

# YOUR AMBITION MADE POSSIBLE

– IN THE TIME OF COVID-19

The root cause of a fundamental social and economic crisis, the COVID-19 pandemic is creating challenges felt around the world. The novel coronavirus threatens human health, as well as future prospects in the industry, trade, and service sectors. With lockdowns and production stops, many companies face their greatest challenges in decades.

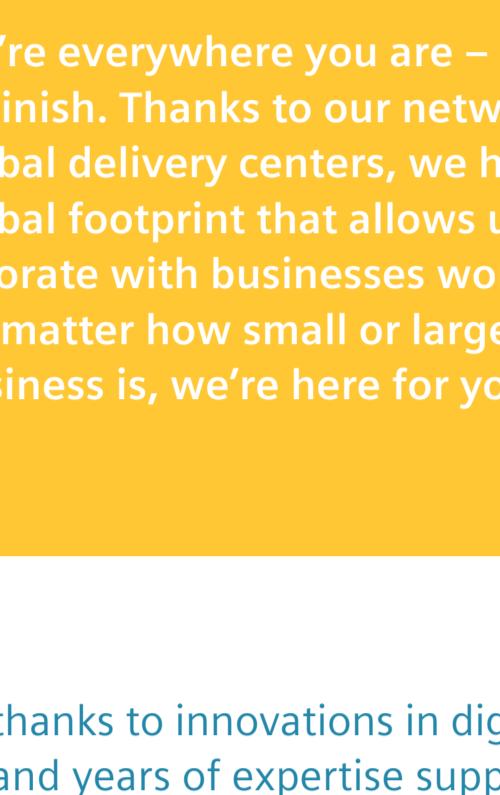
## HOW DO YOU FUEL YOUR AMBITIONS?

Siemens Global Business Services (GBS) can show you the way. We offer innovative digital solutions and customer-oriented business services for companies and organizations across all sectors to help keep your business running.



## SIEMENS GBS BY YOUR SIDE GAIN THE BENEFITS OF PARTNERSHIP

Now more than ever, Siemens GBS is the partner of choice for customers looking for the freedom to focus on what really matters – their core business. Our shared services means customers can expect on-time delivery without suffering on quality. Additionally, having adaptable, flexible teams means we're ready to react to changing business challenges and market needs during this challenging time.



### SUPPORTING YOU THE BEST WAY WE CAN IS OUR PRIORITY.

That's why Siemens GBS helps build resilience today that can make you stronger tomorrow – even in the face of a new crisis. How? By embracing digitalization. Efficient processes and structures established during this crisis, can help keep you more profitable and competitive when it's over.

## HOW DO WE DO IT?

We're everywhere you are – from start to finish. Thanks to our network of global delivery centers, we have a global footprint that allows us to collaborate with businesses worldwide. No matter how small or large your business is, we're here for you.



And thanks to innovations in digitalization and years of expertise supporting companies, Siemens GBS is in the right place, at the right time. How? GBS is already further than other companies, because we can apply what we created years ago. That makes us exactly the right kind of partner to have, when something like Corona happens – Robust and ready from the start.

**“ THANK YOU FOR YOUR SUPPORT DURING THIS CRUCIAL SITUATION. GBS LEFT A GREAT IMPRESSION ON OUR CUSTOMERS.**

Michael from the United Kingdom

**THANK YOU!**

**A BIG THANK YOU FOR ALL GBS HAS DONE FOR US.**

Aiko from Japan

**THANK YOU GBS FOR BRINGING THE USER-FRIENDLY CHATBOT PROJECT TO LIFE. IT WORKS GREAT AND GIVES RESULTS – QUICKLY. THE BOT IS A WONDERFUL IDEA AND A STEP IN THE RIGHT DIRECTION.**

Annika from Germany

**THANK YOU!**

## IMPLICATIONS OF COVID-19 IN THE “NEW NORMAL”

### IMPACT ON INDUSTRY

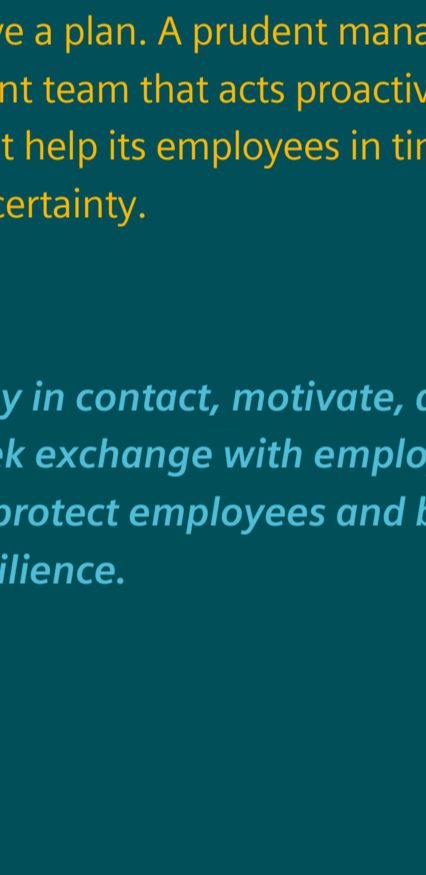
As governments make significant interventions in response to the novel coronavirus, businesses are rapidly adjusting to the changing needs of their employees, customers, and suppliers, while navigating financial and operational challenges.

From disrupted supply chains and canceled trade fairs to reduced work hours and unemployment, each change is a sign that consumer demand is shifting.



## HOW DO WE BEST OVERCOME THESE CHALLENGES?

Companies need creativity, flexibility, and agility to get through this crisis. The key is digitalization – to benefit now and in the future.



### IMPACT ON THE WORK ENVIRONMENT

The COVID-19 crisis provides the opportunity to re-examine the office space and culture. Remote and virtual working models are now essential. And protocols that includes the previously unthinkable (no shaking hands, temperature checks, etc.) must be developed to create a safe environment and smooth workplace re-entry.

Additionally, leadership is being redefined. During the COVID-19 crisis, employees are even more oriented towards managers who are dedicated, thoughtful, and confident. Managers are also expected to have a plan. A prudent management team that acts proactively can best help its employees in times of uncertainty.

**LEADERSHIP TIP:** Stay in contact, motivate, and seek exchange with employees to protect employees and build resilience.

### FLATTEN THE CURVE

When a country has fewer new COVID-19 cases emerging today than it did on a previous day, that's a sign that the country is flattening the curve. This is vital in the fight to help healthcare systems from being overwhelmed.



## SO, WHAT CAN WE AS A COMPANY DO?

Follow hygiene and social distancing rules to the letter.

Allow employees to WFH, whenever possible, with a plan to gradually return in-office.

Don't let up. Be patient. Studies show infection rates are much higher than reported.

**“ CONGRATULATIONS TO GBS FOR THE OUTSTANDING AND EXCEPTIONAL SERVICE SHOWN, WHILE IN QUARANTINE. THANK YOU FOR ALWAYS GOING THE EXTRA MILE.**

Jeevan from India

**GREAT TEAMWORK, GREAT JOB. I AM SO PROUD OF THE RESULT AND VERY MUCH APPRECIATE YOUR EXCELLENT CONTRIBUTION TO PASS ALL NECESSARY AUDITS.**

Gawande from Singapore

**MY HEARTFELT THANKS FOR YOUR SUPPORT. GBS'S DEDICATION, WITHIN SUCH A TIGHT DEADLINE, WAS TRULY OUTSTANDING.**

Claire from France

## AN ONGOING CHALLENGE

Nobody knows when COVID-19 will be defeated. What we do know is that there are actions we can take now, with the right partners, to plan for the long-term. Siemens GBS forecasts three potential phases:

### SHORT-TERM

Smart office environments, higher working from home (WFH) shares, and support of project oriented working groups.

### MID-TERM

Skilled human workforce ecosystem consisting of skilled employees and fast onboarding of other resources, where required.

### MID-TO-LONG-TERM:

Easy-to-use digital workforce management allowing task routing also to WFH employees, as well as during peaks or shortages.

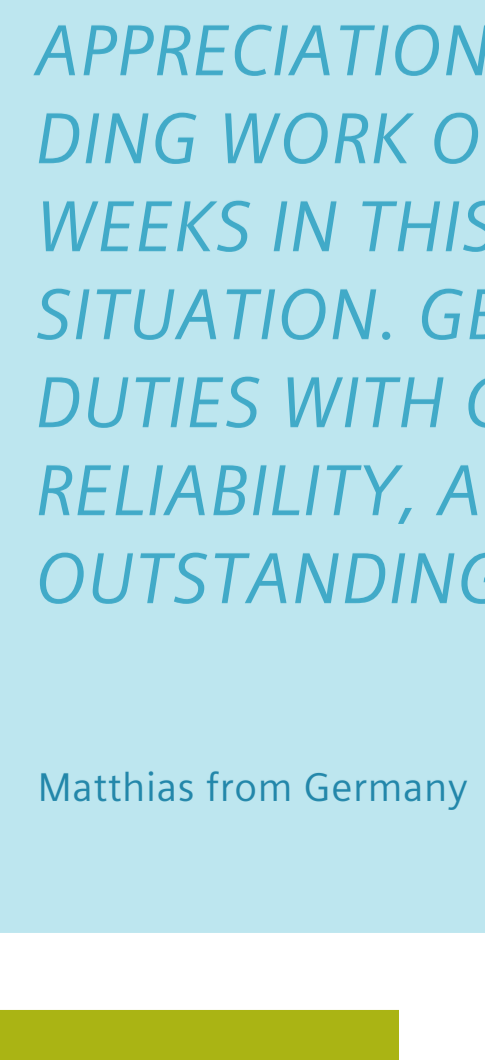
## SIEMENS GBS – AN EMPLOYER WHO CARES

Our goal as an employer is to increase innovation and flexibility and thereby improve the employee environment and, in the long run, our customer experience.



### CHILD-CARE

It's a stressful when daycare centers, kindergartens, and schools are closed. Creative work options can help make the situation easier to manage.



### THE HOME OFFICE

By bringing efficiency to the forefront, a smart WFH environment helps employees work smarter, not harder.

### EMPLOYEE HEALTH

The health and safety of our employees is always our highest priority. Ever since the Covid-19 outbreak began, we have continuously implemented measures to protect our employees, and in turn, better serve our customers.



**“ MY SINCERE GRATITUDE AND APPRECIATION FOR THE OUTSTANDING WORK OVER THE PAST FEW WEEKS IN THIS SPECIAL COVID-19 SITUATION. GBS PERFORMED ALL DUTIES WITH COMMITMENT, RELIABILITY, AND ENGAGEMENT. OUTSTANDING TEAMWORK, TOO!**

Matthias from Germany

**A BIG ROUND APPLAUSE FOR KEEPING OUR CORE HR PROCESS RUNNING – PAYROLL RUN MADE FROM HOME. WELL DONE!**

Rafael from Portugal