

Press Conference Founding MindSphere World

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MindSphere World

In the race for industrial cloud solutions, German industrial companies are positioning themselves collectively as innovation leader

Founded on January 23, 2018

19 founding members

Suppliers to electrical industry and German mechanical and plant engineering sector

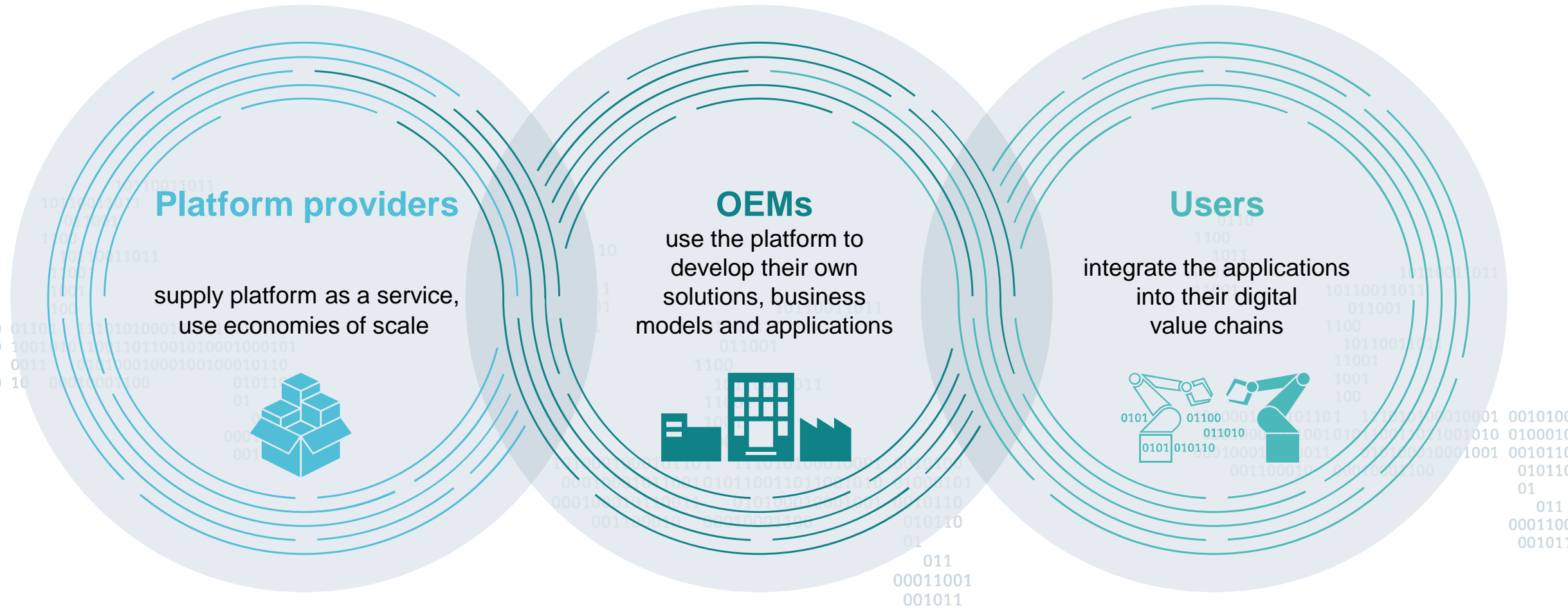
Global rollout

MindSphere World

The association members drive forward the global reach of the MindSphere ecosystem as an open IoT platform.

The broad-based expertise and the offering of all partners will open up totally new digitalization potential for users everywhere in the world.

Open collaboration helps position MindSphere as the leading industrial IoT platform



The MindSphere open IoT platform facilitates new business models and applications in the digital world – examples

SIEMENS
Ingenuity for life

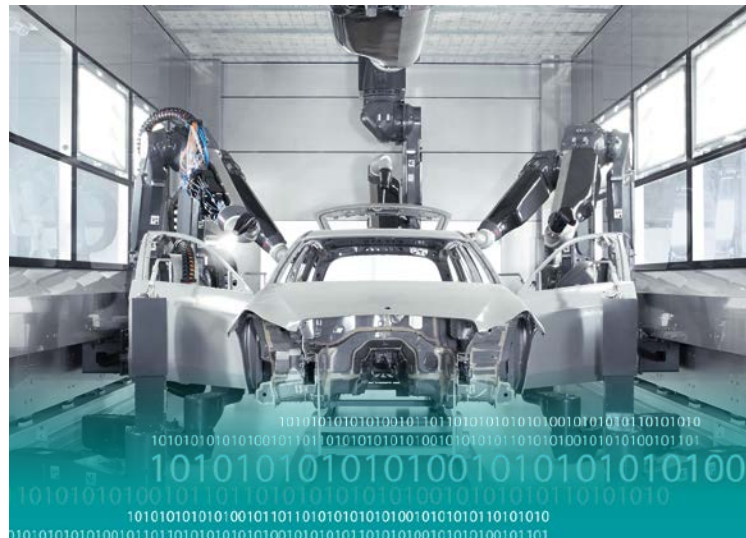
Heller

- New machine operator model:
The customer pays for the use of a machine tool rather than buying it (pay-per-use)
- Global access to machine data (connectivity over the cloud)
- Increased flexibility, quality and availability for the end customer
- Generation of new sales potential



Eisenmann

- Networking of production systems with the aid of MindSphere and E-MES
- Extensive transparency and data analytics
- Comparability between production, quality and maintenance data
- Increased efficiency in the end customers' production systems

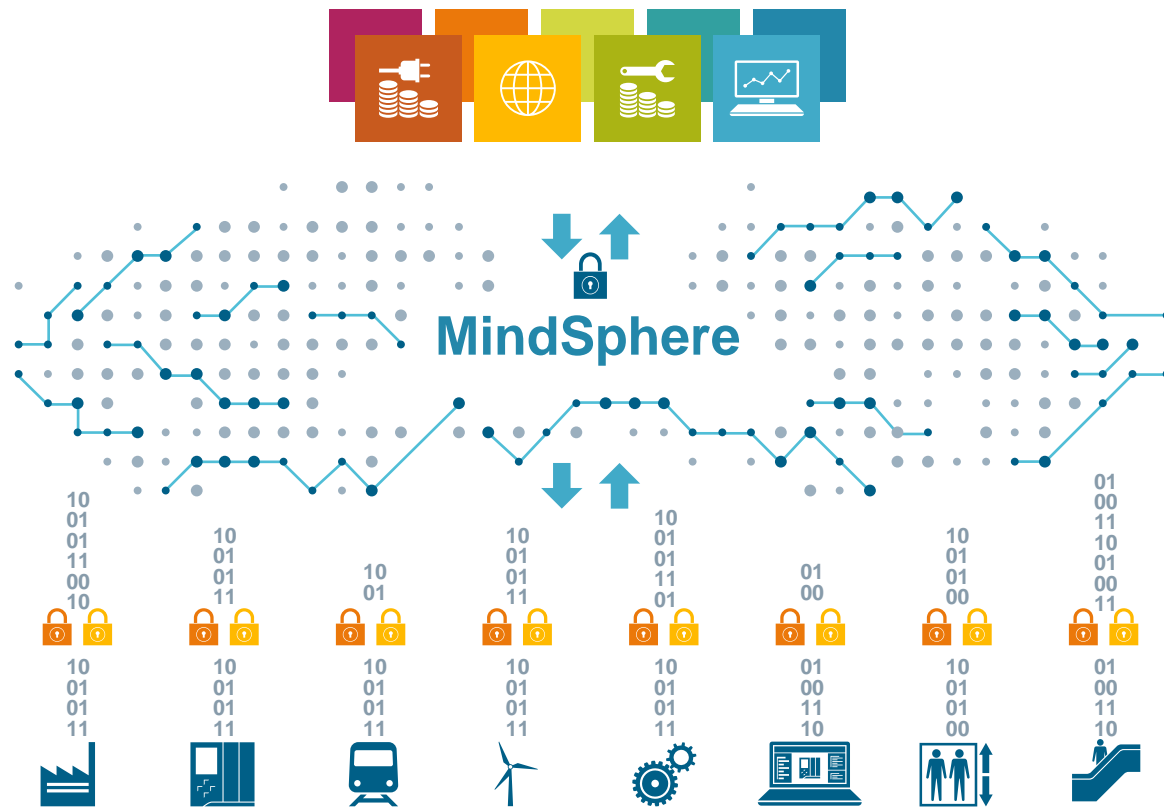


Deutsche Bahn

- Supply of equipment for electric locomotives for condition-based and predictive maintenance
- Joint development of data analytics models
- Increased economic efficiency, availability and reliability of the locomotive fleet



Siemens offers with MindSphere a cloud-based, open platform for the industrial Internet of Things



Applications

- Uses open interfaces (APIs) for creating **OEM apps** and services based on them
- Marketed through an **app store**
- **Protection** for self-developed OEM apps

MindSphere

- Open interfaces (APIs) for developing **customer-specific apps**
- **Various cloud infrastructures: SAP, Amazon Web Services, Microsoft Azure, Atos** as "public", "private" or "on-premise" (planned) versions

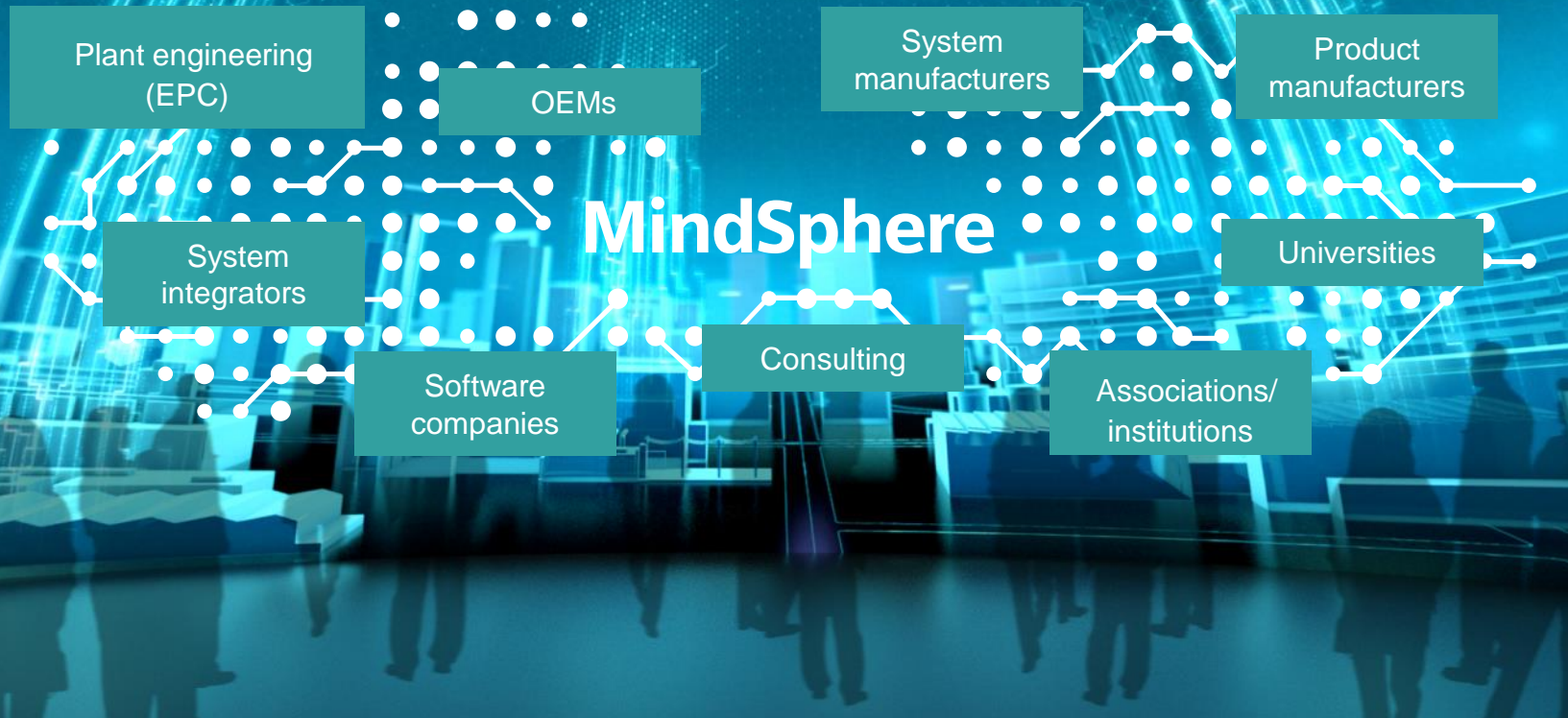
MindConnect

- **Open standards** for connectivity, e.g., OPC UA
- **Plug-and-play connection** with products from Siemens and third-party suppliers
- **Secure, encrypted** data communication

MindSphere World further develops MindSphere content and promotes its global use and positioning



MindSphere World



Joint association activities

- Support for technical solutions on MindSphere and in opening up new digital markets
- Development of recommendations:
 - on requirements for the MindSphere IoT operating system
 - for standards and uniform rules on data utilization
- Marketing measures and PR work on positioning MindSphere
- Promotion of science, research and teaching

Open Space – New form of collaboration for new ideas in the age of digitalization



MindSphere Open Space

- Bringing MindSphere World companies together with:
 - Startups
 - Freelance developers
 - Investors
 - Other companies
- Development of new individual ideas and business opportunities
- New, open environment
- New formats, e.g. hackathons

FC Bayern München – Allianz Arena use case

Software and cloud-based solutions for higher pitch quality and thus a better game experience

MindSphere-based apps control pitch maintenance at the Allianz Arena

Control of water supply, lighting time, fan ventilation, etc.

MindSphere World: The members drive forward the global reach of the MindSphere ecosystem as an open IoT platform



The broad-based expertise and the offering of all MindSphere World partners will open up totally new digitalization potential for users everywhere in the world.

- The cloud-based open IoT platform MindSphere is the technical basis for new digital applications.
- MindSphere World now makes it possible for all stakeholders involved to work together openly and thus position MindSphere as the leading industrial IoT platform.

"Open Space" collaboration opens up new dimensions in innovation.

- Open Space as an IoT hub is a good prerequisite for developing new ideas in the age of digitalization.

MindSphere will become an open, global ecosystem across industries.

- Digitalization offers growth opportunities for suppliers to the electrical industry as well as German mechanical and plant engineering sector.
- Applications in these sectors serve as references for other industries, such as building technologies and mobility.



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All information is preliminary.

Thank you!

