

New customer-centric, digital business model for Siemens process control system PCS neo

Task

A business model for PCS neo adapting the opportunities of digitalization in modern software business to the process automation market

- Change the business model of the process control system from a traditional hardware business to a software-driven one
- Develop a go-to-market strategy and enable sales along with sales support to implement new business model

GMS service

Support to develop and implement a new digital business model

- Flexible software licensing and new payment model
- Concept for one-stop-entrance online platform
- Processes optimization to enable implementation
- Sales channel strategy and partner management
- Digital sales communication guideline incl. value proposition

> The result

Foundation set for transformation into a customer-centric, software-driven business

Flexible software licensing model

Increased transparency on installed base over lifecycle enabling an individual customer support

Basis for improved customer experience and sales excellence

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Ingenuity for life

