

SAFETY AND SECURITY BEGIN AT THE SOURCE



Avoid the dangers of unauthorized sources and counterfeit products

Your production safety, security, reliability and regulatory compliance all depend on the technologies that power your operations every day. Purchasing Rockwell Automation and Allen Bradley products from unauthorized sources can expose you and your customers to **serious risks**.

Unauthorized sellers often sell surplus, aged, used, modified, repaired and counterfeit goods advertised as “new”. **Protect your industrial facilities and your customers by securing your supply chain** to avoid these risks.

TOP 5 RISKS OF UNAUTHORIZED SOURCES

- 1 No Warranty Coverage**
The Rockwell Automation warranty only covers claims for products that have been purchased from an authorized source. Products purchased from an unauthorized source are not eligible for Rockwell Automation warranty coverage.
- 2 No License for Firmware or Software**
Products purchased from unauthorized sources do not come with licenses for Rockwell Automation firmware and software use. The Rockwell Automation End User License Agreement (EULA) limits use and downloads of firmware and software to customers who have purchased from an authorized source. Rockwell Automation has deactivated software licenses that have been resold without authorization.
- 3 Safety & Security**
Harm to personnel, including death, can result from malfunctioning equipment that contains inadequately repaired, damaged, unmaintained, modified or counterfeit products. Counterfeit and modified products present significant opportunity for bad actors to infiltrate industrial networks and control systems. Purchasing from an authorized source gives piece of mind that products have been in trusted hands and that products contain the high level of security they were designed to achieve.
- 4 Reliability**
Downtime and damage to industrial operations can result from the malfunction of improperly repaired, damaged, unmaintained, modified or counterfeit products.
- 5 Regulatory Compliance**
Purchasing from an unauthorized source could prevent compliance in validated industries such as life sciences, food and beverage, entertainment, military and governmental applications, and laboratory applications.

KNOWING IS HALF THE BATTLE

Is the product secure?

We have seen unsuspecting customers end up with counterfeit products in their installed base that threaten the security of their operations. A product purchased from an unauthorized source could poison the integrity of your infrastructure.

Is it really “new”?

Many unsuspecting customers have purchased products advertised as “new” or “factory sealed” from an unauthorized source, only later to learn that the products were aged, used, non-functioning, improperly repaired, tampered with or otherwise not as claimed to be by the unauthorized reseller.

**SAFETY.
SECURITY.
RELIABILITY.**



How do I know if a source is authorized?

You can help **minimize safety and security risks** to your supply chain by verifying your sources. Rockwell Automation maintains a vetted PartnerNetwork™ that sources our products either directly from us or via our authorized distributor network. Always verify the source before you buy by using our [Partner Locators](#). More benefits of working with your local authorized distributor:

- Access to local current product inventory (including spares and replacements)
- Technical assistance from local distributor product specialists
- Knowledgeable staff that has access to factory training
- Rockwell Automation support of local distributor activities

Avoid unauthorized sources

Be particularly wary of these tactics and scenarios that unauthorized sellers use to mislead purchasers:

- Avoid companies that offer Rockwell Automation products within online marketplaces (eBay, Amazon, Alibaba, etc.). Rockwell Automation and our PartnerNetwork do not sell on any of these marketplaces.
- Avoid companies that offer to sell Rockwell Automation products from outside your region.
- Avoid companies that send unsolicited communications offering to sell Rockwell Automation products.
- Avoid companies that advertise aggressive, unmarketable prices online.

Questions?

Before you purchase, know your sources. Reach out to your Rockwell Automation [sales office](#) or local [authorized distributor](#) for the information you need to purchase with confidence.

We are proud of our network of authorized distributors and our customers value them as local automation experts.

The only way to be sure you are receiving new and authentic products is by dealing directly with an authorized source.