

Strategic importance of IT and software at Siemens

As a global powerhouse in electronics and electrical engineering, Siemens stands for branch-specific IT solutions and products along the entire electrification chain. These are used, for example, in power plants, production systems, urban infrastructure and medical engineering.

This also applies to Siemens' branch-specific IT and software, which offers above-average growth opportunities within the technology portfolio of all the Siemens Sectors. With its complex requirements, this market differs noticeably from the traditional "horizontal" IT and software offered by classical software suppliers such as Microsoft, SAP and IBM. The market for branch-specific IT and software addressed by Siemens grows by around 8 percent per year and is predicted to reach a volume of around €100 billion by 2016.

Siemens explicitly aims to expand its leading position in this market on a long-term basis with the typical Siemens combination of software, hardware and detailed branch knowledge in the engineering field. With this integrated approach, Siemens can support its customers along the entire value added chain and improve their competitiveness much more than our competitors can. A major role is played, for example, by new technology fields such as simulation, intelligent automation and resource management, which enable Siemens to connect the virtual and actual worlds of its customers.

Examples of this are product lifecycle management and production software (Industry), smart grids, smart buildings and intelligent traffic systems (Infrastructure & Cities), plant management and virtual power plants (Energy) and imaging IT, workflow management and health information exchange (Healthcare).

Today more than 17,500 software developers are working for Siemens in these areas, making it the second largest software company in Europe. In fiscal 2012, Siemens invested over 40 percent of the company-wide R&D budget in the development of software.

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