

[Home](#) » [Articles](#) » [2005 Readers' Choice Awards](#)

## 2005 Readers' Choice Awards

The results of the Fifth-Annual Readers' Choice Awards are in. Check out which companies have been recognized by our academy of readers for providing the best technology values, services and support.

ControlDesign.com



By **Joe Feeley, Editor in Chief**

**IN SOME CIRCLES**, it might be as big an event as the Oscars. Potential winners hold their breath with anxious optimism to find out if they'll be feted by CONTROL DESIGN's academy of readers for doing a good job to help those readers solve automation and control problems. Perhaps that's a small exaggeration.

Our model for this balloting hasn't changed since we first presented Readers' Choice results in 2001. During September, we sent survey forms to about 15,000 CONTROL DESIGN subscribers, who tell us they have authority to specify, recommend, or purchase industrial automation and control products for industrial machines.

Vendors can't vote, so we didn't knowingly let any supplier get a ballot. If we did come across a vendor in the responses, we vigorously expunged it. This voting is entirely and only for our machine builder and system integrator readers.

As before, our ballot is what's known as an unaided survey. We don't include a list of vendors or product brands to choose from. We listed 50-odd hardware and software categories and asked participants to name the best company for the products with which they have experience. We received responses from more than 240 readers.

While they chose the best technology value providers, we also had them rate the service and support they receive from these companies on a scale of 1 (poor) to 5 (excellent).

Our published results include only those companies that received at least a 5% share of the vote in their category.

### Always Some Variety

The number of companies making the cut this year dropped noticeably to 82 from 93 companies in the 2004 result. Some of this is caused by market consolidation and three fewer categories this year. Nonetheless, 11 companies are new to the listing this year.

Each year, we have winners that stand out in their margin of victory. This year 34 of the 50 (down from last year's 40 of 53) categories had winners with victory margins of greater than 10%.



Among that group, there were a number that lapped the field. Some 28 companies received at least double the votes of the second-place finisher, and nine companies garnered a clear +50% majority vote in their category, down from 12 last year.

The number of close races—decided by margins of 5% or less—increased to 10, compared with nine in 2004. Four of the races ended in statistical dead heats between two companies, one fewer than last year.

As was the case last year, nine companies turned in multiple-category wins. Continuing the dominant vote-getting power of previous years, Rockwell Automation won outright or tied for first place in 16 hardware and four software categories. Other multiple winners include Emerson Process Measurement with four; General Electric/GE Fanuc won three times; and Hoffman, Honeywell, National Instruments, Parker, and Pepperl+Fuchs each won twice.

### Selective Service

Of those 82 companies that made the list, you awarded 55 of them (67%) service and support scores of 4.0 or better—very good-to-excellent performance as measured on a scale of 1-5. By comparison, in 2004 you gave service kudos to 74% of the listed companies. That seems to say you're getting a little tougher giving out high

praise on service and support.

However, for those you did chose to put on the list, you awarded higher praise a little more than last year. As you did in 2004, you chose to recognize seven companies a total of 12 times with service scores of 4.5 or better, although last year's 4.7 score (by two companies) wasn't duplicated.

The noticeable difference is that of the 144 times you recognized those 55 companies this year, a healthy 44% received a score of 4.3 or above. Compare that with last year when you gave service scores 4.3 or better 38% of the time.

Whether achieving a score of 4.6 or 4.0, any company making the service and support list should be pleased to receive these readers' vote of confidence. As was the case last year, some of the companies achieved these commendable service marks more than just once. The Service and Support table (p.46) lists those companies that readers identified as providing service with ratings of 4.0 or better.

Baldor, Rockwell Automation, and Yaskawa were alone in achieving the highest service scores of 4.6.

Five companies—AutomationDirect, Galil Controls, Numatics, Rockwell Automation and Siemens E&A—tallied 4.5 scores across nine product categories, with both AutomationDirect and Rockwell each achieving this commendable score three times.

Voters awarded 23 companies (compared with 26 last year) a service score of 4.0 or better in more than one category. As they did last year, Rockwell Automation achieved this in 26 product categories. Siemens made big strides this year, receiving 4.0 or better ratings in 19 categories, compared with 10 last year. AutomationDirect garnered service kudos in seven categories, while Emerson Process Management made the grade five times. Bosch Rexroth, ifm efector, National Instruments, Parker, and Phoenix Contact each were recognized in four categories. Three (category recognitions) was the magic number for Beckhoff, Honeywell, Invensys, and Pilz Automation Safety; while Baldor, Banner Engineering, Eaton Electrical, Endress+Hauser, Federal Signal, GE Fanuc, Hoffman, Hubbel, STI, and Yaskawa received service recognition in two categories.

So, let the red-carpet reception begin now. Here, listed alphabetically, is this year's elite group. As always, we welcome your analysis and thoughts about the outcome.



## Fifth Annual Readers' Choice Awards

(\*Differences of less than 3% are not statistically significant)

### **Alarm/Annunciator**

1. Rockwell Automation – 21%
2. Ametek/Panalarm – 15%
3. Federal Signal – 12%
4. Edwards – 7%

### **Ball Screw/Lead Screw**

1. Danaher – 17%
2. Nook – 13%
3. Bosch Rexroth – 9%

### **Controller, CNC**

1. GE Fanuc – 46%
2. Siemens E&A – 17%
3. Bosch Rexroth – 7%  
Rockwell Automation – 7%

### **Controller, Loop**

1. Honeywell – 19%
2. Red Lion – 11%  
Siemens E&A – 11%  
\*Invensys – 9%
4. Rockwell Automation – 7%

### **Measurement, Temperature**

1. Emerson Process – 21%
2. Omega Engineering – 13%
3. Honeywell – 10%
4. ifm efector – 6%  
Pyromation – 6%  
\*Siemens E&A – 5%

### **Measurement, Vibration**

1. GE Energy/Bently Nevada – 38%
2. Rockwell Automation – 14%

### **Motor, Industrial Electric**

1. Baldor – 39%
2. Rockwell Automation – 16%
3. Regal-Beloit – 13%
4. GE – 7%  
\*Emerson Electric – 6%

### **Motor, Servo**

1. Rockwell Automation – 30%
2. Bosch Rexroth – 18%
3. Yaskawa – 8%  
\*Parker Automation – 6%

### **Controller, Motion**

1. Rockwell Automation – 37%
2. Bosch Rexroth – 9%
  - \*Galil Controls – 8%
4. Siemens E&A – 6%
  - \*Parker Automation – 5%

### **Controller, PLC**

1. Rockwell Automation – 60%
2. AutomationDirect – 9%
  - Siemens E&A – 9%

### **Data Acquisition System**

1. National Instruments – 40%
2. Rockwell Automation – 19%

### **Data Recorder**

1. Honeywell – 27%
2. Yokogawa – 23%
3. Invensys/Eurotherm – 12%
4. National Instruments – 8%

### **Encoder/Resolver**

1. Rockwell Automation – 20%
  - \*BEI – 18%
3. Danaher – 14%
4. Encoder Products – 11%

### **Hydraulic System Controls/Components**

1. Parker Hannifin – 37%
2. Bosch Rexroth – 23%
3. Eaton/Vickers – 12%

### **Industrial Computer**

1. Rockwell Automation – 26%
2. Advantech – 23%
3. Dell – 10%
4. Pro-face/Xycom – 6%
  - \*Siemens E&A – 6%
  - \*Beckhoff Automation – 5%

### **Industrial Electrical Connector/Cordset**

1. Turck – 21%
2. Woodhead Connectivity – 18%
3. Phoenix Contact – 8%
  - Rockwell Automation – 8%
  - Tyco/AMP – 8%
  - \*Hubbel – 6%

### **Industrial Electric Motor Drive**

1. Rockwell Automation – 40%
2. Siemens E&A – 8%
  - \*Yaskawa – 7%
  - \*Baldor Electric – 6%
  - \*Emerson Process – 6%

### **Industrial Enclosure-Metallic**

1. Hoffmann – 65%
2. Rittal – 14%
3. Hubbel-Wiegmann – 7%
  - \*Saginaw Engineering – 5%

### **Industrial Enclosure-Non-Metallic**

1. Hoffmann – 64%
2. Bud Enclosures – 5%
  - Carlson – 5%
  - Stahlin – 5%

### **Industrial Enclosure Purge System**

1. Pepperl+Fuchs – 62%
2. Hoffman – 8%

### **Motor, Stepper**

1. Parker Automation – 24%
2. Danaher – 8%
  - Sanyo Denki – 8%
  - \*AutomationDirect – 7%

### **Motor Starter**

1. Rockwell Automation – 50%
2. Schneider Electric – 19%
3. Siemens E&A – 8%
4. AutomationDirect – 5%
  - Eaton Electrical – 5%

### **Operator Interface Terminal**

1. Rockwell Automation – 54%
2. Siemens E&A – 11%
3. AutomationDirect – 7%
  - \*GE Fanuc – 5%

### **Panel Meter**

1. Red Lion – 37%
2. Simpson – 12%
3. Newport – 8%
  - \*Precision Digital – 6%

### **Pneumatic System Controls/Components**

1. SMC Pneumatics – 30%
2. Numatics – 15%
  - Parker Hannifin – 15%
4. Festo – 6%
  - MAC Valves – 6%

### **Power Supply**

1. Sola/Hevi-Duty – 29%
2. Rockwell Automation – 12%
  - \*Phoenix Contact – 11%
4. Siemens E&A – 7%
  - \*Power-one – 6%
  - \*Acopian – 5%
  - \*AutomationDirect – 5%
  - \*Puls – 5%

### **Presence Sensing**

1. Turck – 21%
  - \*Rockwell Automation – 19%
3. Banner Engineering – 14%
4. ifm efector 1- 0%

### **Programmable Safety Controller**

1. Rockwell Automation – 27%
  - \*Siemens E&A – 25%
3. Pilz Automation Safety – 14%
4. Triconex – 5%

### **Relay**

1. Rockwell Automation – 31%
2. IDEC – 20%
3. Omron – 13%
  - \*Tyco/Potter&Brumfield – 12%

### **Safety Network Components**

1. Rockwell Automation – 29%
2. Siemens E&A – 21%
3. Pilz Automation Safety – 8%
  - STI – 8%
  - \*Banner Engineering – 7%

### **Safety Relay**

1. Rockwell Automation – 33%
2. Pilz Automation Safety – 20%
3. Siemens E&A – 10%

### **Industrial Network Component**

1. Hirschmann – 22%
2. Phoenix Contact – 16%  
\*Rockwell Automation – 15%
4. Siemens E&A – 11%

### **Input/Output System**

1. Rockwell Automation – 41%
2. Siemens E&A – 11%  
\*AutomationDirect – 9%  
\*Wago – 9%
5. Beckhoff Automation – 7%  
\*Phoenix Contact – 6%

### **Intrinsic Safety System/Component**

1. Pepperl & Fuchs – 24%
2. Rockwell Automation – 13%
3. MTL – 9%  
\*Turck – 8%  
\*Siemens E&A – 8%

### **Linear Actuator/Slide**

1. Danaher – 14%
2. Parker Hannifin – 9%
3. IAI America – 5%

### **Machine Vision System**

1. Cognex/DVT – 60%
2. Banner Engineering – 7%  
\* Keyence – 6%

### **Measurement, Flow**

1. Emerson Process – 34%
2. Endress+Hauser – 7%  
Siemens E&A – 7%  
\*ABB – 5%  
\*ifm efector – 5%

### **Measurement, Level**

1. Emerson Process – 24%
2. Endress+Hauser – 13%  
\*Siemens E&A – 11%
4. Danaher – 9%  
\*AmetekDrexelbrook – 7%  
\*ifm efector – 7%

### **Measurement, Load Cell/Weighing System**

1. Mettler-Toledo 17%
2. Hardy Scale 11%

### **Measurement, Pressure**

1. Emerson Process – 28%
2. Honeywell/Sensotec – 12%
3. Invensys/Foxboro – 6%  
\*Dwyer Instruments – 5%

4. STI – 7%  
\*Schmersal – 5%

### **Software, CNC**

1. GE Fanuc – 24%
2. Siemens E&A – 19%

### **Software, Data Acquisition**

1. National Instruments – 38%
2. Rockwell Automation – 16%
3. Invensys/Wonderware – 7%  
\*GE Fanuc – 5%

### **Software, Electrical CAD (E-CAD)**

1. Autodesk – 79%
2. ECT International – 5%

### **Software, HMI**

1. Rockwell Automation – 40%
2. Invensys/Wonderware – 20%
3. Siemens E&A – 10%
4. GE Fanuc – 5%

### **Software, Motion Control**

1. Rockwell Automation – 48%
2. Beckhoff Automation – 7%  
Bosch Rexroth – 7%

### **Software, PC-Based Machine Control**

1. Rockwell Automation – 26%
2. Beckhoff Automation – 12%
3. National Instruments – 9%  
Siemens E&A – 9%

### **Software, PLC Programming**

1. Rockwell Automation – 66%
2. Siemens E&A – 10%  
\*AutomationDirect – 9%

### **Stack Light Tower**

1. Rockwell Automation – 38%
2. Patlite – 17%
3. Eaton Electrical – 12%  
Schneider Electric – 12%  
\*Federal Signal – 10%

### **Terminal Block**

1. Phoenix Contact – 26%  
\*Rockwell Automation – 25%
3. Wago – 15%
4. AutomationDirect – 11%
5. Weidmüller – 7%  
\*ABB/Entelec – 6%

### **Wire & Cabling**

1. Belden Cable – 43%
2. Alpha Wire – 7%  
LappUSA/Olflex – 7%  
\*Anixter – 6%



# The 2005 Readers' Choice Service and Support Leaders

*Control Design Readers Tell Us These 55 Companies Provide  
Very Good (4.0) to Excellent (5.0) Service*

## 4.6

Baldor Electric – Industrial Electric Motor Drive  
Rockwell Automation – Industrial Network Components  
Yaskawa – Industrial Electric Motor Drive

## 4.5

AutomationDirect – Operator Interface Terminal  
AutomationDirect – PLC Programming Software  
AutomationDirect – Programmable Logic Controller  
Galil Controls – Motion Controller  
Numatics – Pneumatic System Control/Component  
Rockwell Automation – Alarm/Annunciator  
Rockwell Automation – Loop Controller  
Rockwell Automation – Motor, Industrial Electric  
Siemens – Safety Network Components

## 4.4

AutomationDirect – Power Supply  
Bosch Rexroth – Motion Controller  
Hubbel-Wiegmann – Industrial Enclosure-Metallic  
ifm effector – Presence Sensing  
Patlite – Stack Light Tower  
Rockwell Automation – Encoder/Resolver  
Rockwell Automation – Power Supply  
Rockwell Automation – Terminal Blocks  
Siemens – Motion Controller  
Siemens – Operator Interface Terminal  
Siemens – PLC Programming Software  
Siemens – Programmable Logic Controller  
Weidmüller – Terminal Blocks

## 4.3

Ametek Drexelbrook – Measurement, Level  
AutomationDirect – Input/Output System  
AutomationDirect – Motor Starter  
AutomationDirect – Terminal Blocks  
Banner Engineering – Presence Sensing  
Belden – Cable Wire & Cabling  
Bosch Rexroth – Motion Control Software  
Dell – Industrial Computer  
Eaton – Electrical Motor Starter  
Emerson Electric – Industrial Electric Motor Drive  
Hoffmann – Industrial Enclosure-Metallic  
Hubbel – Industrial Electrical Connector/Cordset  
National Instruments – Data Acquisition System  
Parker – Pneumatic System Control/Component  
Phoenix Contact – Industrial Network Components  
Phoenix Contact – Power Supply  
Phoenix Contact – Terminal Blocks  
Rockwell Automation – Data Acquisition Software  
Rockwell Automation – Data Acquisition System  
Rockwell Automation – Industrial Electric Motor Drive  
Rockwell Automation – Intrinsic Safety System/Component  
Rockwell Automation – Motion Control Software  
Rockwell Automation – Motor Starter  
Rockwell Automation – Motor, Servo  
Rockwell Automation – PC-Based Machine Control Software  
Rockwell Automation – Presence Sensing  
Rockwell Automation – Programmable Safety Controller  
Rockwell Automation – Safety Network Components  
Siemens – HMI Software  
Siemens – Industrial Computer  
Siemens – Industrial Electric Motor Drive

Siemens – Industrial Network Components  
Siemens Intrinsic Safety System/Component  
Siemens – Loop Controllers  
Siemens – Measurement, Level  
Siemens – Motor Starter  
Siemens – Programmable Safety Controller  
Turck – Industrial Electrical Connector/Cordset  
Yaskawa – Motor, Servo

#### 4.2

ABB/Entrelec – Terminal Block  
Beckhoff Automation – Industrial Computer  
Bosch Rexroth – Ball Screw/Lead Screw  
Bosch Rexroth – Motor, Servo  
Cognex/DVT – Machine Vision System  
Eaton Electrical – Stack Light Tower  
Emerson Process – Measurement, Pressure  
Hardy Instrument – Measurement, Load Cell/Weighing System  
Hoffmann – Industrial Enclosure-Non-Metallic  
Honeywell – Loop Controller  
Honeywell – Measurement, Pressure  
ifm efector – Measurement, Level  
ifm efector – Measurement, Temperature  
Invensys – Loop Controller  
Precision Digital – Panel Meter  
Rockwell Automation – Industrial Electrical Connector/Cordset  
Rockwell Automation – Motion Controller  
Rockwell Automation – Relay  
Siemens – CNC Software  
Siemens – Power Supply  
Simpson – Panel Meter  
Turck – Presence Sensing

#### 4.1

Baldor – Motor, Industrial Electric  
Banner Engineering – Machine Vision System  
Emerson Process – Measurement, Flow  
Emerson Process – Measurement, Level  
Emerson Process – Measurement, Temperature  
Endress+Hauser – Measurement, Flow  
Hirschmann – Industrial Network Components  
National Instruments – Data Acquisition Software  
Omron – Relay  
Parker Hannifin – Hydraulic System Control/Component  
Pilz Automation – Safety Programmable Safety Controller  
Red Lion – Panel Meter  
Rockwell Automation – Operator Interface Terminal  
Rockwell Automation – PLC Programming Software  
Rockwell Automation – Programmable Logic Controller  
Rockwell Automation – Safety Relay  
Rockwell Automation – Stack Light Tower  
Schmersal – Safety Relay  
Siemens – Measurement, Temperature  
Siemens – PC-Based Machine Control Software  
STI – Safety Relay

#### 4.0

Acopian – Power Supply  
Anixter – Wire & Cabling  
Beckhoff – Motion Control Software  
Beckhoff – PC-Based Machine Control Software  
BEI – Encoder/Resolver  
Endress+Hauser – Measurement, Level  
Federal Signal – Alarm/Annunciator  
Federal Signal – Stack Light Tower  
Festo – Pneumatic System Control/Component  
GE Fanuc – Controller, CNC  
GE Fanuc – Operator Interface Terminal  
Honeywell – Data Recorder  
IDEC – Relay  
ifm efector – Measurement, Flow

Invensys – Data Acquisition Software  
Invensys – Data Recorder  
Keyence – Machine Vision System  
LappUSA/Olflex – Wire & Cabling  
Mettler-Toledo – Measurement, Load Cell/Weighing System  
National Instruments – Data Recorder  
National Instruments – PC-Based Machine Control Software  
Omega Engineering – Measurement, Temperature  
Parker Automation – Motion Controller  
Parker Automation – Motor, Servo  
Pepperl+Fuchs – Enclosure Purge  
Phoenix Contact – Industrial Electrical Connector/Cordset  
Pilz Automation – Safety Safety Network Components  
Pilz Automation – Safety Safety Relay  
Pyromation – Measurement, Temperature  
Siemens – Measurement, Flow  
Sola/Hevi-Duty – Power Supply  
Stahlin – Industrial Enclosure-Non-Metallic  
STI – Safety Network Component  
Triconex – Programmable Safety Controller  
Yokogawa – Data Recorder



## Related Information

**Articles:** [Readers' Choice ballot box closed. Thanks for voting.](#) more...(16)

**White Papers:** [RFID for the real world](#) more...(5)

**News:** [Web Poll: Remote diagnostics and troubleshooting](#) more...(4)

*Can You Envision the Plant of the Future?*



Copyright © 2005 Control Design All rights reserved. | [Legal Terms](#)  
P: 630-467-1300 | 555 West Pierce, Suite 301 Itasca IL 60143 [webmaster@putman.net](mailto:webmaster@putman.net)