categories?
- What are the important features of a vendor-sponsored partnership program?
- What types of activities are most profitable for integrators and which are least?
- What future needs do the integrators see in each of the nine product categories?
- How do integrators promote their businesses and which industries do they target?
- How have integrators' views on open architecture, PC-based control and the Internet changed?
- Who has specification authority for products in each category and how is that authority changing?

The results were compared to a similar survey conducted in 2000.

Respondent Demographics

- 31% employ over 25 people
- 36% focus on discrete industries
- 64% focus on process industries
- 49% have annual revenues above \$2.5 million
- 75% have been in business for 20 years or less
- 33% are owners, presidents, or general managers
- 34% manage either engineering or sales/marketing departments
- The industries they serve most include food & beverage, material handling, chemicals, water & wastewater, and machinery.

Presentation of Results

After a brief introduction and methodology discussion, the report is presented in six chapters:

- General topics
- Purchasing authority
- Purchasing methods
- Future product needs
- Integrator demographics
- Integrators' vendor preferences

The results of the 2000 survey are also presented, and significant variations between 2000 and 2010 are discussed. The total report includes 76 pages with 44 color graphs.

ORDER FORM

Automation System Integrators – Perceptions, Preferences, Programs is priced at \$980 per electronic copy for use in the buyer's facility or division. Additional printed copies for use in the same division or facility are \$100 each. All copies of the report whether electronic or printed are for use by the purchaser only and may not be copied, shared or otherwise disseminated outside of the purchaser's division or facility. To order the report, complete the order form below and return it to

**Bull's Eye Research, Inc., N7614 County Road WH, Fond du Lac, WI 54937
or info@bullseyenet.com**

E-mail address: _____

Name: _____ Title: _____

Company: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Electronic copies: 1 x \$980 = \$ 980

Hard copies: _____ x \$100 = \$ _____

Order total: \$ _____



Payment Method: Check enclosed PayPal P. O. # _____

Bull's Eye Research, Inc. • N7614 County Road WH • Fond du Lac, Wisconsin 54937
P: (920) 929-6544 • F: (920) 929-9344 • www.bullseyenet.com •
info@bullseyenet.com