

control design

FOR MACHINE BUILDERS

by Joe Feeley, Editor-in-Chief

Steps Above the Rest



This Year's Readers' Choice Awards Winners Have What It Takes to Climb to the Top

How does that go, again? Is it tougher to get to the top, or tougher to stay there once you get there? It's clear that the answer is "yes."

The journey to market acceptance, and in some cases dominance, requires immense work and excellent listening skills. Staying there requires that these same companies never rest on their laurels. There are plenty of worthy competitors working hard to knock them off the platform.

Our annual Readers' Choice Awards balloting is one venue where automation supplier companies get put in their places by our audience, and that has clear reflection on their market standing. It's our automation users who anoint the most worthy.

Our model for this award is the same as when we first presented Readers' Choice Awards results 10 years ago. We sent questionnaires to about 15,000 subscribers, who tell us they specify, recommend or buy industrial automation and control products. Vendors are not eligible, so we didn't knowingly let any supplier vote. If we did find a vendor in the mix, we deleted it. The voting is only for our machine-builder and system-integrator readers. We use an unaided ballot, meaning we don't provide a list of vendors or product brands to choose from. We include 50-odd hardware and software categories and ask participants to name the companies that

provide them the best technology value for the products with which they have experience. We tallied nearly 400 ballots this year. Once they chose the best providers, participants rate service and support they receive from them. Only companies that received at least 5% of their category vote are recognized.

Those Usual Suspects and the Up and Coming

In 51 product categories, 87 individual companies made the cut this year, compared with 92 in 2009 and 107 (in 54 categories) in '08. Eleven companies made this elite list in 2010 either for the first time or after a one-year or more absence. Reflecting a somewhat traditional annual





Emerson Process Management Flowmeter Family

Measurement, Flow

1. Emerson Process	31%
2. Endress+Hauser	17%
3. Siemens Industry	6%
ABB	5%
Yokogawa	5%



Emerson Process Management 5400 Radar Level Transmitter and E+H Levelflex M FMP40 Guided-Wave Level Instrument

Measurement, Level

1. Emerson Process	24%
Endress+Hauser	16%
3. Siemens Industry	9%
Ohmart Vega	7%



Emerson Process Management 3051S Pressure Transmitter

Measurement, Pressure

1. Emerson Process	27%
2. Endress+Hauser	10%
3. Yokogawa	7%
Siemens Industry	6%
ifm efector	5%
Invensys	5%



Emerson Process Management 3144P Temperature Transmitter

Measurement, Temperature

1. Emerson Process	19%
2. Omega Engineering	11%
3. Endress+Hauser	8%
Honeywell	6%



Emerson SolaHD SDN Series Power Supplies

Power Supply

1. Emerson/SolaHD	22%
2. Phoenix Contact	10%
Rockwell Automation	9%
4. Puls	7%
Siemens Industry	6%
Acopian	5%
TDK-Lambda	5%

churn, the results jettisoned 20 companies that had been in the rankings in 2008.

Nine companies, two fewer than in 2009, won in multiple categories. Perennial heavyweight Rockwell Automation won or tied for first place in 19 hardware and software categories. Emerson received five category wins. Advantech, Cisco, Fanuc CNC, National Instruments, Parker-Hannifin, Pepperl+Fuchs and Thomson each won twice.

Similar to prior results, many of companies had clear wins in their categories. This year, 34 of the 51 (35 last year) categories had winners with margins of greater than 10 percentage points. Close races decided by a margin of five percentage points or less dropped slightly to nine, compared with 11 in 2009. Four of those tight races ended in statistical dead heats between two or more companies.

Service Scores Better

Of those 87 individual companies in the product category results, you awarded service and support scores of 4.0 or better (very good-to-excellent performance on a 1 = poor to 5 = excellent scale) to 62 (71%) of them. This is noticeably up from the 63% rate last year, and more in line with the 70% in '07, and 80% in '06.

Reversing last year's result, service recognition scores generally rose. You assigned 20% of the service recognitions to the 4.3+ columns, compared with 15% last year, and 17% in 2008. Awards in the 4.0 to 4.1 ranges dropped to half the total service recognitions, compared with 59% last year.

You awarded the highest service praise this year—at 4.4—to AutomationDirect in the Operator Terminal category and to Precision Digital in the Panel Meter category.

Every company making the service and support list should be pleased. Some achieved great service marks more than once. The table on p. 32 lists those companies that voters say have terrific service/support in specific product categories. Voters again recognized Rockwell Automation service and support in 26 product categories, followed by Emerson Process Management and Siemens Industry in eight categories. Yokogawa made the service rankings in seven categories while Banner Engineering, Invensys, National Instruments and Schneider Electric each received six service accolades.

Endress+Hauser, General Electric, Phoenix Contact and Turck were recognized four times; ABB, AutomationDirect, Cisco/Linksys, Honeywell, Mitsubishi Electric, and Pepperl + Fuchs each received service plaudits in three categories.

Belden, Cooper Bussmann, Hoffman, Moxa, Omega Engineering, Omron and SMC made the list twice.

So, with product categories listed alphabetically, here are 2010's choice companies.

Differences less than 3% are not statistically significant.

The 2010 Readers' Choice Awards Service and Support Leaders

CONTROL DESIGN's readers tell us these companies provide very good (4.0) to excellent (5.0) service in these categories. Only those companies that received the minimum 5% vote share in the preceding pages were considered.

4.4

AutomationDirectOperator Interface Terminals
Precision DigitalPanel Meter

4.3

AutomationDirect PLC Programming Software
Banner Engineering Machine Vision
Banner Engineering Presence Sensing
Banner Engineering Programmable Safety Controller
Banner Engineering Safety Network Component
Belden Network Hubs/Routers/Switches
Emerson Process Management Level Measurement
Encoder Procuts Encoder/Resolver
Endress + Hauser Pressure Measurement
Invensys Data Acquisition System
Invensys Data Recorder
National Instruments DAQ Software
National Instruments PC-Based Machine Control Software
N-Tron Network Hubs/Routers/Switches
Pepperl + Fuchs/BPS Enclosure Purge
Phoenix Contact Connectors/Cordsets
Puls Power Supply
Rice Lake Weighing Load Cell/Weight Measurement
Rockwell Automation Connectors/Cordsets
Rockwell Automation Input/Output Systems
Rockwell Automation Linear Actuator
Rockwell Automation Presence Sensing
Rockwell Automation Servo Motor
Saginaw Engineering Industrial Enclosure
Vishay/BLH Load Cell/Weight Measurement
Yokogawa Data Recorder
Yokogawa Loop Controller
Yokogawa Pressure Measurement

4.2

ABB Motor Starter
Acopian Power Supply
Banner Engineering Safety Relay
Cisco Wired Network Components
CST/BEI Sensors Encoder/Resolver
Dell Computer Industrial Computer
Emerson Process Management Flow Measurement
Emerson Process Management Loop Controller
Emerson Process Management Pressure Measurement
Emerson Process Management Temperature Measurement
Emerson/SolaHD Power Supply
Endress + Hauser Temperature Measurement
Endress + Hauser Flow Measurement
Fanuc CNC America Servo Motor
GE Intelligent Platforms Data Acquisition System
Hardy Instruments Load Cell/Weight Measurement
Hoffman Enclosure Purge
Invensys DAQ Software
Invensys Pressure Measurement
Mettler-Toledo Load Cell/Weight Measurement
Mitsubishi Electric Electronic Drive
Moxa Network Hubs/Routers/Switches

National Instruments HMI Software
National Instruments Machine Vision
Newport Electronics Panel Meter
Ohmart/Vega Level Measurement
Omega Engineering Temperature Measurement
Pepperl + Fuchs Intrinsic Safety System
Phoenix Contact Safety Relay
Red Lion Controls Panel Meter
Rockwell Automation Electronic Drive
Rockwell Automation Motion Controller
Rockwell Automation Motor Starter
Rockwell Automation Operator Interface Terminals
Rockwell Automation Panel Meter
Rockwell Automation PLC Programming Software
Rockwell Automation Relay
Rockwell Automation Wired Network Components
Rockwell Automation Data Acquisition System
Schneider Electric Motor Starter
SKF Ballscrew/Leadscrew
SMC Linear Actuator
Turck Intrinsic Safety System
Turck Presence Sensing
Turck Wired Network Components
Tyco Electronics Relay
Yokogawa Panel Meter
Yokogawa Temperature Measurement

4.1

AutomationDirect PLC
Baldor Electric Motor
Banner Engineering Wireless Network Components
Belden Wire and Cable
Bentley/ECT E-CAD Software
Cisco Systems Network Hubs/Routers/Switches
Cisco/Linksys Wireless Network Components
Cooper Bussman/Elpro Wireless Network Components
Cooper Crouse-Hinds/MTL Intrinsic Safety System
Emerson Process Management Pneumatic Components
Endress+Hauser Level Measurement
General Electric Motor Starter
Hoffman Industrial Enclosure
Honeywell Data Recorder
ifm efector Pressure Measurement
Invensys HMI Software
Invensys Loop Controller
Keyence Presence Sensing
Lapp Group Wire and Cable
Mitsubishi Electric CNC Controller
Omron Relay
Opto 22 Input/Output Systems
Parker-Hannifin Linear Actuator
Phoenix Contact Wired Network Components
Rockwell Automation DAQ Software
Rockwell Automation Encoder/Resolver
Rockwell Automation HMI Software
Rockwell Automation Industrial Computer
Rockwell Automation Intrinsic Safety System

Rockwell Automation Motion Control Software
Rockwell Automation PLC
Rockwell Automation Programmable Safety Controller
Rockwell Automation Safety Relay
Schneider Electric HMI Software
Schneider Electric Safety Relay
Siemens Industry Flow Measurement
Siemens Industry Industrial Computer
Siemens Industry Loop Controller
Siemens Industry Pressure Measurement
SMC Pneumatic Components
Turck Connectors/Cordsets
Wago Terminal Blocks
Yokogawa Data Acquisition System
Yokogawa Flow Measurement

4.0

ABB Electric Motor
ABB Electronic Drive
Advantech Single-Board Computer
Anixter Wire and Cable
Autodesk E-CAD Software
Cognex Machine Vision
Kollmorgen Stepper Motor
Eaton/Vickers Hydraulic Components
Emerson Process Management Wireless Network Components
Eplan E-CAD Software
GE Intelligent Platforms Servo Motor
General Electric Electric Motor
Honeywell Pressure Measurement
Honeywell Temperature Measurement
IDEC Relay
Mitsubishi Automation Servo Motor
Moxa Wireless Network Components
National Instruments Data Acquisition System
National Instruments Data Recorder
Omega Engineering Panel Meter
Omron STI Safety Relay
Opto 22 Input/Output Systems
Pepperl + Fuchs Presence Sensing
Phoenix Contact Wireless Network Components
Pilz Automation Safety Safety Relay
Rittal Industrial Enclosure
Rockwell Automation PC-Based Machine Control Software
Rockwell Automation Safety Network Component
Schneider Electric PLC Programming Software
Schneider Electric Relay
Schneider Electric Stepper Motor
Siemens Industry Electric Motor
Siemens Industry HMI Software
Siemens Industry PLC Programming Software
Siemens Industry Programmable Safety Controller
Yaskawa Electronic Drive