

Driving the Digital Enterprise

Dr. Jan Mrosik | CEO Digital Factory Division
Morgan Stanley Digital Day | London | March 20, 2017

Notes and forward-looking statements



This document contains statements related to our future business and financial performance and future events or developments involving Siemens that may constitute forward-looking statements. These statements may be identified by words such as “expect,” “look forward to,” “anticipate” “intend,” “plan,” “believe,” “seek,” “estimate,” “will,” “project” or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to shareholders and in press releases. In addition, our representatives may from time to time make oral forward-looking statements. Such statements are based on the current expectations and certain assumptions of Siemens’ management, of which many are beyond Siemens’ control. These are subject to a number of risks, uncertainties and factors, including, but not limited to those described in disclosures, in particular in the chapter Risks in the Annual Report. Should one or more of these risks or uncertainties materialize, or should underlying expectations not occur or assumptions prove incorrect, actual results, performance or achievements of Siemens may (negatively or positively) vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Siemens neither intends, nor assumes any obligation, to update or revise these forward-looking statements in light of developments which differ from those anticipated.

This document includes – in IFRS not clearly defined – supplemental financial measures that are or may be non-GAAP financial measures. These supplemental financial measures should not be viewed in isolation or as alternatives to measures of Siemens’ net assets and financial positions or results of operations as presented in accordance with IFRS in its Consolidated Financial Statements. Other companies that report or describe similarly titled financial measures may calculate them differently.

Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures.

The Siemens strategy is built on Electrification – Automation – Digitalization



Digitalization



Siemens Digital Services

MindSphere

Siemens Software

Automation



Electrification



Digitally enhanced
Electrification and
Automation

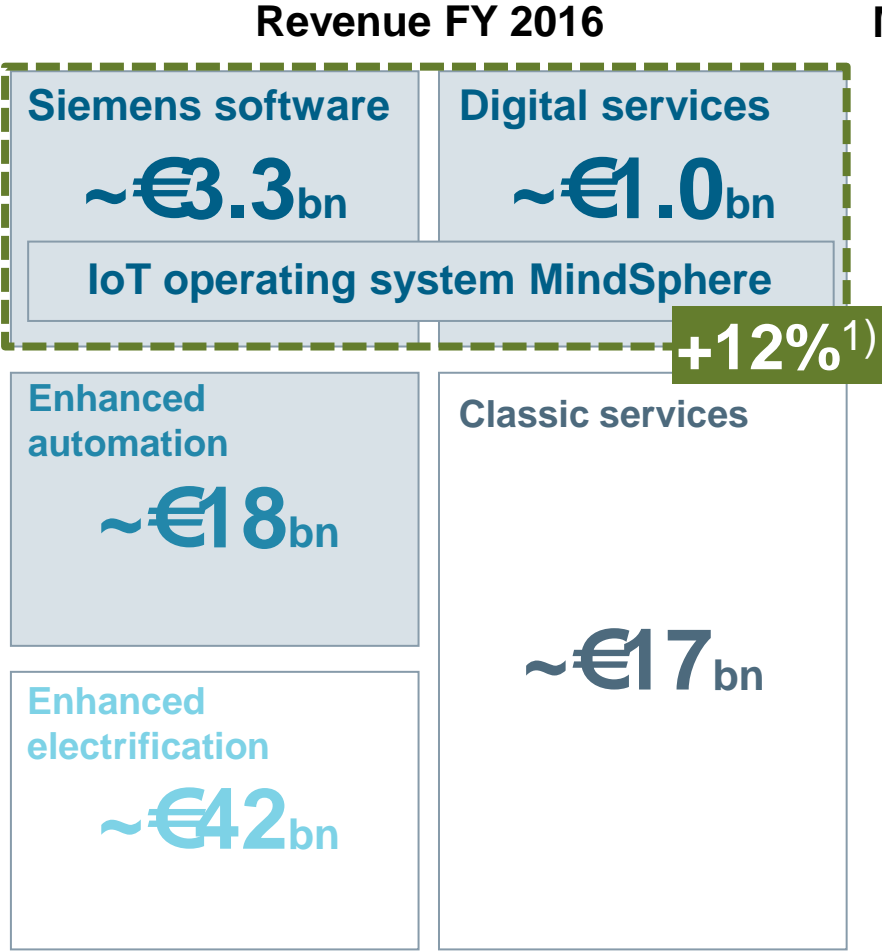
Early focus on digitalization drives value and growth



Digitalization
→ Leader

Automation
→ Global #1

Electrification
→ Leader



Market CAGR FY17-20



Strategic direction

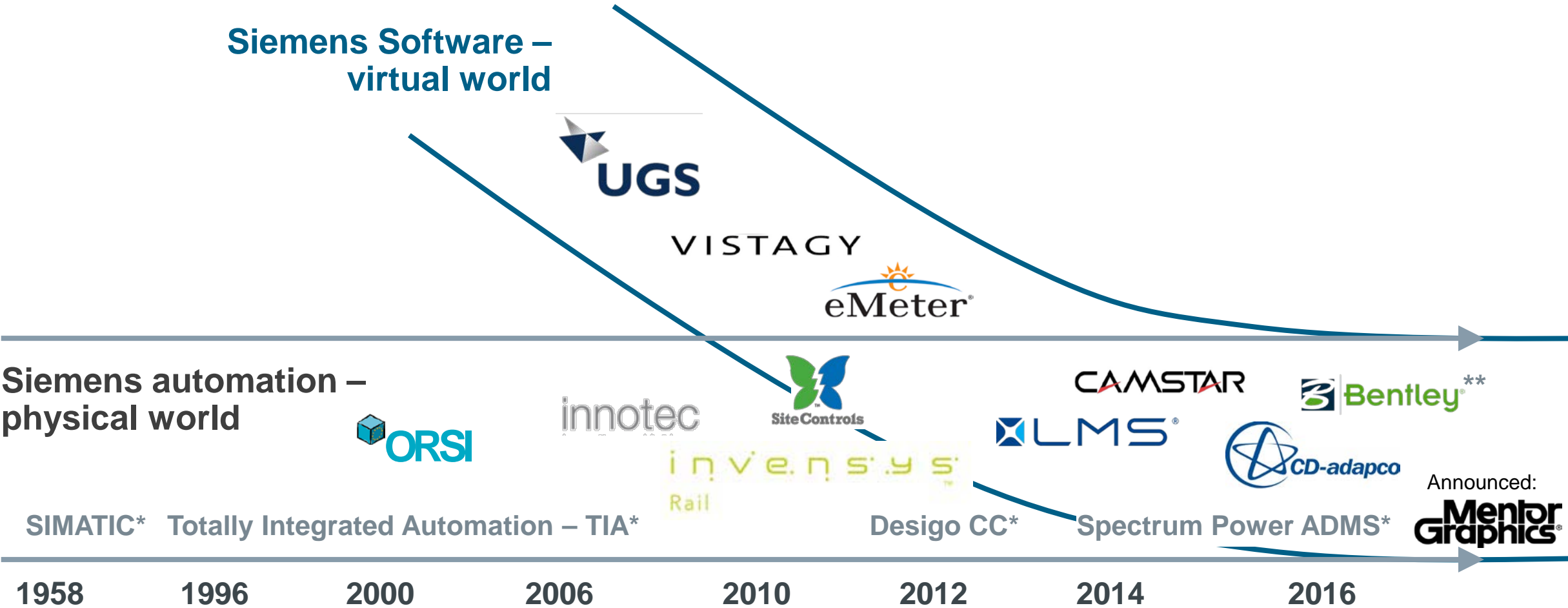
Strengthen leadership
by combining software,
platforms & services

Expand #1 position
and utilize for
digitalization

Differentiate through
enhanced offerings with
automation & digitalization

Note: Figures based on Industrial Business 1) Growth FY15 to FY16, rebased

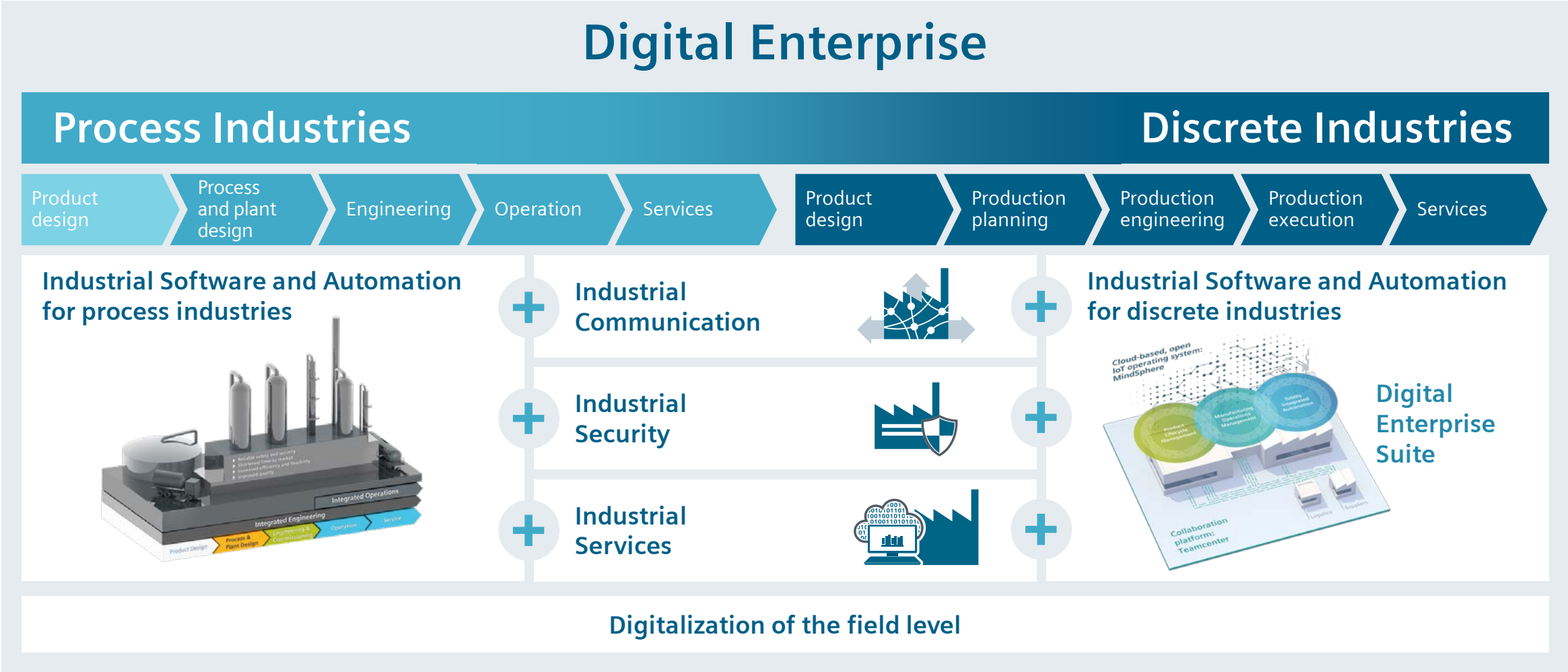
Siemens with long-standing #1 position in automation – combined with the power of Siemens Software



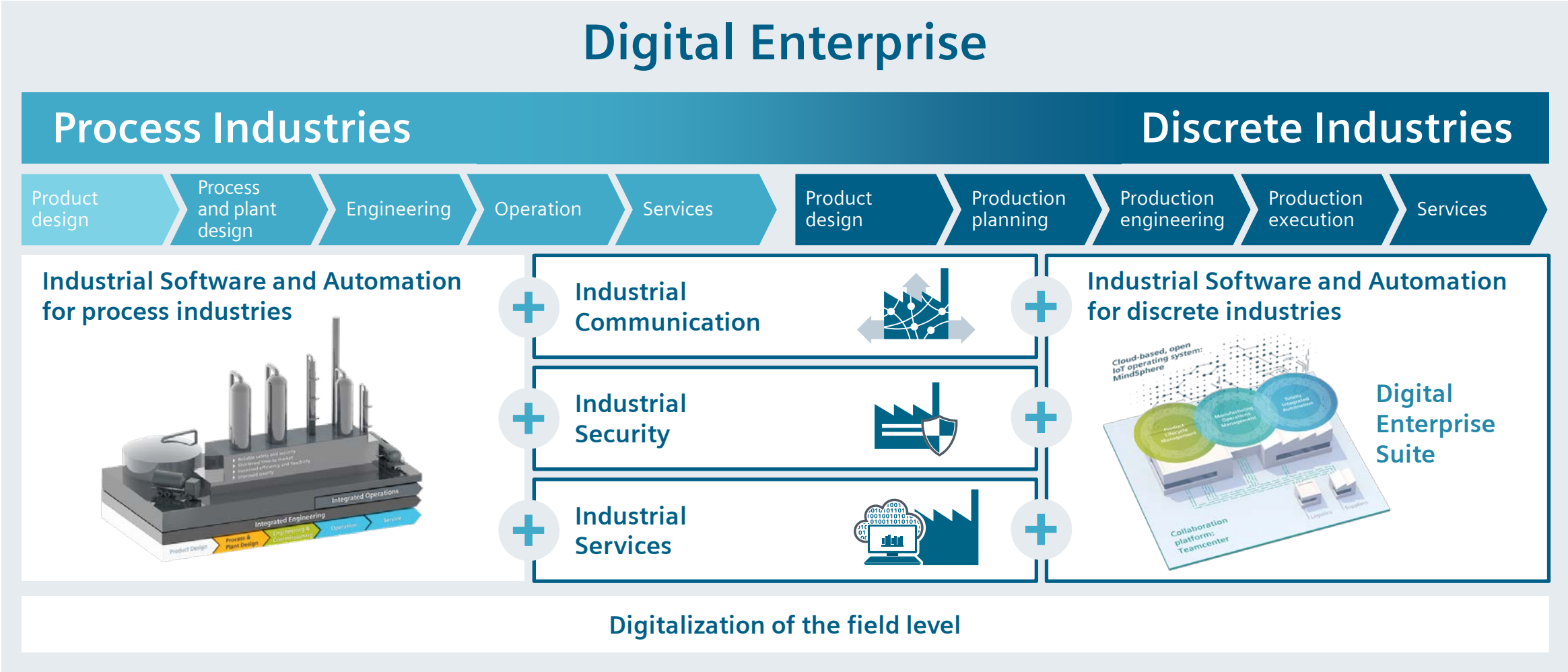
* In-house developments/digital upgrades

** Cooperation

Digital Enterprise is our leading and most comprehensive portfolio of solutions for the digital transformation



Digital Enterprise is our leading and most comprehensive portfolio of solutions for the digital transformation



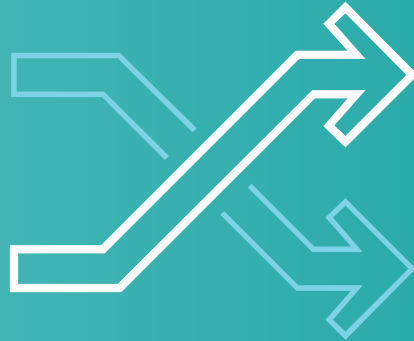
We help our customers to meet their essential requirements –
throughout the manufacturing industry

SIEMENS
Ingenuity for life

Speed



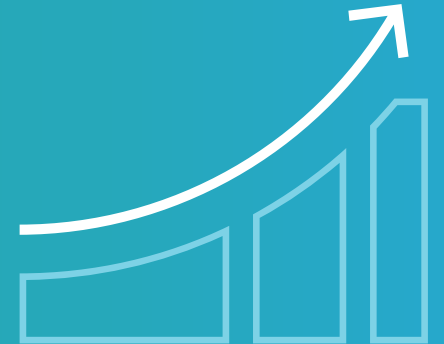
Flexibility



Quality



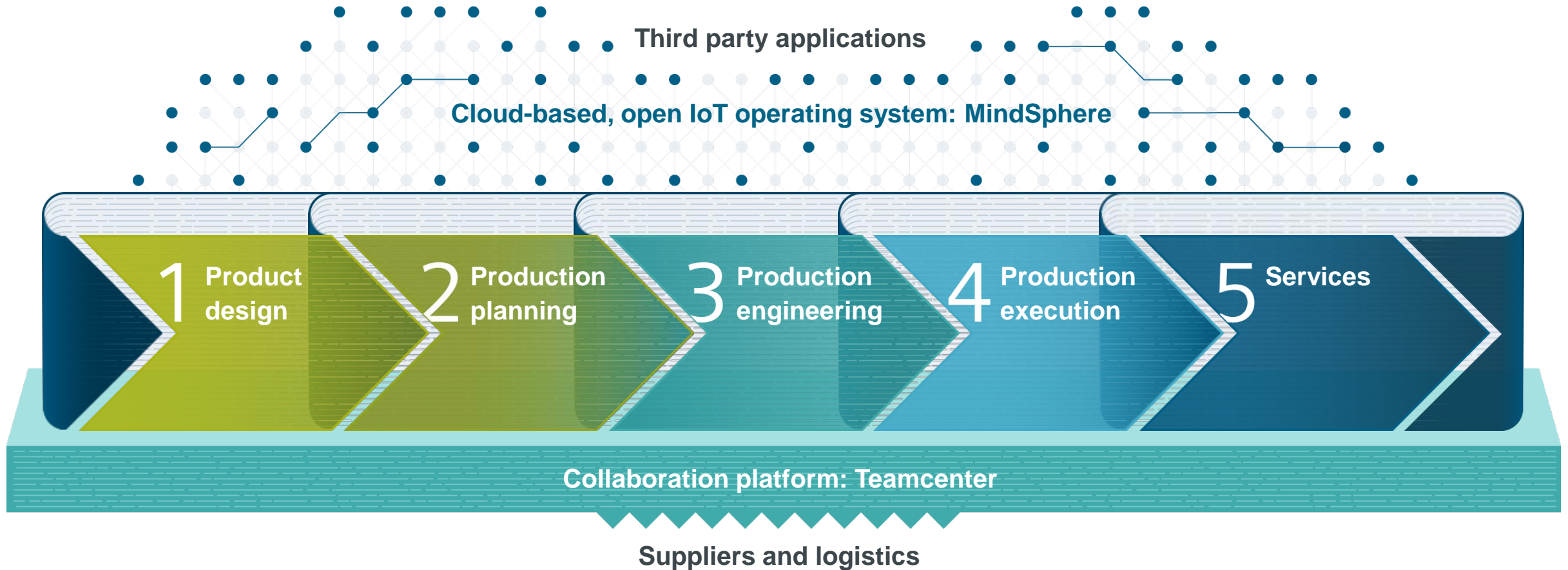
Efficiency



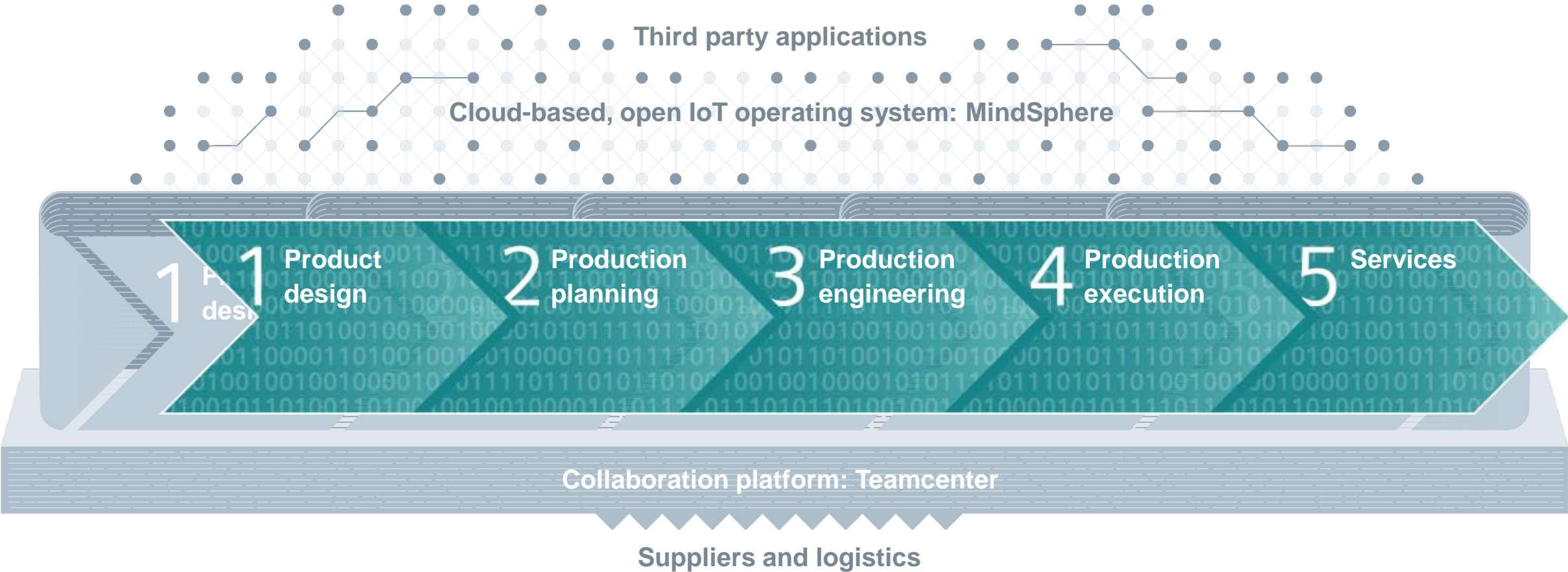
Security



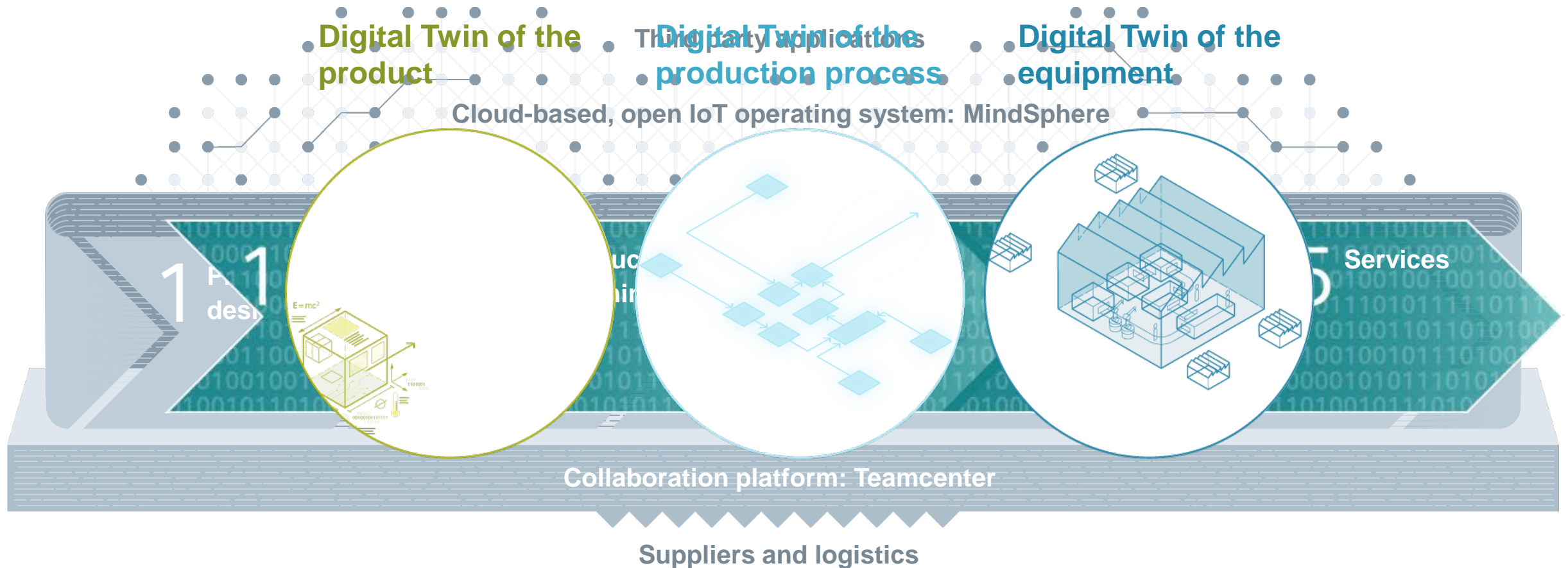
Integrating and digitalizing the entire value chain is key to staying competitive in the future



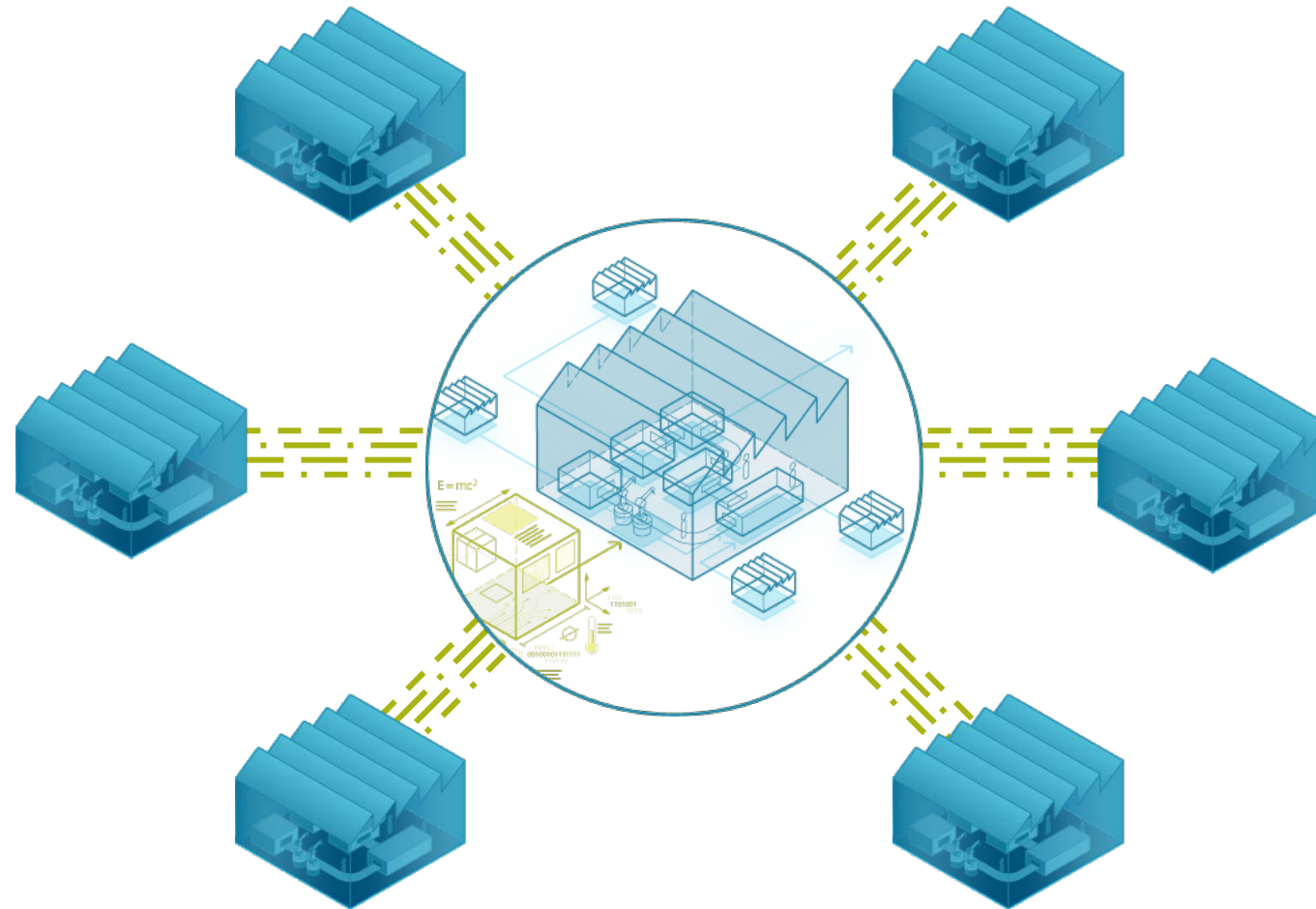
Creating a Digital Twin of the entire value chain



Integrating technical domains into ONE data model



Publishing the optimized Digital Twin to all stakeholders



Integrating and digitalizing the entire value chain with a holistic approach

SIEMENS
Ingenuity for life

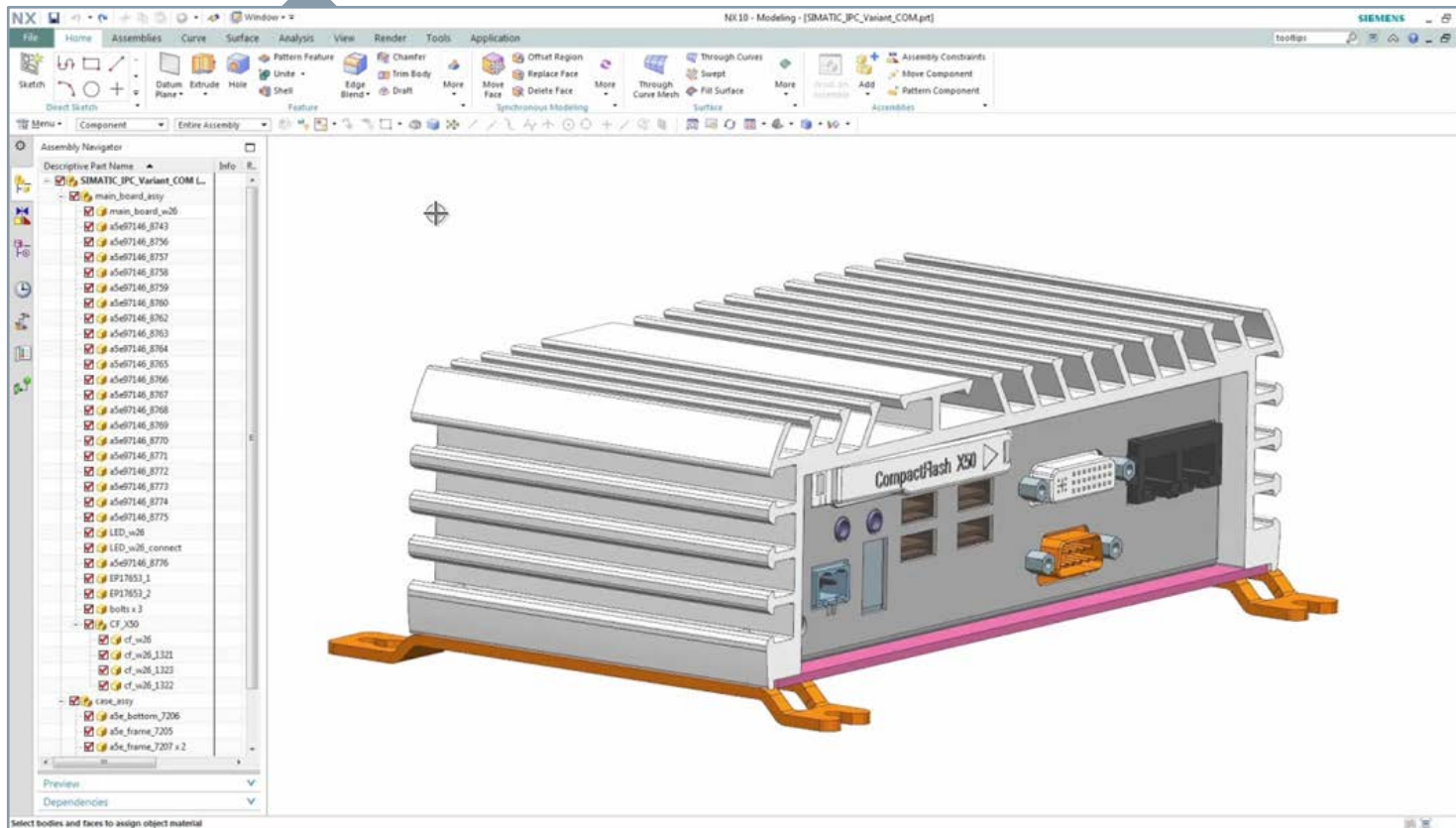
1 Product design

2 Production planning

3 Production engineering

4 Production execution

5 Service



Design a product by integrating CAD/CAE/CAM

SIEMENS
Ingenuity for life

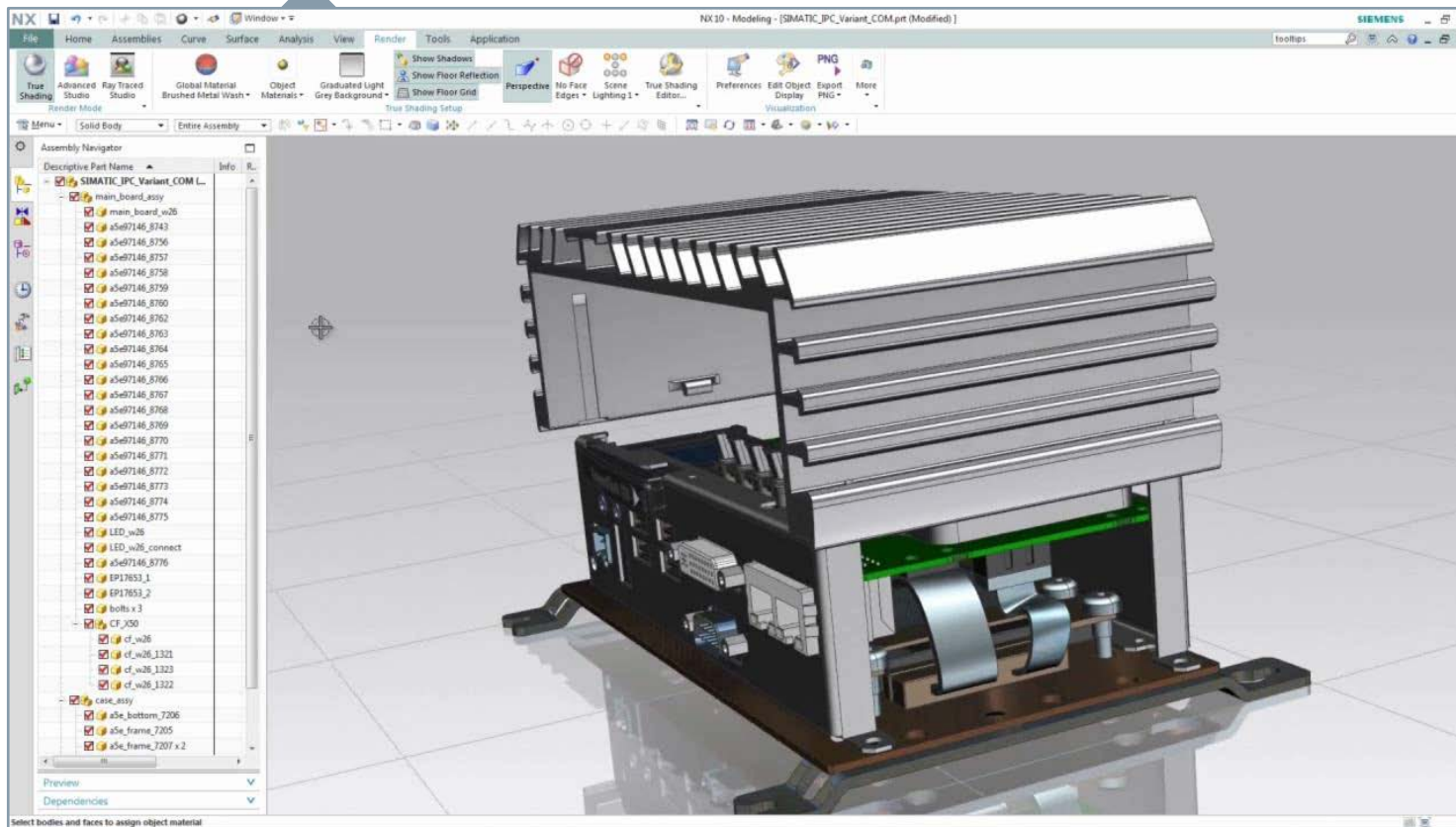
1 Product design

2

3

4

5



Innovate with 3D simulation

SIEMENS
Ingenuity for life

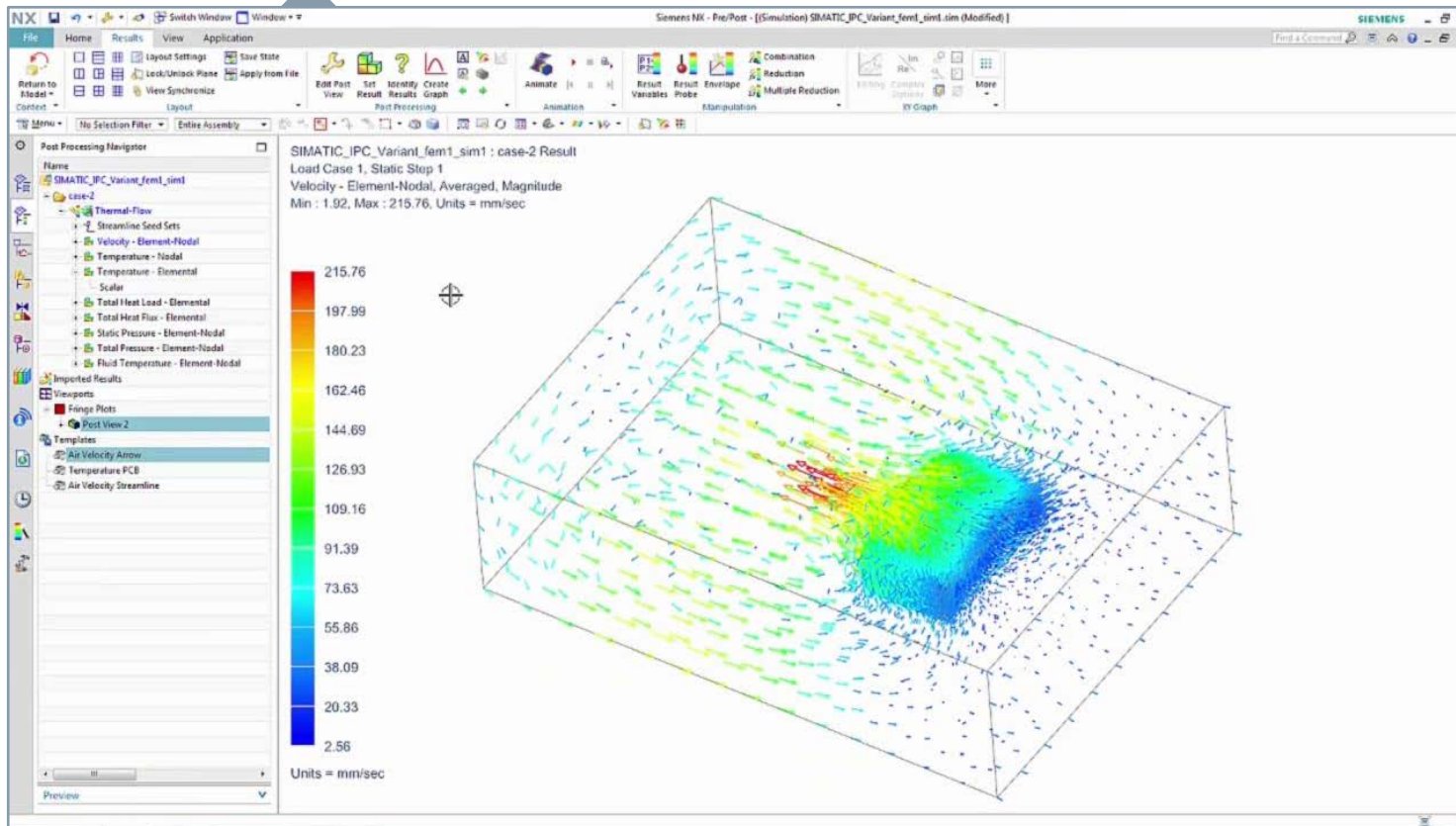
1 Product design

2

3

4

5



Simulate, analyze and optimize assembly processes and ergonomics

SIEMENS
Ingenuity for life

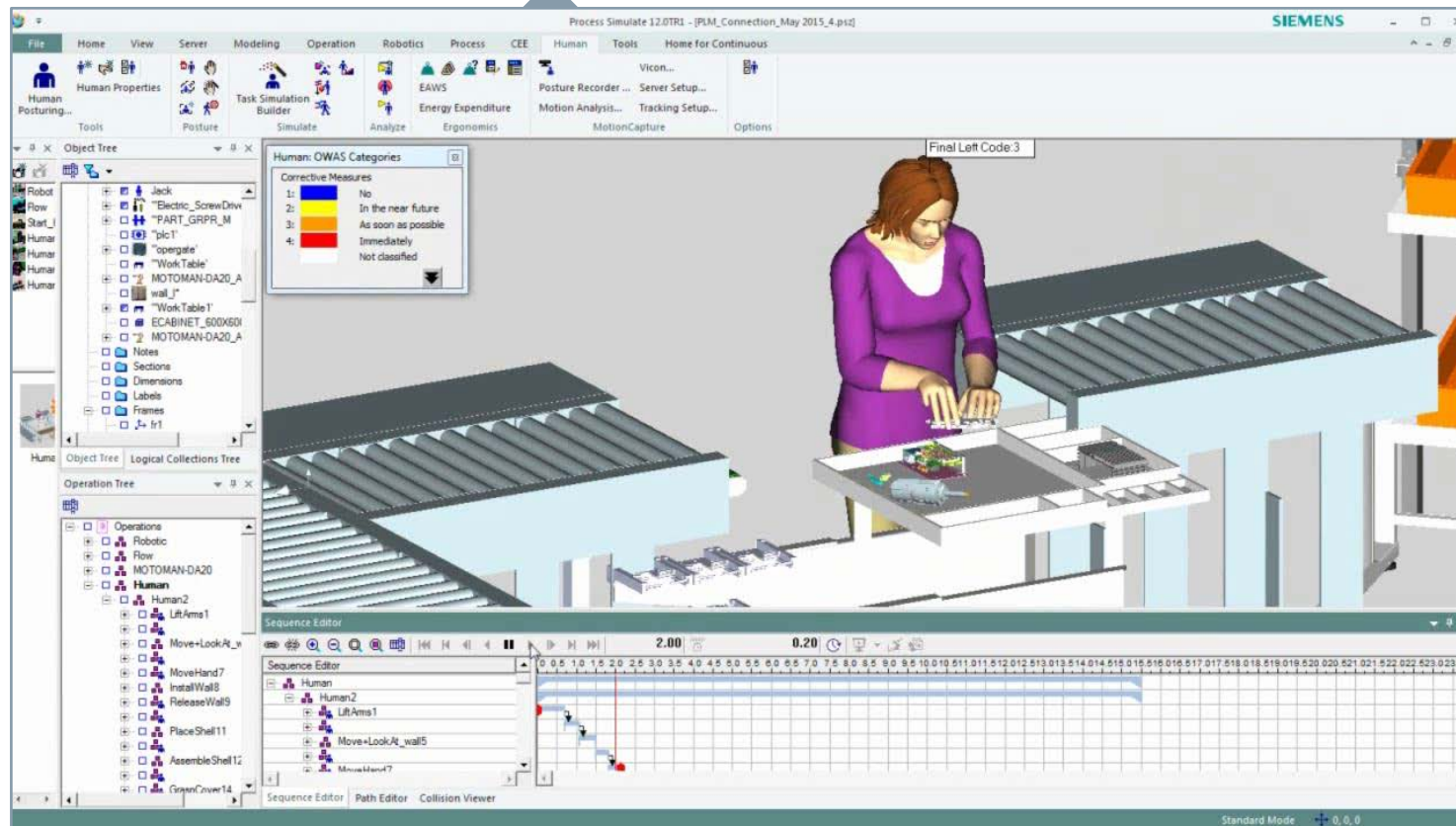
1

2 Production
planning

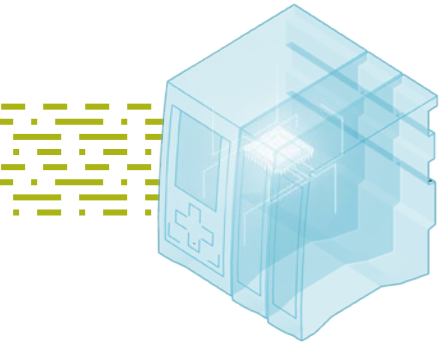
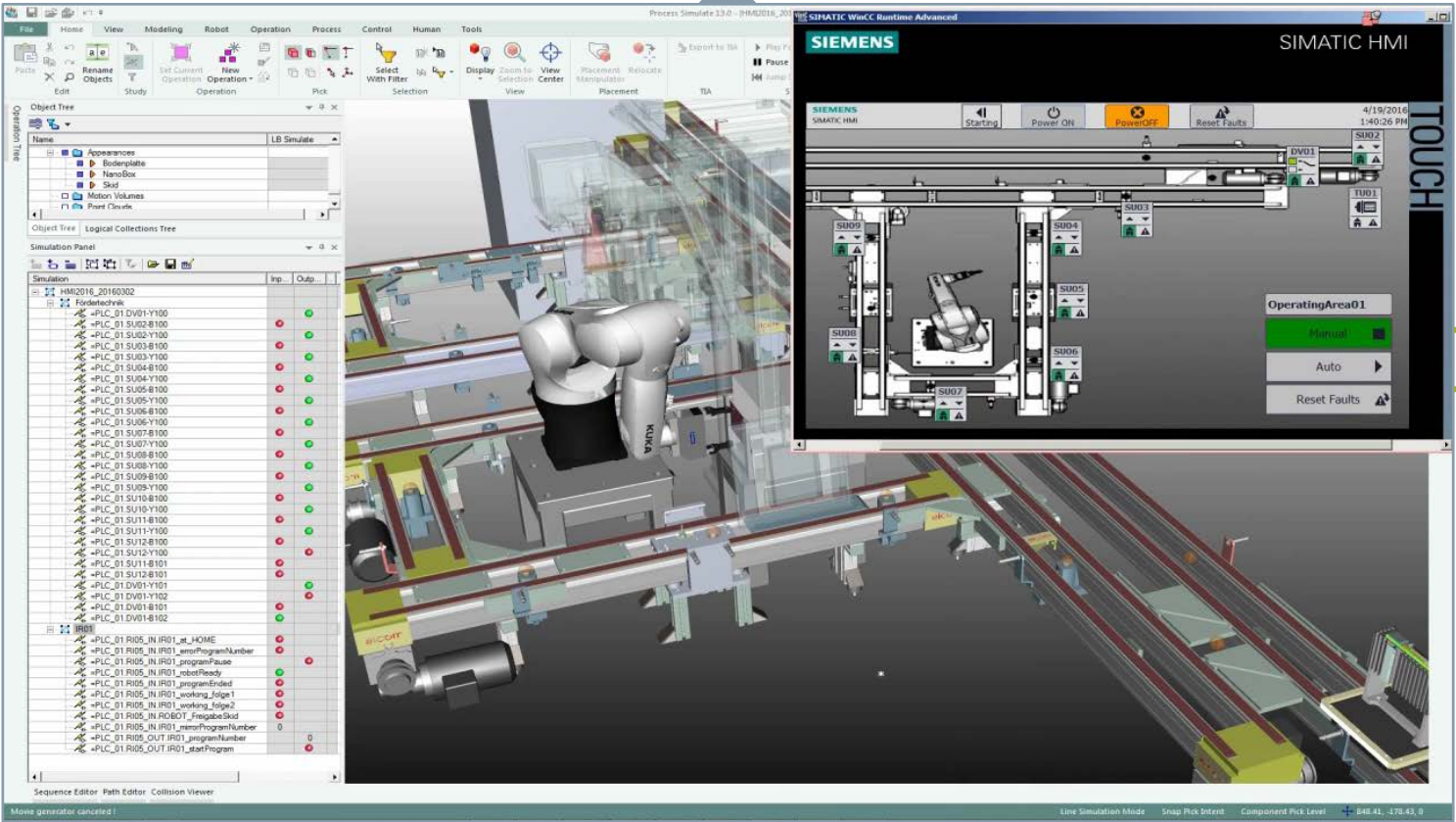
3

4

5

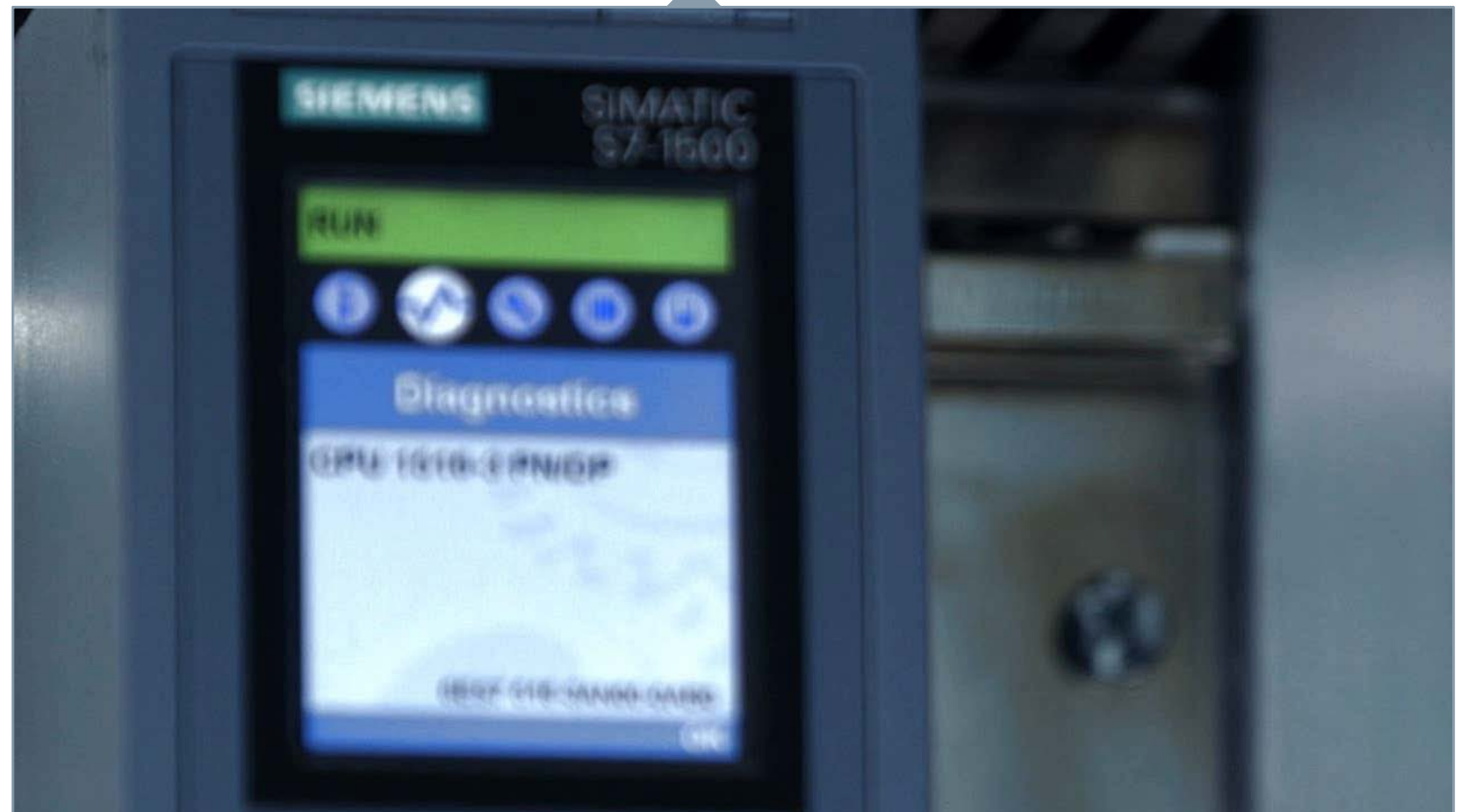


Simulate and validate automation equipment virtually

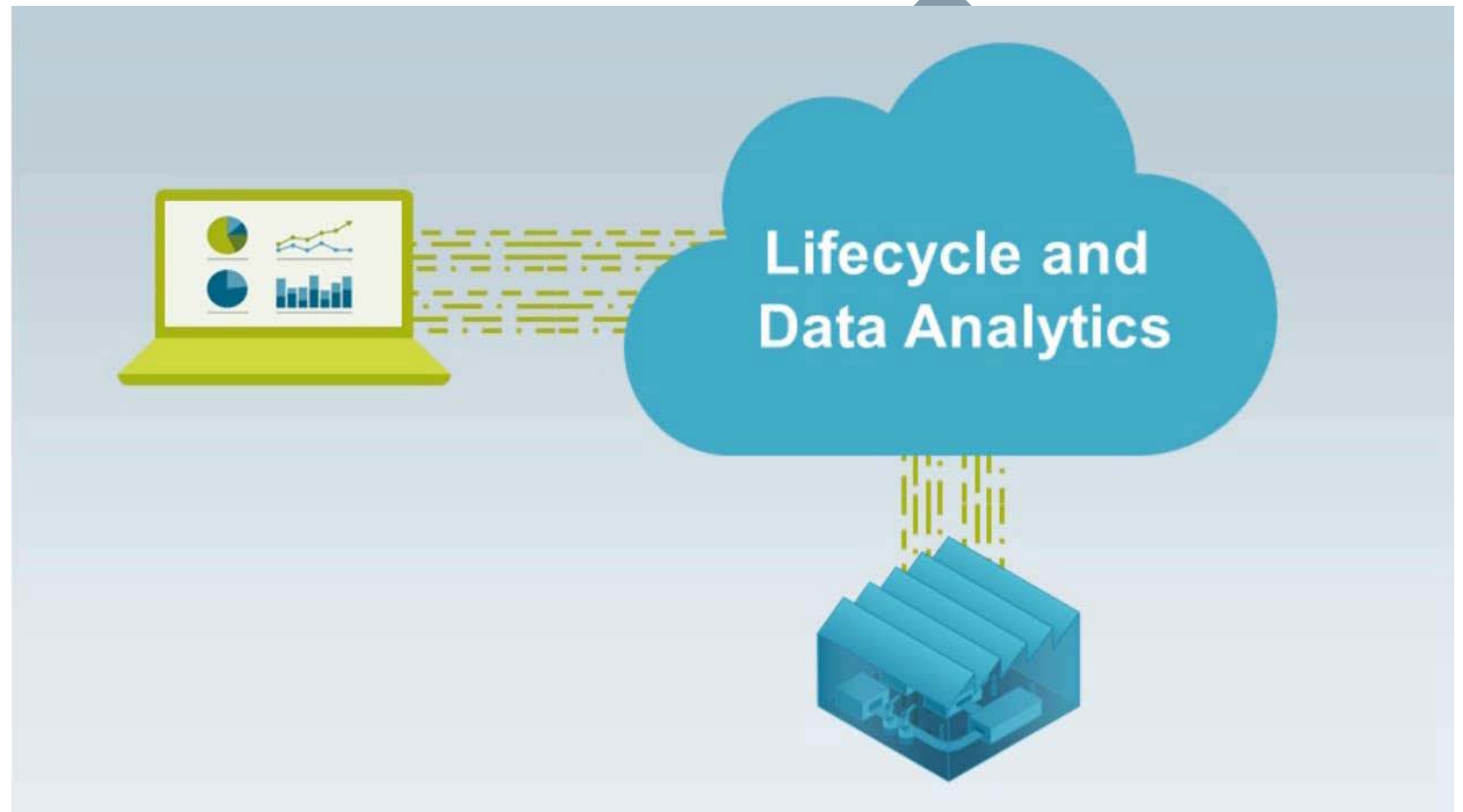


Digital Twin of
SIMATIC S7-1500

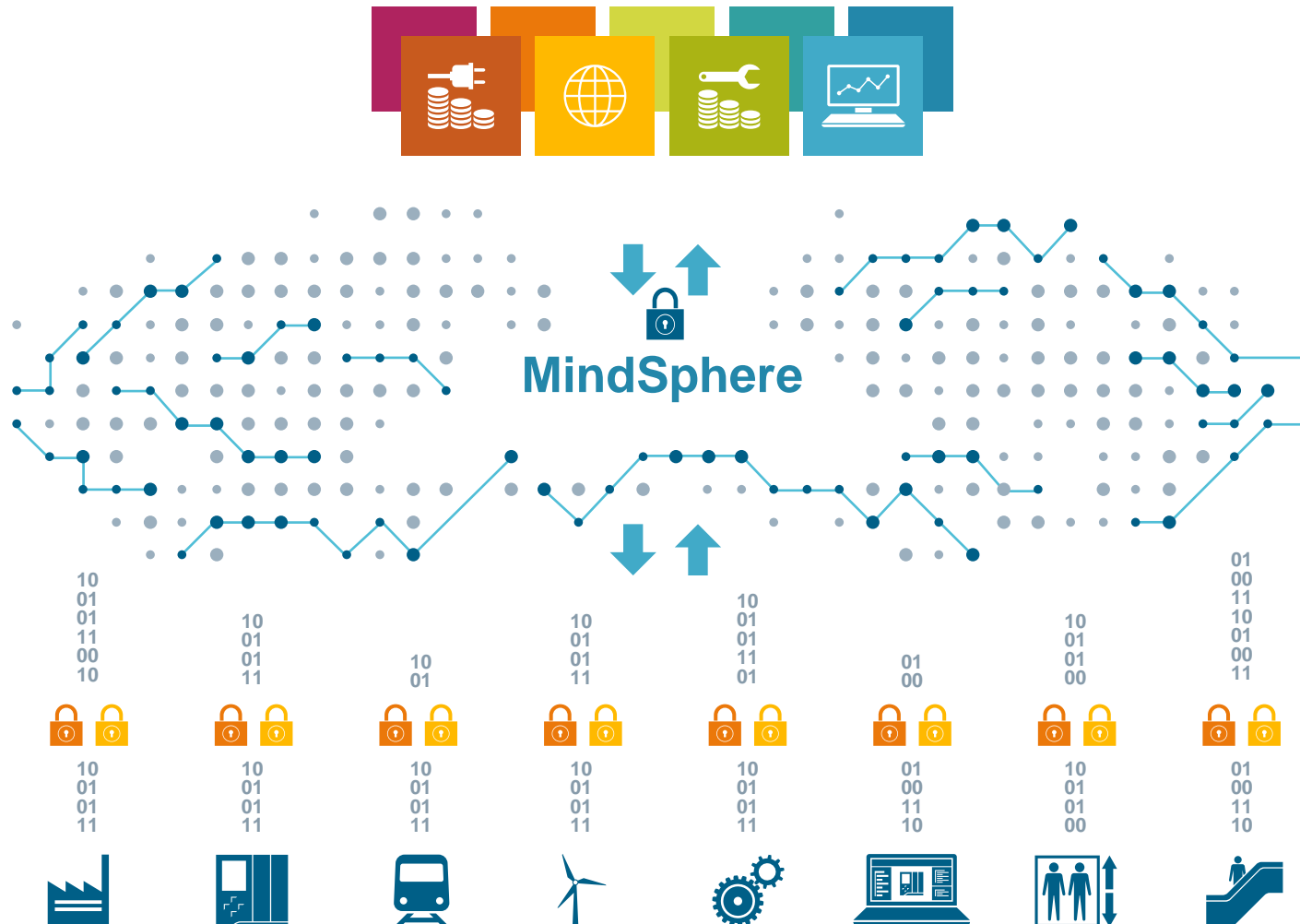
Coordinate manufacturing of individualized products



Transform data into knowledge with MindSphere



MindSphere – the cloud-based, open IoT operating system from Siemens



MindApps

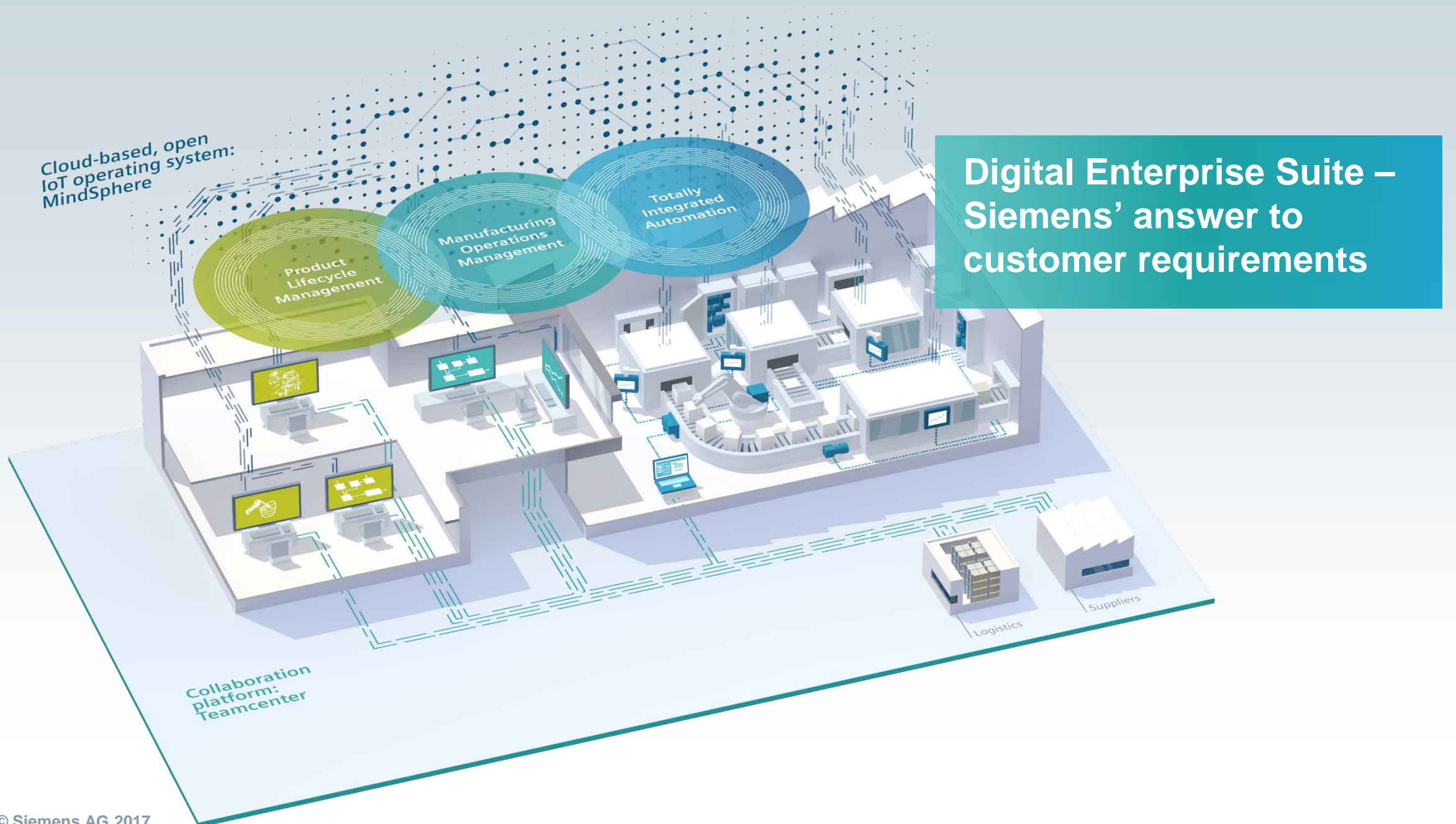
- ✓ Open ecosystem of applications
- ✓ Apps from Siemens, manufacturers, operators and app developers

MindSphere

- ✓ Various cloud infrastructures: Public, private or on-premise
- ✓ Operational data integrated with the Digital Twin to optimize simulation and engineering (model-based analytics)

MindConnect

- ✓ Installed base of millions of devices
- ✓ Open standards (e.g. OPC UA) for connectivity
- ✓ Secure plug-and-play connection of Siemens and 3rd party products

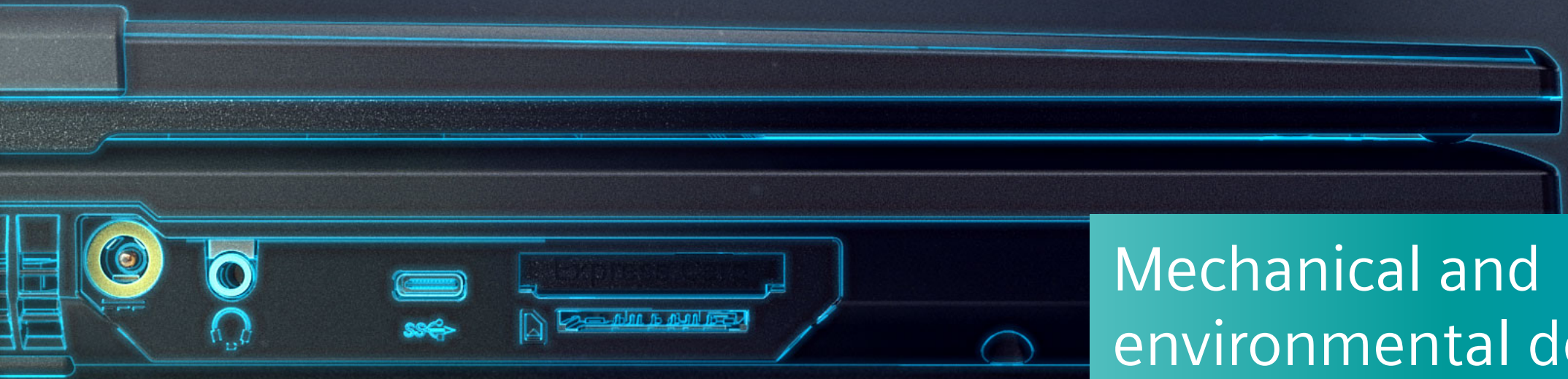




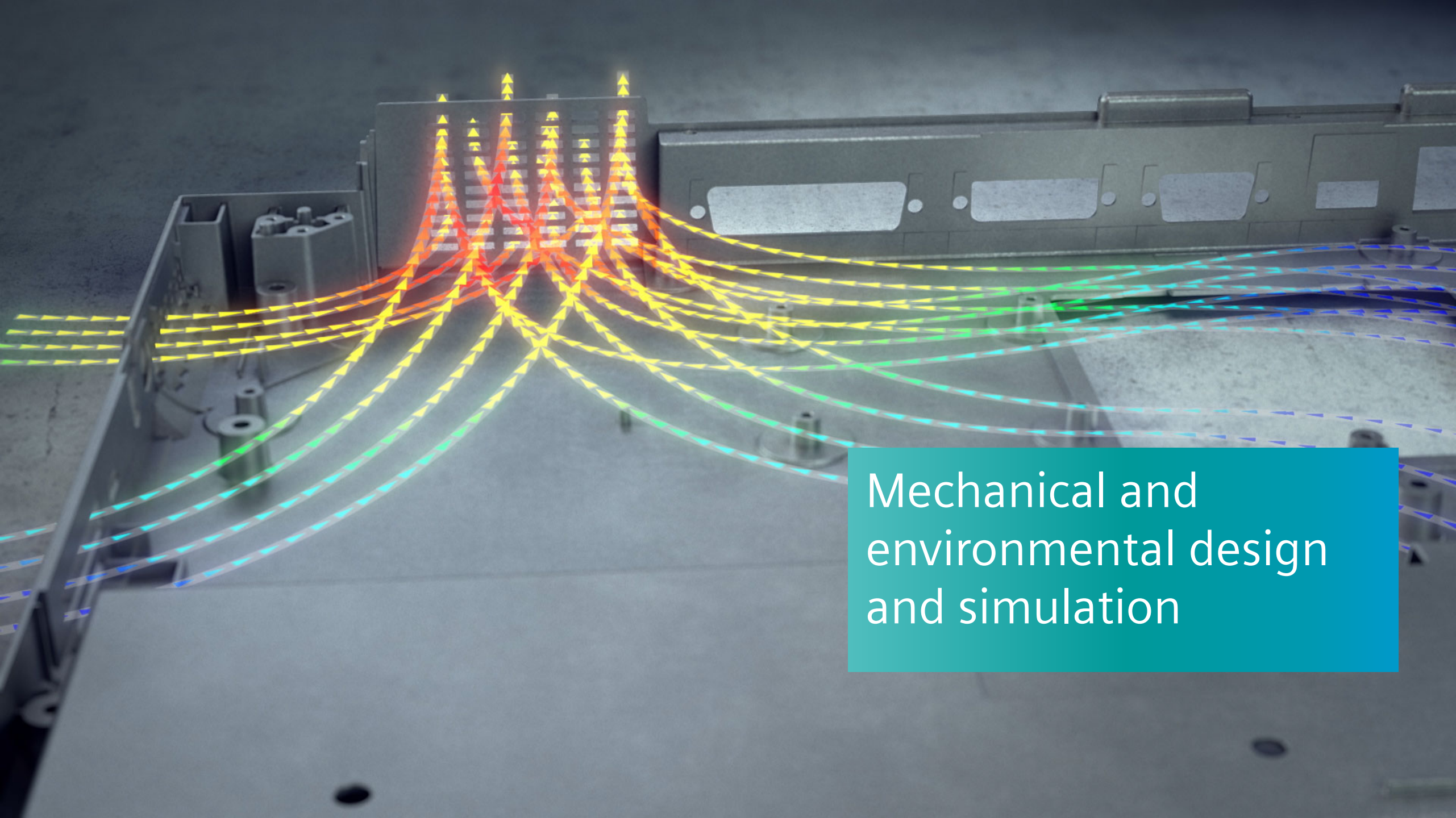
Mentor Graphics®

SIEMENS
Ingenuity for life

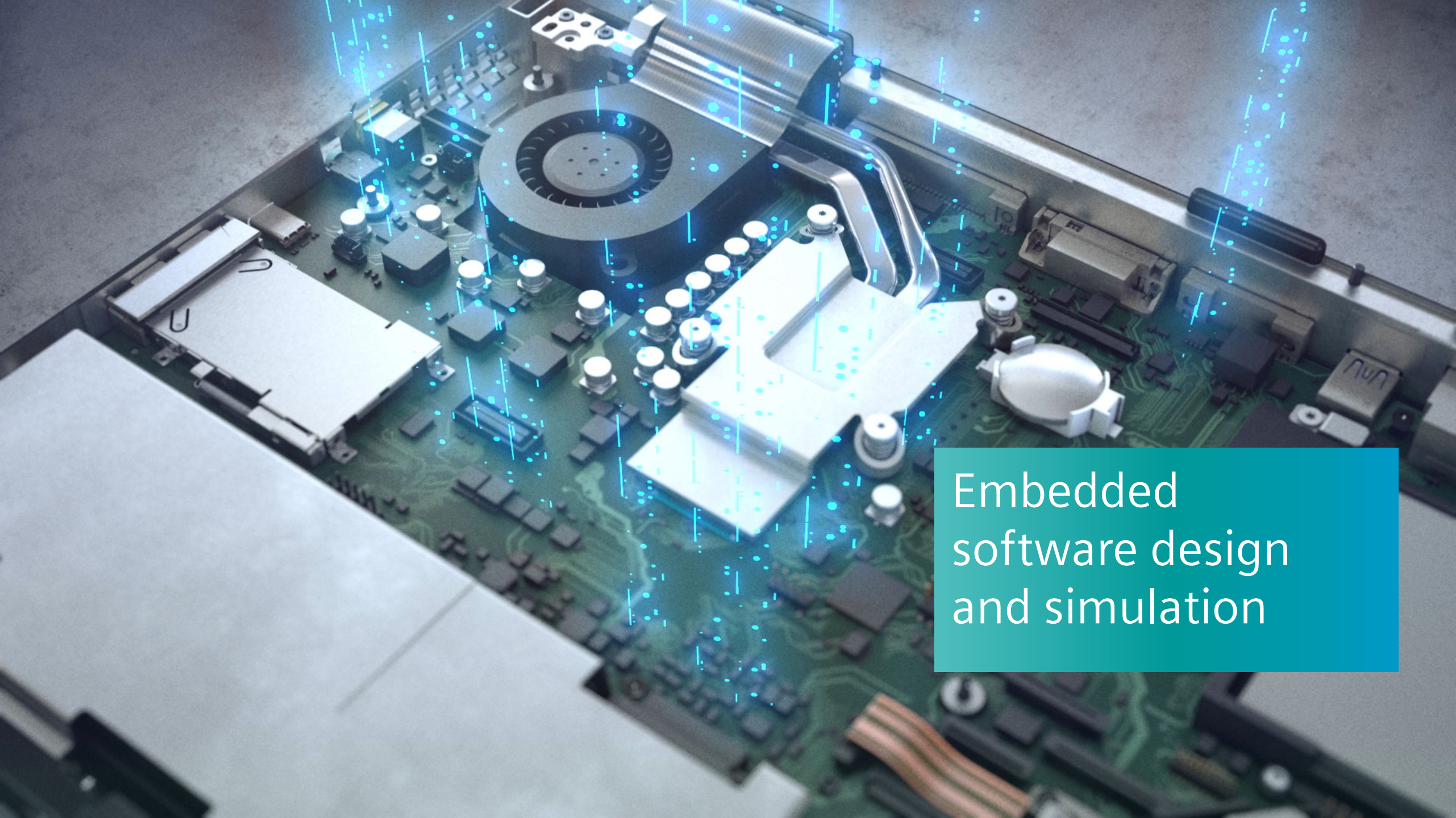
The perfect fit to expand
our leadership in the
Digital Enterprise



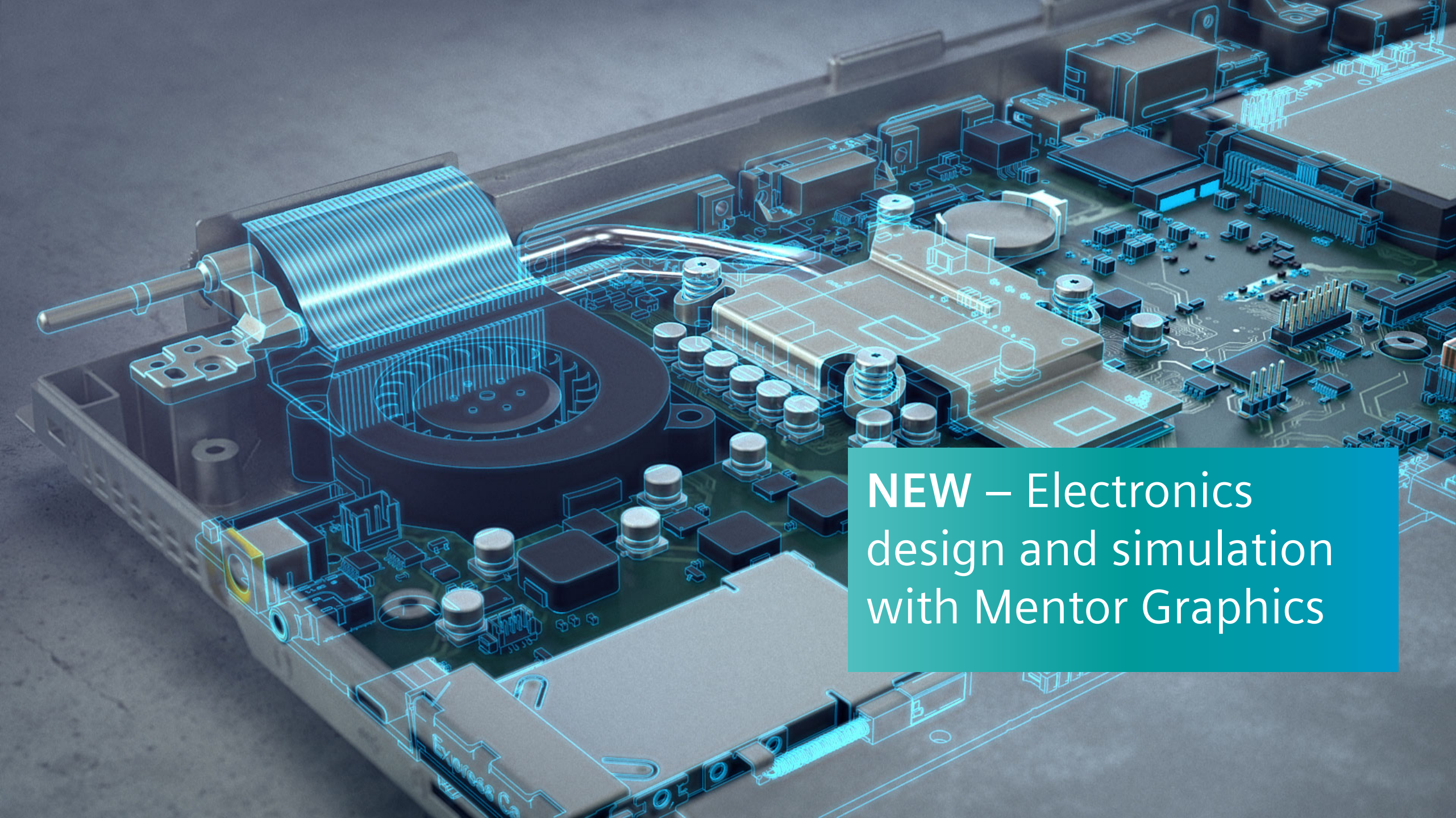
Mechanical and
environmental design
and simulation



Mechanical and
environmental design
and simulation



Embedded
software design
and simulation

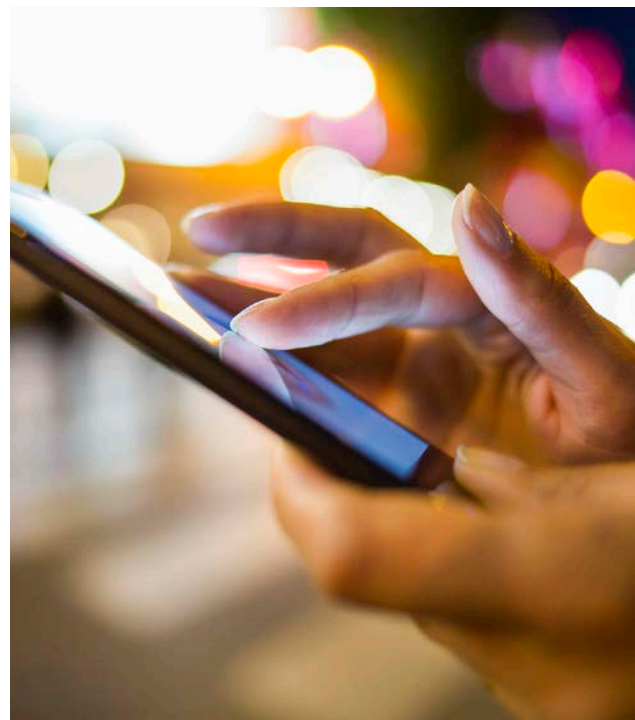


NEW – Electronics
design and simulation
with Mentor Graphics



The most holistic Digital Twin

Design and simulation of
mechanics, environment,
software, and electronics on
a single collaboration platform



Our offering separates us clearly from competition



Deep domain know-how in broad range of markets and industries

Strong installed base / connected fleet

Unmatched Digital Enterprise portfolio: Industrial Software, Automation, MindSphere, Communication, Security, Services

Numerous use cases as proof points

Powerful ecosystem