



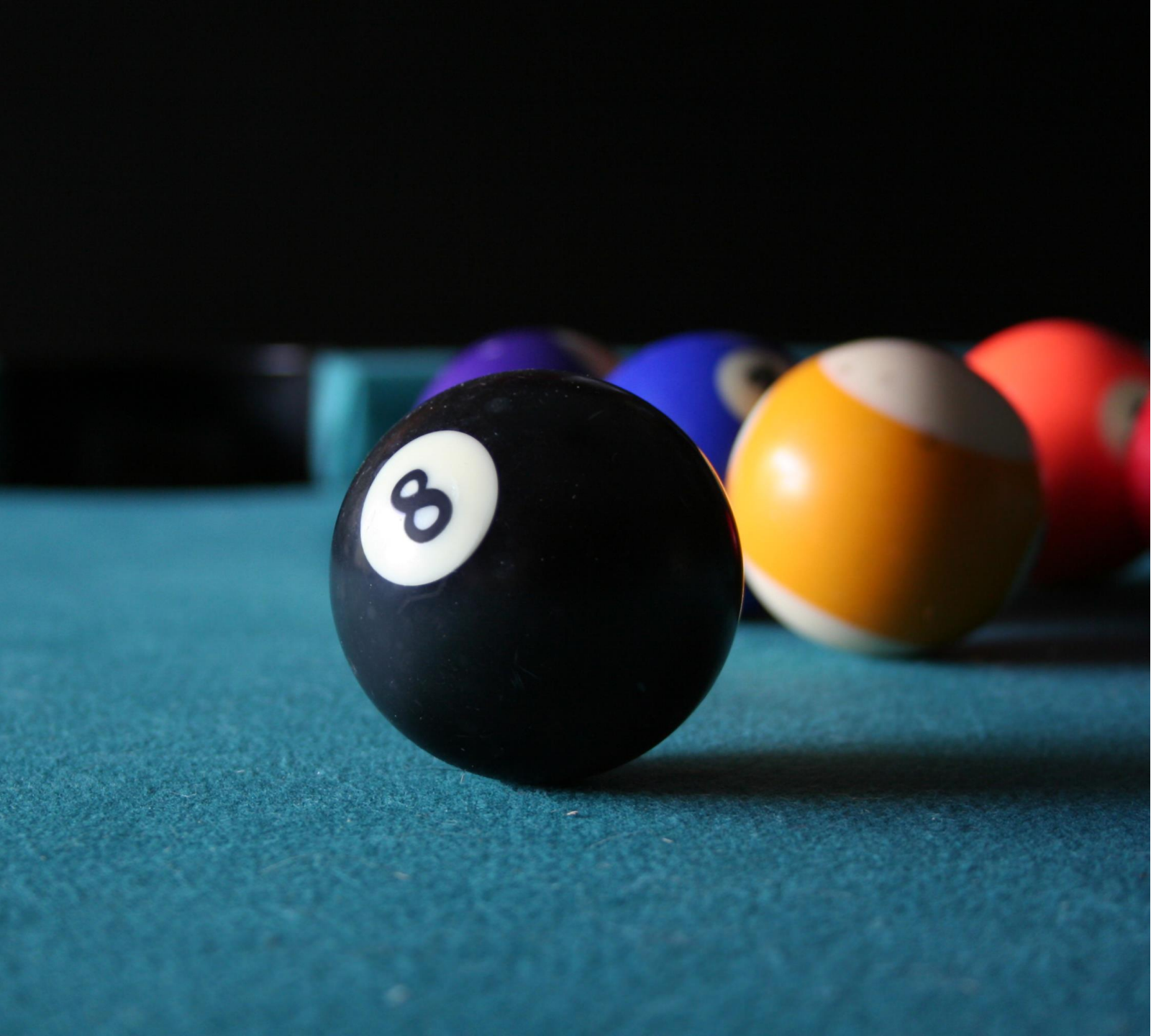
Staying ahead of the curve

Long-term investment strategies


SIEMENS



When it comes to making big strategic decisions that involve significant financial investment, **everyone wants to be ahead of the curve.**



No one wants to find themselves behind the 8 ball, placing their organization in messy situations that put their operations — and reputation — at extreme risk.

A satellite view of Earth at night, showing city lights and cloud patterns over the Americas. The image has a blue tint, and the lights from cities are visible as bright yellow and orange spots. The text is overlaid on a white rectangular box on the left side of the image.

Nowhere has this been more evident - and painful - than for operators of critical power networks, that families and businesses rely on every day. Consider events in the news over the last several months.

2020 DEC

A major cyberattack on commercial software applications from SolarWinds sent shockwaves throughout the world.

The direct and indirect costs were incalculable. It will likely take months if not years to fully understand and mitigate the impacts.

The screenshot shows the CNN Business website interface. At the top, the 'CNN BUSINESS' logo is on the left, and 'LIVE TV' with a user icon and a menu icon are on the right. Below the logo, the 'MARKETS' section displays data for the DOW, S&P 500, and NASDAQ. To the right of the market data is a 'FEATURED' section with a 'Crypto 101' article. The main headline reads: 'Microsoft says SolarWinds hackers have struck again at the US and other countries'.

MARKETS			
			see all →
▼ DOW	33,823.45	-210.22	-0.62%
▼ S&P 500	4,221.86	-1.84	-0.04%
▲ NASDAQ	14,161.35	+121.67	+0.87%

FEATURED

Crypto 101
Everything you need to know about bitcoin, blockchain, NFTs and more.

Microsoft says SolarWinds hackers have struck again at the US and other countries

2021

FEB

A winter storm system disabled a large portion of the Texas power grid that was not sufficiently weatherized. The estimated economic toll in the lone star state was estimated at \$130 billion.

BUSINESS > ENERGY

The Texas winter freeze's economic toll climbs to \$130 billion

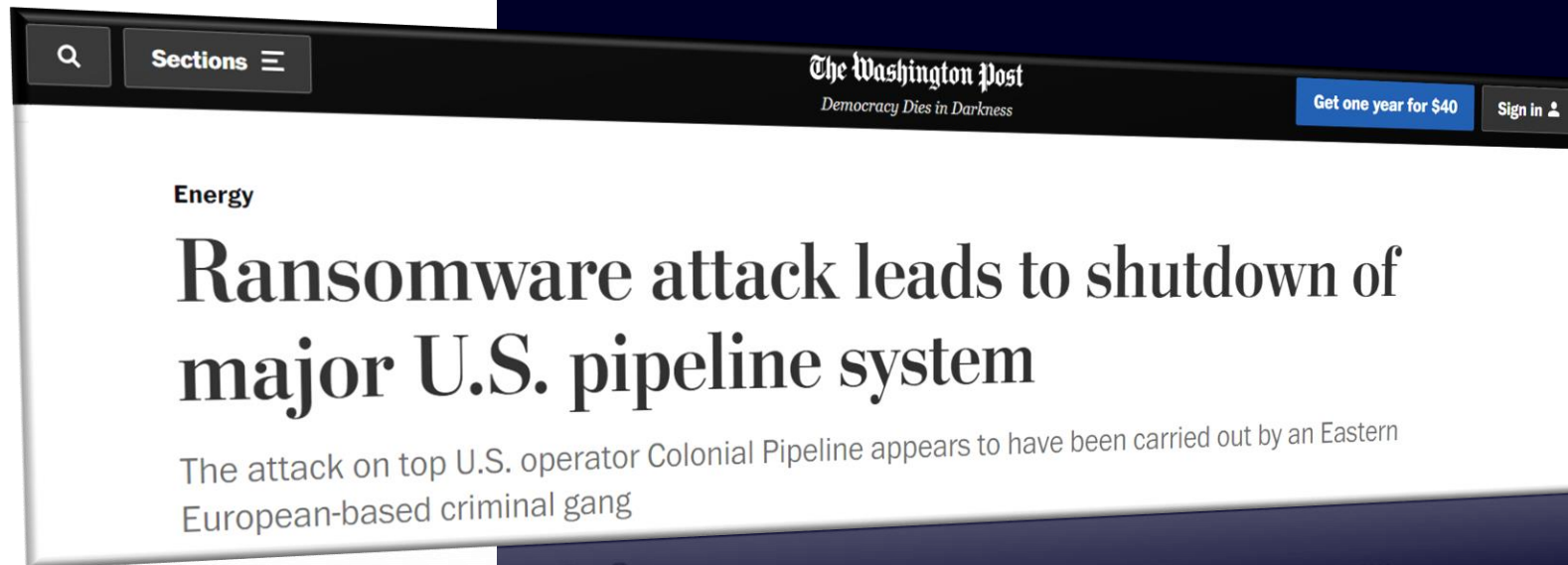
The weeklong freeze, power outages and insurance claims for burst water pipes is expected to easily go down as the costliest weather event in the state's history.

SIEMENS

2021

MAY

A ransomware attack by cybercriminals led to the temporary shut down of a pipeline carrying 45% of the fuel to the U.S. East Coast. Chaos among drivers looking for fuel ensued.



Reported and unreported cyber incidents underscore the massive risks and costs associated with not taking **advance steps to upgrade, harden and modernize your infrastructure.**

Here are **five key considerations** for decision makers in major utilities relative to preemptive cyber protection and grid reliability.



Key #1: Review Existing Warranties

Most, if not all, equipment comes with manufacturer provided warranties with various terms and coverage periods.

Make sure you clearly understand the warranty provisions across your entire infrastructure ecosystem before you make a purchase.



Key #2: Check the Calendar

Review your long-term strategic technology plans to verify the last time your network went through a refresh.



While most equipment is built to last well beyond stated warranty periods, the demands and needs from a cross section of utility system stakeholders has accelerated.

If a system refresh has been longer than 8-10 years, you're likely falling behind.



Key #3: Keep a Close Eye on Regulations

The regulatory environment is incredibly fluid. Recent high-profile events have put a spotlight on the vulnerabilities of all networks, including public and privately owned utilities. Policy makers have begun to take action.



Take advantage of financial incentives. New rules, regulations and supportive programs may include financial incentives to encourage voluntary investments now. Those investments may become mandatory and less attractive if you decide to wait.



Key #4: Be Flexible

There is no higher priority than the security of your critical infrastructure, operating systems, data, processes and people. Expected future realities will demand that networks are both secure AND flexible.



Are you ready to meet tomorrow's challenges? Network Audits, Design Consultation and Security Assessments are great ways to recalibrate, ensure you are properly equipped and have the ability to pivot when necessary.



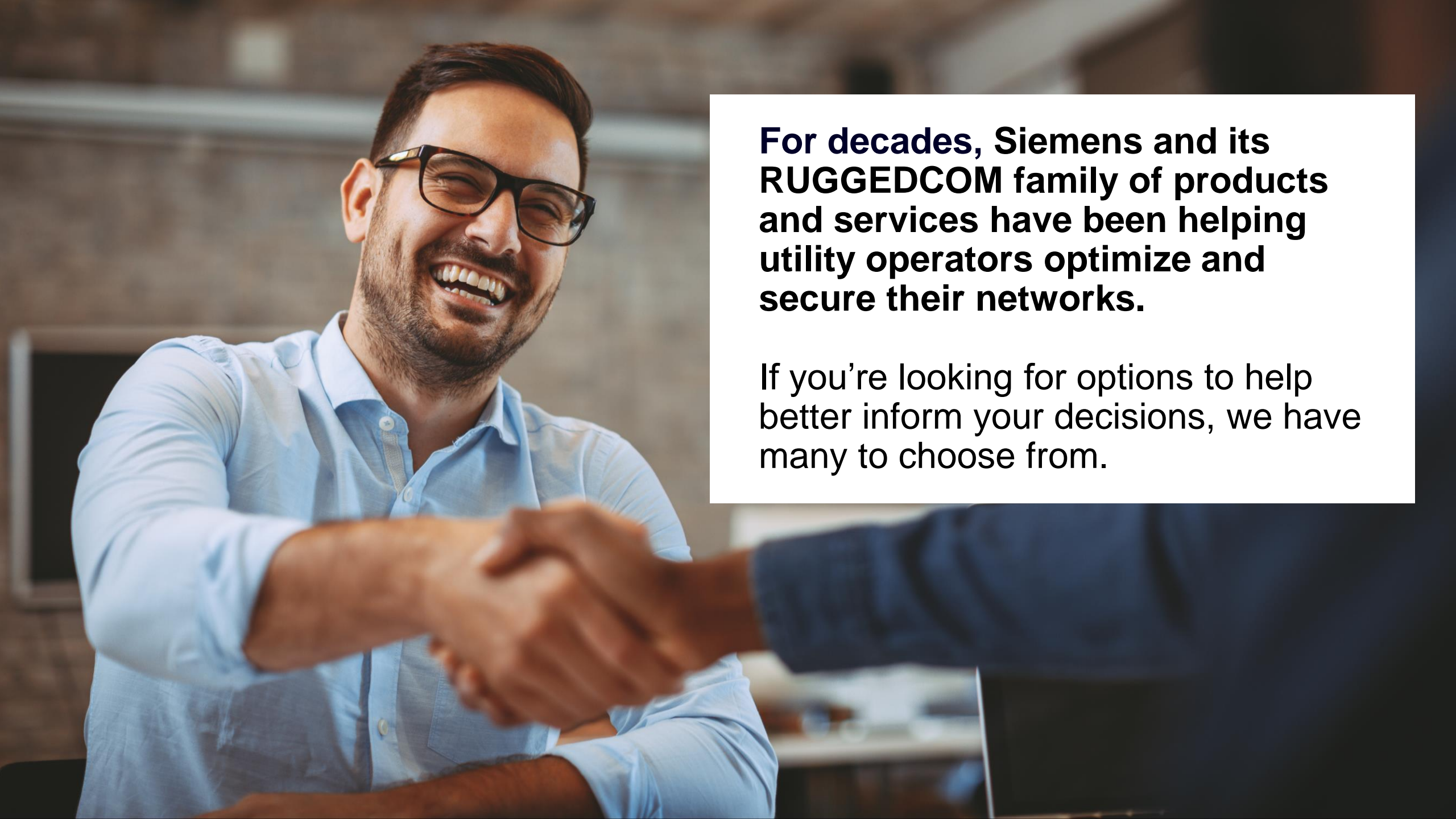
Key #5: Bits and Bytes

In today's world, data is the new currency. It's increasingly becoming more valuable as utilities look to fully optimize all aspects of their operations, including meeting future customer needs.



Your ability to succeed is dependent on how much data your systems and teams can manage. Take time to project your system requirements down the road. Consider 5, 10, and 15+ years into the future.



A man with dark hair, a beard, and black-rimmed glasses is smiling broadly while shaking hands with another person. He is wearing a light blue button-down shirt. The background is a blurred office setting with a desk and a laptop visible.

For decades, Siemens and its RUGGEDCOM family of products and services have been helping utility operators optimize and secure their networks.

If you're looking for options to help better inform your decisions, we have many to choose from.

Consult with Siemens' RUGGEDCOM specialists to learn more about our:

- Trade-In / Trade-Up Program
- Extended Warranty Options
- Network Audits
- Network Design and Configuration Services
- Cybersecurity Assessments

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