

MindSphere Application Centers

Focus on digital use cases in
key verticals

Background

Generating new business with MindSphere

MindSphere Application Centers have been designed to develop new business models, digital solutions and services as well as applications in focus verticals using MindSphere. The MindSphere Application Centers are close to where customers operate and focus on a certain market vertical. The aim is to offer digital solutions that add real value to customer operations.

MindSphere is Siemens' cloud-based, open operating system for the Internet of Things. On this platform that is offered as a service (PaaS), applications and digital services can be developed, operated and provided. As a result, the immense amount of data produced by an asset, a plant or a larger infrastructure can be quickly and efficiently collected as well as analyzed and thus contribute to optimization. In addition, MindSphere offers a cost-effective entry phase, and it is fully operational in a very short time.

Origins of the MindSphere Application Centers

The model was the Siemens Mobility Data Services Center in Allach, close to Munich, which opened its doors in 2014. The center is at a traditional production location where trains are manufactured and serviced. In particular, a digitalization team was installed to look for ways in which value could be derived from the data delivered by the rail assets. Using advanced analytics, the data is used to generate models and insights to help customers improve their operations. The benefits are enhanced transparency on asset health and performance, improved reliability and availability, as well as substantially increased efficiency.

MindSphere is used as the basis, which helps the team to develop concrete customer use cases. The MindSphere Application Center of Mobility also has further sites across the globe where development teams work with customers at their location to identify and realize further value-adding use cases. In general, the use cases are developed in collaboration with customers in a so-called customer value co-creation process. The approach is collaborative: the customer and

Close to the customers

Siemens has distributed its 20 centers across around 50 locations in 17 countries.

Nearly all of the MindSphere Application Centers have been ramped up within one year. Some of them are just starting.

Today, around 900 software developers, data scientists and engineers are already working together with customers to develop digital solutions and services as well as vertical specific applications.

Siemens jointly come up with solutions to address the customer's pain points. Today the center provides data-driven service offerings to train operators in more than 15 countries.

Further information

[siemens.com/innovationday](https://www.siemens.com/innovationday)
[siemens.com/press/inno2017](https://www.siemens.com/press/inno2017)

Importance for Siemens

Each MindSphere Application Center focuses on a certain market vertical. The employees have domain know-how in the respective verticals and experience in analyzing data. Because the MindSphere Application Centers are focused on specific challenges in a certain segment, they are very customer outcome focused and can react flexibly to customer requests.

MindSphere Application Centers are close to where customers are – that allows employees to learn about customer headaches and work on solving them. In fact, a MindSphere Application Centers could even be on customer's premises.

One of the most valuable outputs of the MindSphere Application Centers are concrete customer offerings (digital services or applications) and customer references. The customer references describe how Siemens was able to solve a customer's problem, and they are examples of what works and what customers are willing to pay for.

All customer offerings as well as references are being put into a database called References Plus, which is expected to grow considerably in the next few years. By having everything in a central repository, Siemens aims to prevent staff in different locations from "reinventing the wheel" while also supporting our sales teams by providing all necessary information on available digital solutions and according proof points.

In short, the MindSphere Application Centers offer

- Deep domain know-how
- MindSphere expertise
- Data analytics and software engineering know-how
- Proximity to customers
- Use cases that can be leveraged by different sectors