Inside GBS

1/2023

Beyond carbon emissions

The sustainable way of doing business. ❯

Follow the lead

The most effective way from opportunity to sales. ❯

Intelligent Document Mapping

The smart way of searching in technical documentation. ❯

SIEMENS

DISRUPTION MEETS INNOVATION

It is safe to say that disruptive circumstances in the world economies have become the norm rather than the exception. In the face of such circumstances, resilience is the only reaction businesses can afford. So how to build resilience despite supply chain disruptions, the lingering effects of the pandemic, inflation, the impending recession, military conflicts and other similar threats?

While the answer is more nuanced than giving quick fixes, there are certain mechanisms that will support businesses not only to cope but to thrive despite the volatile, uncertain, complex and ambiguous environment. One such obvious but also most effective mechanism is innovation because it looks at challenges from the outside perspective, turning them into opportunities. Expanding the digital capabilities of businesses is yet another proven mechanism and it goes hand in hand with making the most out of emerging tech trends.

When it comes to business processes, it is paramount to put these mechanisms to good use in order to optimally support customers along the value chain. By applying the power of process automation, digitalization, artificial intelligence, advanced analytics and innovative technology to the needs and challenges of the business, an end-to-end vision of process optimization can be achieved.

The ultimate goal is to enable customers to accelerate their business transformation and empower them to focus on what is truly important to them. Therefore, in the following articles, we take a closer look at concrete solutions for factory digitalization, process automation using artificial intelligence, finance automation consulting services, keeping up the pace with digitalization by means of low-code, digital lead management and digital order management. We also explore how GBS can support businesses to reach their sustainability goals. And lastly, we present one recent solution for international mobile work which offers businesses a competitive advantage on the labor market.

Because disruption is to be met with an innovative, customer-centric mindset.

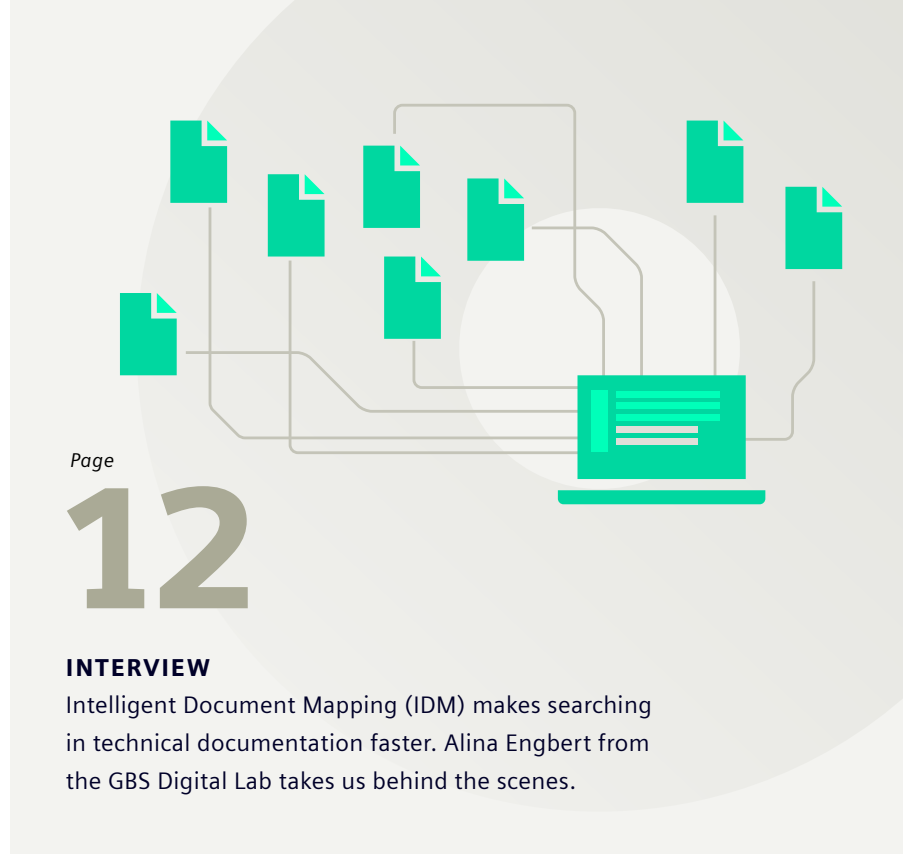**Eckard Eberle,**
CEO Siemens Global Business Services

Content

INTERVIEW
Intelligent Document Mapping (IDM) makes searching in technical documentation faster. Alina Engbert from the GBS Digital Lab takes us behind the scenes.

> **"**
>
> *We enable you to transform your business for a sustainable and digital future with*
> ## services designed to create value.

Sigrid Dengler, CFO of GBS and Head of Record-to-Report Services

Our Portfolio

Opportunity-to-Cash Services

From **LEAD GENERATION** to **INCOMING PAYMENTS**

with Pre Sales/Sale Support, Order Management, Cash Collection, Accounts Receivable, After Sales Services and more.

› **Explore our website**

Purchase-to-Pay Services

From **SOURCING** to **PAYMENT EXECUTION**

with Sourcing Support, Purchase Processing, Tactical Sourcing, Accounts Payable and more.

› **Explore our website**

Record-to-Report Services

From **FINANCE RECORDS** to **CLOSING REPORTS**

handling accounting, running business administration/controlling with financial master data/analytics, real estate specific accounting, tax requirements and more.

› **Explore our website**

Hire-to-Retire Services

From **RECRUITING** to **RETIREMENT**

with HR Administration, Payroll, Compensation/Equity Services, Benefits, Global Mobility Management, Travel & Expenses and more.

› **Explore our website**

Business Solutions and Services

EXPERTISE DRIVEN AND PROJECT-BASED SERVICES

with Marketing and Sales Services, Technical Translations, Communication Services, Logistics Services and more.

› **Explore our website**

Engineering Services

From **TECHNICAL REQUIREMENT** to **SOLUTIONS**

with graphical visualization of systems, via development of configuration and automation programs for equipment to the systems' programming, on-site and remote commissioning and support services.

› **Explore our website**

Temporary Personnel

HIGHLY PROFESSIONAL PERSONNEL SERVICES

with Personnel Leasing, Recruiting Services, Payroll Services, HR Outsourcing and more

› **Explore our website**

Digital Solutions

360° DIGITAL ADVISORY SERVICES

For Business Process Management (BPM), Integration Layer, Artificial Intelligence (AI), Advanced Analytics and Robotic Process Automation (RPA).

› **Explore our website**

Project Management Services and Transformations

GLOBAL SUPPORT FOR IMPLEMENTING TRANSFORMATION PROJECTS

Transition & Transformation, Carve-out & Integration, Business Projects and Automation & Digitalization.

› **Explore our website**

Sustainability at GBS:

beyond carbon emissions

Sustainability is not just a big word. It's not a theoretical construct either.

It is a way of living and doing business.

As businesses are becoming increasingly digital and automated there is also a need to become more sustainable. The impacts of our actions on our planet are becoming more visible, and as a result, counteractions become more pressing. There is a rising demand for sustainable offerings and sourcing from reliable sustainable partners. Moreover, governmental institutions have evolving requirements to establish and report sustainability improvements. And lastly, there is the societal expectation that sustainable business practices are prioritized. Therefore, businesses need to take responsibility and help shape a more sustainable future.

Siemens has clear priorities when it comes to sustainability. Through the **DEGREE** framework, it has put into action its ESG (Environmental, Social and Governance) commitment.

DECARBONIZATION
support the 1.5 °C target to fight global warming

CO₂

EMPLOYABILITY
enable our people to stay resilient and relevant in a permanently changing environment

ETHICS
foster a culture of trust, adhere to ethical standards and handle data with care

GOVERNANCE
apply state-of-the-art systems for effective and responsible business conduct

EQUITY
foster diversity, inclusion, and community development to create a sense of belonging

RESOURCE EFFICIENCY
achieve circularity and dematerialization

Where does GBS come into play?

Due to their large scale and global reach, as well as their business process optimization capabilities, global business services organizations have the potential to make a significant impact on sustainability goals. So how can they support their customers in this regard? This article will explore some of the opportunities we have taken at Siemens Global Business Services to enable sustainable change for our customers. It will also show how we leverage our capabilities to accelerate sustainability based on our broad domain expertise in terms of processes, data management and people.

What's important for our customers is important for us. That's why we want to enable them to reach their sustainability goals on all three levels: environmental, social and governance.

On the level of environment, Siemens GBS has already proven that collaborating with other businesses can create more sustainable supply chains – one way to contribute to decarbonization. Take the Carbon Web Assessment 2.0 platform as an example: Siemens Supply Chain Management

as project sponsor has teamed up with Siemens GBS as a solution partner and with external experts for CO_2 reduction and calculations. The outcome? A web platform based on Pulse.Cloud, which enables Siemens and other companies to identify, analyze and reduce CO_2 emissions in their direct and indirect supply chain. A clever solution that helps make decreased emissions more feasible.

When it comes to supply chains, European legislation like the **REACH** (Registration, Evaluation, Authorization and Restriction of Chemicals) and RoHS (Restriction of Certain Hazardous Substances) requires manufacturers and suppliers to provide information about restricted substances. This needs to be passed on through the supply chain. Siemens GBS is contributing to material declaration support to gather high-quality and complete material information from suppliers.

We believe that digitalization is a powerful lever when it comes to both decarbonization and resource efficiency. With the Go Green Explorer project, our team in China has managed to **save 30 tons of paper per year, which is equivalent to reducing 185 tons of carbon emissions every year.** How? See on the next page.

30 tons
paper

CO_2

185 tons
carbon emissions

E-contract project

Bulk printing of paper contracts changed to electronic contract with E-signature for 5,000+ colleagues every year.

Approx. **50,000** pieces of paper and courier costs saved per year

E-pay-slip project

Without company laptop, empoloyees received a paper pay slip each month. Utilizing the bank solution of our ecosystem, we provide e-pay-slips to 11,000 colleagues from 30 OC.

Approx. **130,000** pieces of paper saved per year

GR E-flow project

And end-to-end digital goods-receive platform to integrate application, approval and filing functions together

Approx. **15,000** pieces of paper saved per year

Other Go Green projects are currently being developed with E-certificates, digital invoice seals and more. We are looking for ways of implementing these projects wherever the legal framework allows it – saving as many resources as possible and reducing our footprints.

Ultimately, the key to sustainability in shared services and global business services organizations is to make it a priority at every level of the organization. This means not only implementing specific sustainability initiatives but also creating a new culture. One that encourages people to reflect on the impacts of their actions. And one that enables everyone to make choices that do good for our environment. This was the reasoning behind the **Meeting Point Optimizer**, a Siemens GBS initiative, which finds the optimal location for your meetings in terms of CO_2, travel costs and productivity. **It proves that an average of 20% savings can be achieved.** You can directly access the tool as an Add-in in your Outlook and as a web client. It is available to all Siemens entities and affiliates.

Beyond carbon emissions, Siemens GBS contributes to social aspects. With the Responsible Minerals initiative, we offer supply chain due diligence solutions to enhance the transparency of the origin of minerals. Especially when mined in conflict-affected and high-risk areas, this protects human rights and ensures economic standards are fulfilled.

At Siemens GBS, we know that the service business is people's business. Good service – and thus our success – depends on people's abilities, talents, shared ambitions and goals; it depends on them feeling safe and empowered in their careers. And we know how important these very aspects are to our customers too. To that end, we technically implemented the Psychological Risk Assessment survey platform for team leads to identify work conditions and their impact on employees' health. This enables psychosocial risk management and mental health prevention. Similarly, we support the Siemens People & Organization unit by conducting the Siemens Global Engagement Survey and analyzing its outcomes. This customizable digital global survey for 250k employees is a flexible feedback program with a lean setup, full transparency and instant delivery to all employees.

Zooming out from people to the overlying business conduct, we drive forward governance as a part of sustainable change. In this regard, we also support our customers. For example, we offer user support for the ESG (Environment, Social, Governance) Radar to ensure data quality and consistency. Further, we offer support to supply chain management (SCM) units to qualify relevant suppliers as per global governance requirements. That includes making sure that suppliers have accepted the code of conduct and have filled out a corporate responsibility self-assessment. Suppliers are evaluated based on Supplier Qualification modules, which are activated according to defined thresholds and triggers (Purchase volume order or supplier country).

We are looking forward to further supporting our customers in both becoming more sustainable in their operations and in developing sustainability offerings. So let us continue building a more sustainable business. Together.

Because the future is in our hands.

Working with a
view

Working from home has become quite natural to many. But what about working remotely from abroad? At GBS, a small **Global Mobility Management** (GMM) team is confident that this will soon be just as common as working from home – because they have developed a solution that makes it possible. It's called **International Mobile Work** (IMW) and basically allows you to become a temporary digital nomad.

Have you ever dreamed of going on workation?

Why not work from anywhere you want?

Working from home has been around for quite some time now, but it was the pandemic that acted as an accelerator: all of a sudden, people had to work from home. Today, this has become just one more option for everyone to do their jobs. At the same time, this was also the starting point from which more flexible ways of working started to emerge. Most of us have seen pictures of people with notebooks in camper vans, at the beach or in different places all around the world on social media. And many of us have started to wonder if we could also do our job from someplace else.

A lot of variables need to be considered when it comes to working remotely from abroad.

Social Security

Individual Taxation

Corporate Taxation

Immigration

Labor Law

"

While everyone is talking about International Mobile Work, we make it happen!

We keep employer and employees happy in a compliant way!

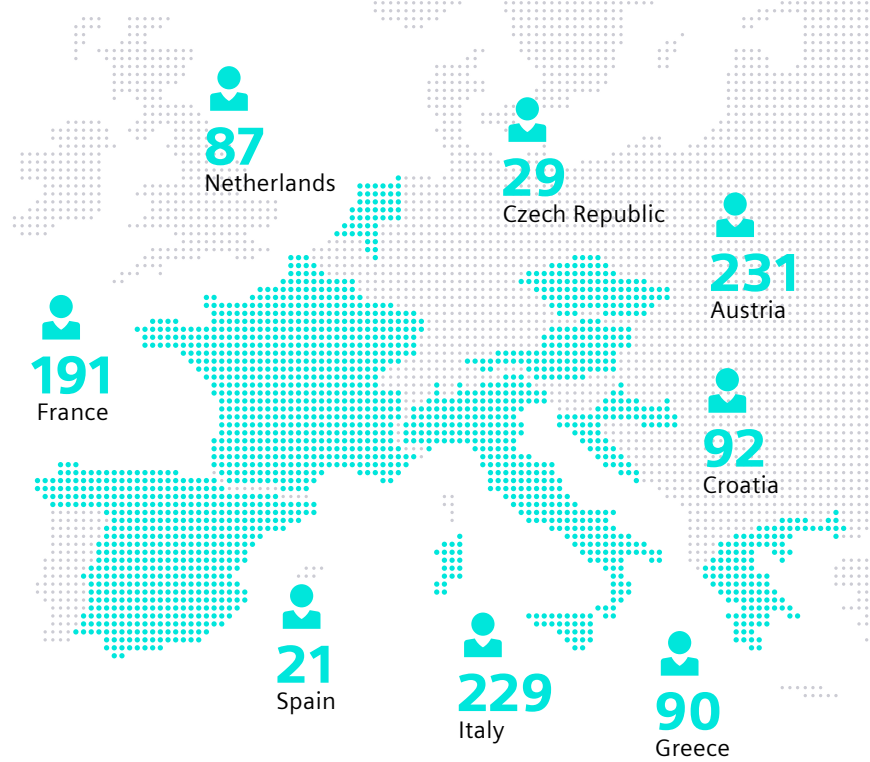**Andrea Steifova**, International Mobile Work Project Lead

GMM makes the future of work become **reality today**

Working remotely from abroad requires more than just opening your laptop in a foreign country. There are a lot of things to be considered: health insurance, local laws and regulations, taxes and so on. Usually, setting up a project that would take all these aspects into account would take time. But the teams at GMM didn't have that luxury: due to the pandemic, borders were closed, and people were stranded. GMM was literally flooded with customer requests concerning working from abroad.

So, they made a huge effort and in collaboration with corporate tax colleagues designed a brand-new solution for employees to work remotely from abroad that is compliant for Siemens as an employer. Since there was no industrial benchmark and no software solution available, the team decided to create their own solution based on existing GMM technology that already offered options for registering international business trips.

87
Netherlands

29
Czech Republic

231
Austria

191
France

92
Croatia

21
Spain

229
Italy

90
Greece

The GMM team understood our demand and rolled up their sleeves immediately. Thanks to them, we can offer an **attractive benefit and have an advantage in the war for talent.**

Lara Pyko, Head of P&O at Mendix

scaling it UP

The concept for International Mobile Work was developed in close collaboration with customers, IT and governance for corporate tax, personal income tax, social security, immigration, and labor law. At the moment, Siemens' German employees, as well as Mendix's Dutch employees are participating in International Mobile Work. So far, it is running well since it answers a growing need for more flexible working arrangements. The GMM team is very excited about this. IMW is a new product that they developed to complement their existing portfolio and service landscape of long-term delegations, international business trips, foreign local hire, and international project consulting.

It is a scalable and sustainable solution that strengthens Siemens' position as a modern and attractive employer on the talent market. It fosters a culture of trust and empowerment, and provides flexible offerings that are beneficial for a healthy work-life balance. The enthusiastic feedback from employees who participated in this pilot has encouraged GMM to scale up the offering to cover all of Siemens. So, who knows, perhaps you will be next to work in an **"office" with a view** that you choose. •

IDM
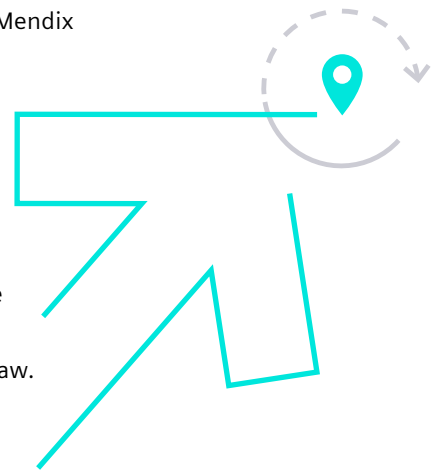
Intelligent Document Mapping

Smart search in technical documentation

Have you ever built a wardrobe from a well-known furniture store and almost gone crazy because there were so many parts and so many pages of instructions?

At the GBS Digital Lab, Alina Engbert and the team deal with this problem on an even larger scale: engineering drawings for control cabinet construction. We talked with her to find out how **Intelligent Document Mapping** (IDM) makes this process a lot easier.

Every part has its place.
IDM shows you where it is.

Alina Engbert is a **Digital Innovation Manager at the GBS Digital Lab**. But before she talks us through a fascinating project, let's have a quick look at what IDM does: It enables users to search for components in PDF documentation of control cabinets right on the shopfloor. IDM provides workers with all locations of components across relevant documents and maps them to the right material number of the component. What sounds so easy was in fact quite a challenge. **At the GBS Digital Lab, Alina and her team mastered this challenge. Let's hear how they did it.**

HOW DID THE PROJECT START?

*We were contacted by DI Nuremberg via the Factory Digitalization (FD) program. They figured out that for this particular challenge, there is no out-of-the-box-solution. So they were put in contact with the DigiLab and we said: **"OK, let's see if we can do it."***

HOW DO YOU APPROACH A DEVELOPMENT PROJECT LIKE THIS?

In the lab, we use our innovation blueprint for projects like this. Let me explain how it works using the IDM project as an example.

Every innovation project starts with understanding the challenge. So we sat together with our customers at the factory, and asked a lot of "Whys" to really understand the pain points and processes. In the second step, we did a proof of concept (POC) for three months following the DigiLab POC framework. Together with DI Nuremberg, we co-created and validated a solution for the core functionalities. Because that's where the value gets realized. The next steps of our blueprint focus on bringing this Minimum Viable Product (MVP) to life, followed by implementing a pilot phase and scaling the solution.

HOW IMPORTANT WERE THE WORKSHOPS WITH KEY STAKEHOLDERS FOR PRODUCT DEVELOPMENT?

The workshops were fundamental. At the Lab, we believe that both the customer and the user need to be at the center. We had a six-hour session with the key stakeholders where we asked questions, prioritized requirements, and figured out what should be core functionalities. During the three months of the POC as well as the four months of the MVP, we had a sprint review every two weeks. We discussed progress, risks, where we need support and where they might have doubts. We were really in close co-creation mode here.

„

Our working hypothesis was »Can we realize our customer's requirement? Can our algorithm achieve a higher accuracy than a human searching in those plans?«

DO YOU RECALL AN ESPECIALLY CHALLENGING ASPECT OF THE PROJECT?

Definitely getting the buy-in from the shopfloor workers, our real users. They are hard to get in contact with because they are on the shopfloor.

Once we finished the POC successfully, we got the commitment from the stakeholders to actually run workshops with the shopfloor workers to understand their perspective too in more detail. I also went to Nuremberg, looked at the shopfloor.

In total, we had about nine hours of discussion with them to figure out what features they really needed. Their ideas about the front end proved to be quite challenging. But we found a solution by validating and testing constantly together with them.

Co-creation was key in creating IDM – from the first sketch to the prototype.

IDM bundles information spread across technical documents into one single, searchable platform.
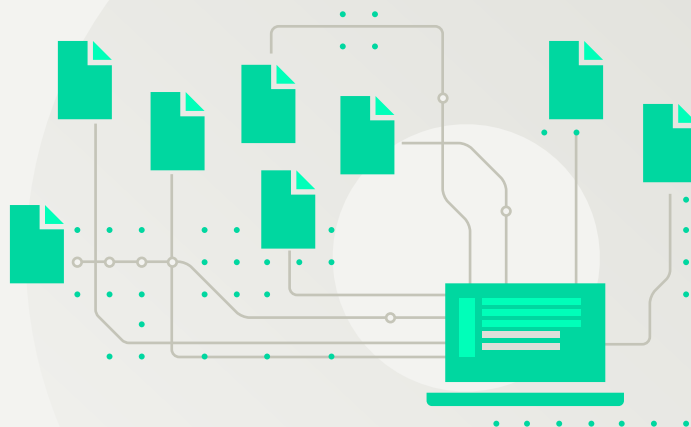
WAS IT DIFFICULT TO CONVINCE PEOPLE AT THE PLANT OF THE BENEFITS OF IDM?

As soon as we had the working session with the shopfloor workers, they were very positive about it because they had the feeling of co-creating something that they really needed. We told them right from the beginning: "We are here to understand your needs, your requirements." This proved to be extremely valuable. For example, we learned that they usually share a computer with two or three colleagues. They asked us if it would be possible to open the same application multiple times within different tabs. We worked on that and now they have the option to open five tabs in parallel with different color coding to identify their tab, which saves them a lot of time. After the workshops, we developed a click-dummy as a first prototype to get their feedback and option. We got a lot of feedback on that from the shopfloor workers, and they were really happy that they were involved. We used these insights to develop the front end, because now we knew exactly what they needed.

ARE THERE IDM SOLUTIONS PLANNED FOR OTHER CUSTOMERS?

Every innovation project that follows our innovation blueprint at the GBS DigiLab focuses on validating hypotheses. One of our hypotheses in the beginning was "This is a problem that is not exclusive to the factory in Nuremberg." And we validated it by talking to other factories. In this way, we were able to validate that this is not a

" Innovation is all about decreasing risk: You start very risky and co-creating is one way to decrease risk.

one-time problem. The project with DI Nuremberg then proved that our solution provides added value. Now we are moving into the product incubation phase, in which we are developing go-to-market strategies. We also want to leverage contacts within GBS and Siemens to get IDM up and running. Our market research shows that the problem of searching and mapping components in documents has not been solved on a broad basis – at Siemens or in the external market. So there should be a lot of interesting new projects out there. ●

Yes,
<we code!>

Everyone is talking about digital transformation, the valuable insights gained from data, and the convenience of having all the information you need at your fingertips, thanks to an app. But how can you get fast and easy access to the applications you want if you don't know how to write or even design a program? The answer is low-code.
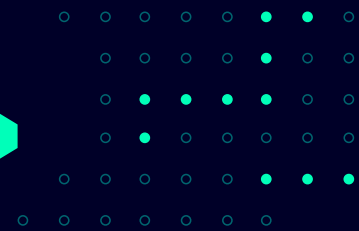
The pace of digitalization is increasing. Low-code helps you to keep up.

Seeing is coding

Programming usually involves writing command sequences in a more or less complicated way, depending on the programming language you use. This makes the entire process of creating software rather abstract: what you get first are lines of code and not the user interface you will actually see at the end. Low-coding uses a graphical user interface to create applications. This reduces development times significantly and makes software design accessible to a wider range of people who are not coding experts. At GBS, the App Factory is busy bridging the gap between IT and the business with an ever-growing number of apps and contributors.

We set up the GBS App Factory in 2020 to create value-add solutions. Two years later, we have already implemented more than 50 apps and our pipeline is growing constantly.

Pedro Ferreira, Team Lead of the GBS Mendix App Factory

The GBS App Factory is constantly developing apps that help customers fill their digitalization gaps

19
team members

Collaboration with external partners

GBS App Factory
GBS DS BTA BPM

5
development lines

Growing pipeline

+50
apps implemented

Reliable approach recognized by our customers

Meet the application builders

In the GBS App Factory, development lines are dedicated to making their customers happy. Instead of heavy machinery, the factory relies on agile methodology. The solutions come to life in a co-creation process with Mendix, a low-code software platform company – and they do so much faster than with regular programming processes. The low-code environment allows the teams to build applications faster and with fewer resources, reinventing how business and IT collaborate to achieve the results they want.

The factory builds solutions for customer engagement that aim to improve the interactions between customers and partners. It also develops innovation applications that are born out of ideas for new business models, products or channels and are made to grow an organization and set it apart from competitors. The factory is building applications which touch the very core of GBS: Operational Efficiency apps are designed to lower costs by reducing or automating manual or paper-based processes – an essential activity for any organization seeking to close gaps in its digitalization progress.

Less paper, more efficiency: shopfloor management powered by digitalization

Keeping track of all steps in production planning is vital – especially if unforeseen events happen. At the Siemens factory in Nuremberg, a physical Kanban board with paper cards used to be the tool of choice. It helped everybody to keep an overview, but status updates from SAP had to be added manually – and that meant spending up to about 2 hours every day updating cards. Of course, you had to be on site to check and update the board, which could be quite challenging during COVID-19. So, the next logical step for the factory was to transform its physical planning board into a digital version with SAP integration for automatic status updates.

The GBS App Factory used Mendix to create a prototype of a digital planning board, allowing employees at the Nuremberg factory to access their board remotely via a browser or on-site using a touch screen. Different user roles and functions such as column sorting and board filters make working with the board less time-consuming. But most importantly, the bi-directional, real-time exchange of information (SAP to board, board to SAP) makes sure that production order information at the Nuremberg factory is transparent, irrespective of whether or not users have SAP access, because SAP is integrated in the Mendix solution. ●

Expertise
makes the
diff
ere
nce

**What do you think of
at the end of a month?
How time flies? That
your cell phone's data
volume is dwindling?**

If you work in accounting,
you're probably thinking
of financial closing. And just
like trying to spend as much
time as possible in a Wi-Fi
network outside your home,
this comes with its own
challenges.

Both can be managed –
and in the case of financial
closing, Siemens GBS is
happy to assist you wherever
you are.
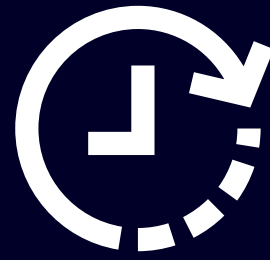
limited time

How much can we achieve in

little time?

We asked Mary Shiena Johnson, Service Line Head for Accounting and Closing, to sum up the essence of financial closing for us. Her answer: The financial closing process from recording transactions to generating financial statements can become extremely complex, as the prescribed steps of closing tasks have to be completed in sequential order and in a time-sensitive manner, of course with many contributors and stakeholders in the process: imagine 100 people contributing to 100 things being done in a short span of time – that's financial closing in a nutshell.

This might sound a bit intimidating at first. But if you know exactly who needs to make their contribution when and where, if these tasks are monitored and tracked in a task list and most of these repetitive steps are automated, things get somewhat easier. In fact, at GBS, this worked out so well that it has become an offering of its own called finance and automation process consulting. For over 10 years, 400 customers have benefited from fully organized, fully documented, and highly automated financial closing.

Our worldwide

Global Smart Close community

Germany
Portugal
China
USA
Czech Republic
India
Argentinia
Singapore

50 experienced users worldwide
actively share their best practices for Smart Close

Know-how makes software the sharpest tool in the shed
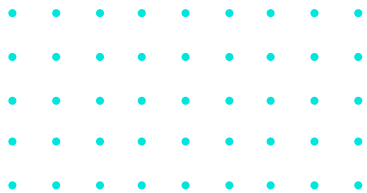
The Center of Expertise for financial closing uses the event-driven closing tool Smart Close to fully automate closing directly in SAP. But at the end of the day, a tool is just a tool. It's the expertise of the people working with it that turns it into a powerful solution. In the GBS Record-to-Report Center (R2R) in the Czech Republic, a team of super users is constantly working to find new automation potential and push the boundaries of what a tool can do. After all, putting 100 steps on the platform is just the first step. The second one is to leverage the automation of these closing tasks as much as possible to create value.

This Center of Expertise handles requests from 400 Siemens entities.

For over 10 years, the Center of Expertise has been helping clients around the globe to automate their closing processes

10 years of experience

400 clients worldwide

75.6 % average automation rate
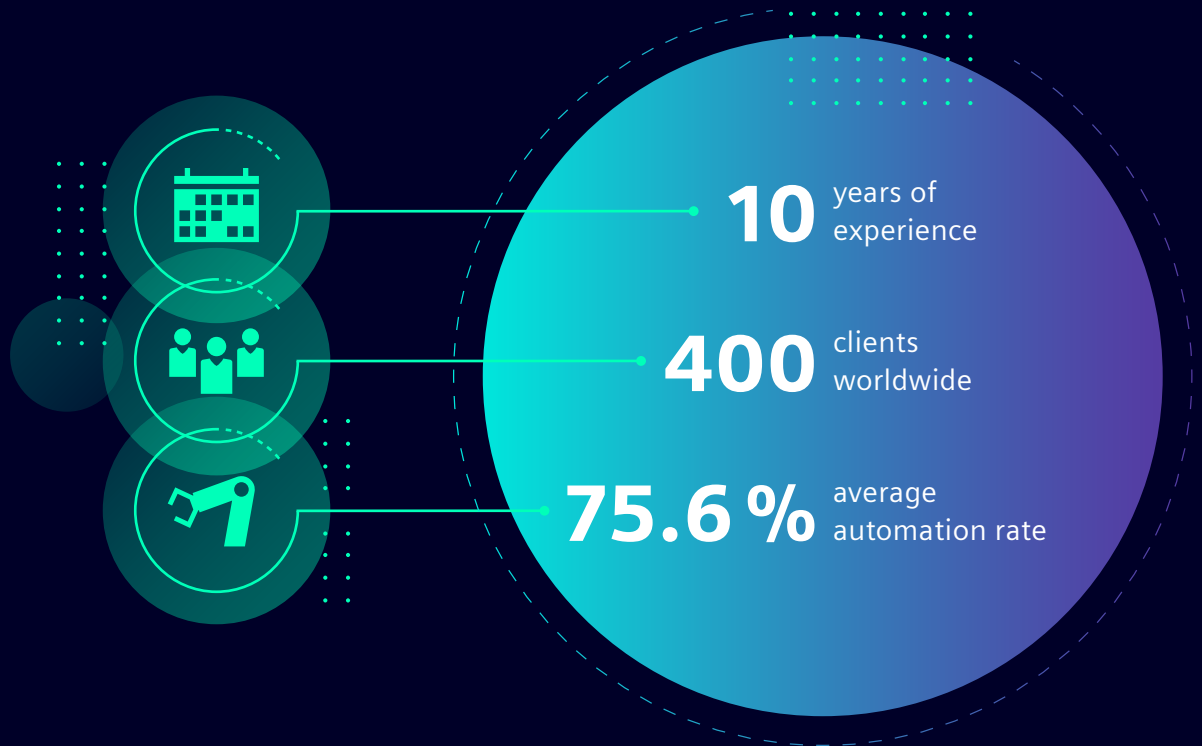
For example, Level 1 inquiries cover monthly and yearly execution management, simplifying maintenance, preparing scenario values for the next fiscal year and, of course, testing and supporting new tool releases.

Level 2 inquiries focus on all activities connected to tool availability, best practice sharing and training of new power users. All insights gained in the Center of Expertise can be shared and implemented all around the globe.

Every company needs to do both monthly and yearly closing – and every company wants to do so as efficiently as possible.
The Center of Expertise is ready to support them with their know-how on automation of financial processes and their continuous efforts to improve the tool.

No in-house expertise required

As mentioned before, the knowledge gained in the Center of Expertise is what creates value – not only within Siemens. Drawing on its broad implementation experience in various countries and ERP systems, Siemens GBS implemented Smart Close for a global player in the food industry that didn't have the in-house expertise to leverage the full potential of financial automation. And thanks to financial closing services, they won't have to build the expertise to reap the benefits. GBS provides consulting, support, and know-how for a cost-efficient closing solution. So, in the end, experience pays off – for all parties involved. ●

Houston, we have a solution!

Imagine a customer enters their order in one of your e-commerce platforms. Ideally, the order is assigned a clear path and can be tracked and traced until it has reached its destination. **But what happens if order management does not work optimally and straight through processing is not possible?**

Workload management becomes inefficient as multiple stakeholders are required, the support is fragmented, and information is spread across several platforms. This results in lower productivity and, ultimately, dissatisfied customers.

Houston to base: Your SOS call has been answered. We have a solution that prevents scenarios like this: Siemens **Digital Order Management** (DOM). Siemens Digital Order Management is a case management system orchestrating complex business processes across multiple units and even organizations. It allows close steering and monitoring, and simplifies the order management processes and

lifecycle across a range of applications, systems, and channels, thereby improving customer satisfaction and team efficiency.

The DOM application is based on Business Process Management (BPM) technology. It enables the end-to-end digitalization of business process and the integration of multiple applications via interfaces in one system. As a result, customers receive quick and accurate answers to their questions. The application offers a dashboard that grants users higher transparency of the nd-to-end process. It also contributes to improvements across the business value chain by identifying opportunities for improvement.

DOM advantages at a glance:

- Faster processing of customer requests with intelligent workflows
- Improved productivity with automated request mapping
- Streamline processes with AI, analytics, and visualization
- Integration with other applications, ERPs and other technologies
- Improved overall customer experience including Customer Self Service Portal
- Digitalized business processes can be changed centrally and deployed globally at the push of a button (layer of innovation)

What **Digital Order Management** can do for you

1	2	3	4	5
Workflow automation for faster request processing	Automated case creation from multiple channels	Natural language processing for case classification	Real-time notifications and reporting	Seamless integration across systems and multi language support

What do your customers want to know?

In the Order Management process, customers most frequently ask about delivery dates. The DOM application sends instant replies. When it comes to more complex questions, users validate replies before the information is sent to the customer. The Self-Service portal allows customers to submit requests within a smart form. It also offers 24/7 monitoring of submitted orders and inquiries.

DOM can also be applied to other processes. We have successfully converted the management application into a reliable support system for everyday workflows. Since it allows approval matrices, clarifications, and notifications within the scope of case management, it reduces the number of disorganized and difficult to manage emails and mailboxes.

The DOM application was developed in 2018 by Global Business Services Opportunity-to-Cash and is being enhanced and innovated continuously. DOM is currently being used in more than 40 countries and we are looking forward to further expanding and spreading this useful system. ●

Follow

Successful business starts with seizing opportunities. From the moment an opportunity arises to actually turning it into a sale, the journey might be long but it must be effective.

the lead

If a business misses the first step when it comes to lead collection, it won't be able to win a project. Therefore, it's very important that someone takes good care of the leads that the market is providing. But who is that someone who is always alert, watchful not to let any opportunity pass?
To begin with, it's not someone, **it's something.**

What is Digital Lead Management?

Digital Lead Management routes leads from the sales pipeline to the right agents, assisting them in qualifying and converting leads into real sales. Lead management processes become necessary in sales processes to increase the sales volume. A lead is a potential client that must be qualified or disqualified as a sales opportunity. If a lead is qualified, then it can be converted into a sales opportunity, and if everything goes well it will ultimately be converted into a purchase order.

The starting point

The number of tenders published only on eBusiness portals is increasing. As the sales team already have a lot on their hands, they may miss relevant bids and tenders posted on eBusiness portals. In order to support the sales team in lead management, Siemens Global Business Services developed a service that enables leads to become sales opportunities for the business areas. Digital Lead Management (DLM) is an end-to-end solution that combines automation technology with service management and gathers, analyzes, qualifies, and responds to customer leads via eBusiness portals. The DLM service enables the sales manager to focus on the customer relationship. Being an automated solution, this monitoring service takes place 24/7 – resulting in greater market coverage and collecting up to 6000 leads per month. At the moment, the DLM service covers 63 eBusiness portals and 107 customers.

Leads

Sales conversion

"
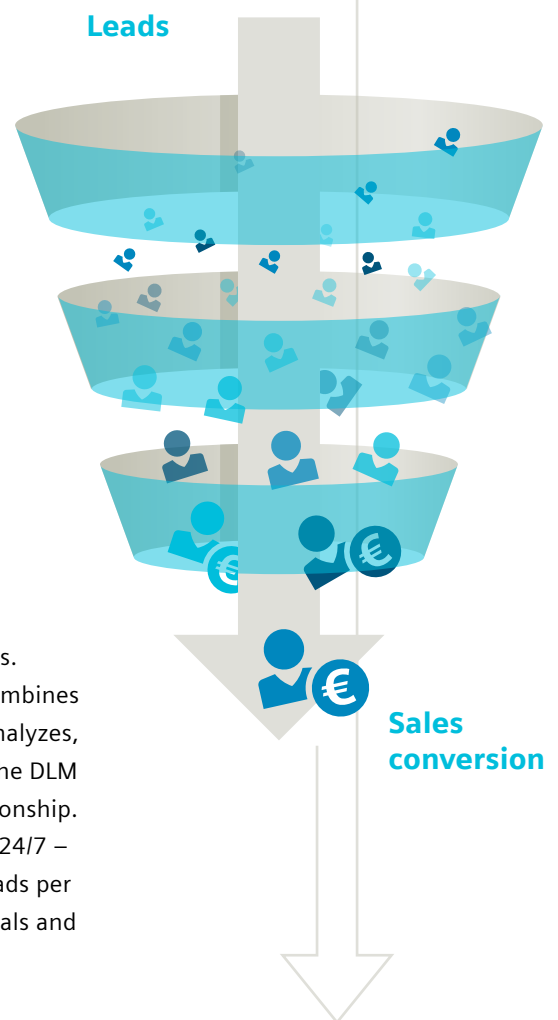
*Customers are increasingly using their own portals, and DLM is looking for the opportunities and bringing them home in an effective, competent and flexible way, allowing us to be **closer to our customers every day.***

Pablo Fava, CEO of Siemens Brazil

End-to-end solution

The service starts with prompt registration of the company on the eBusiness portal as a qualified supplier. In this phase, the GBS team must ensure that all mandatory documents of the portal are updated in the platform. The next step is to capture, analyze and distribute leads, and post the offers that are prepared by the business units or even by DLM if there is a price list agreed with the BUs. Within the frame agreement, this service is also responsible for monitoring and capturing newly published orders as well as for taking care of any requests for correction and distributing them to the correct business unit.

The goal of DLM is to turn leads into purchase orders (POs) for our customers. When that happens, DLM automatically analyzes the new PO in e-portals and takes care of turning it into a sales order.

As is generally the case in business, time is of the essence when it comes to capturing leads. Because time is money - literally: when you miss a lead, you can also lose money. So it's crucial to follow the lead. Digital Lead Management is a proven, trusted ally of the sales team, enabling them to be more focused on what they do best: customer proximity. ●
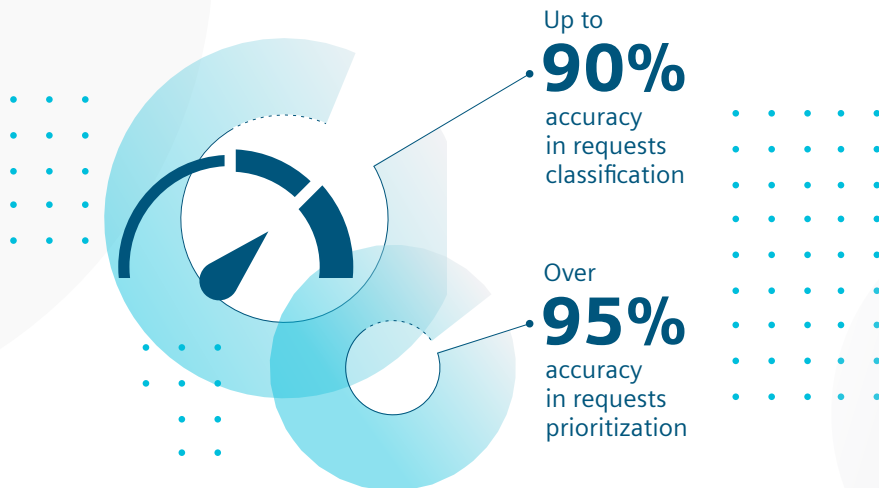
1 **2** **3**

Qualification **Leads** **Purchase**

May I be of service?

Meet the Bionic Agent!

The Bionic Agent is exactly the kind of team member you need if you work in customer services. It handles service tickets efficiently, reliably – and knows how to trigger the right workflow. But there's something different about this virtual colleague.

Let's get to know it a little better.

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Up to
90%
accuracy
in requests
classification

Over
95%
accuracy
in requests
prioritization

Process optimization has its boundaries – unless you know how to push them

Artificial Intelligence takes a seat at the customer service desk

Every day, service agents deal with thousands of customer inquiries. Requests by email, phone or chatbot lead to millions of service tickets generated manually each year. Handling these requests can be optimized with traditional methods like bundling, process optimization and automation. Still, such methods have their boundaries.

But that doesn't mean that you can't take your customer service one step further. Artificial Intelligence (AI) solutions like the Bionic Agent represent the next generation of customer services, and GBS has put this method to a successful test. The automation of order processing has brought this solution to life for the first time by acting as a virtual team member for the P2P Helpdesk in the Czech Republic.

*The Bionic Agent frees our hands to **focus on more valuable tasks** for our customers.*
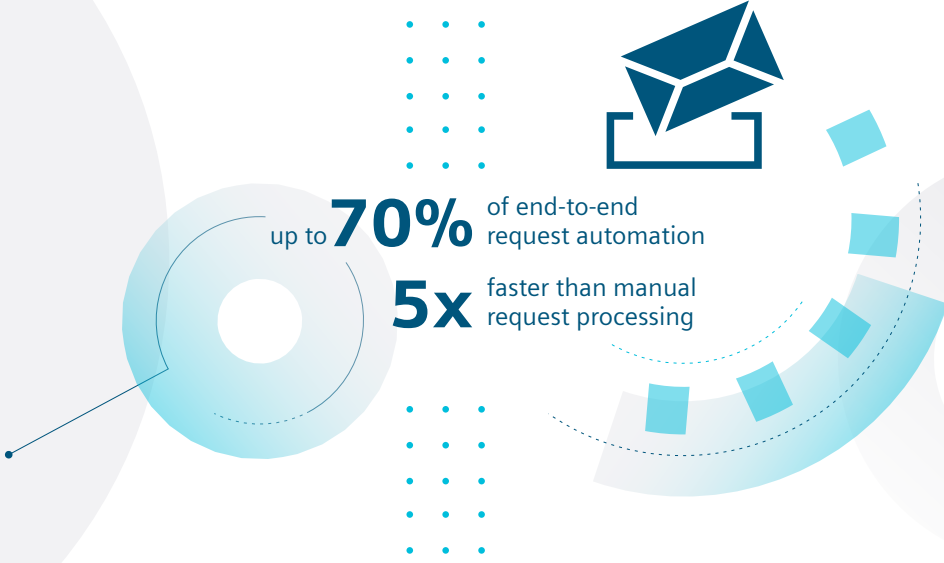
Ivana Hradilova,
Head of Customer service in GBS P2P CZ

The Bionic Agent makes a point of reading every single email down to the letter

The Bionic Agent is a cloud-based solution. It works quite similarly to how you would when handling a service request. The only difference is that it relies on algorithms and neural networks to do so. First, the Bionic Agent uses an algorithm to index and classify a service request. Then another algorithm prioritizes an inquiry based on its nature and sentiment analysis.

And finally, a third algorithm scans the requests for entities and intents to decide which further action needs to be taken.

Once the Bionic Agent has analyzed the service query, it triggers the respective automation workflow. And it does so with great precision: Results have shown a classification accuracy of up to 90%, exceeding manual request processing.

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up to 70% of end-to-end request automation

5x faster than manual request processing

Automatic ticket classification and categorization at the Opportunity-to-Cash Helpdesk with PEGA DOM

The Bionic Agent is far from being a theoretical construct. It is already successfully supporting its human colleagues from various teams inside and outside GBS, including automatic requests handling for Order-to-Invoice services in the Czech Republic. More than 3,000 requests per month are created on the PEGA DOM platform – per team. Each ticket is analyzed by the service desk agents and assigned to a specific case handling workflow. Can you imagine the high amount of manual work for the agents? Furthermore, the analysis of customer emails in multiple languages leads to increased complexity of workforce management.

But that's exactly the challenge that the Bionic Agent is up for. As a solution based on AI, it is able to analyze unstructured customer queries in multiple languages and trigger the correct business process workflow, e.g., via ticketing. The new virtual team member can classify emails in English and German and categorize the tickets. A direct connection to the PEGA DOM API ensures a smooth integration and therefore automation of the ticket handling: after the classification of the emails, the Bionic Agent can automatically operate with service tickets and trigger the right workflow. So the human colleagues at Order-to-Cash team can focus on more complex cases.

The mission:
Save time and money around the globe

The future is looking even brighter for the Bionic Agent. Use cases for different delivery centers and business lines across GBS are currently under development. And thanks to the current technology trends like generative machine learning, the Bionic Agent team is intensively exploring the next steps towards reducing implementation timelines for each integrated team. So soon, more teams will be able to welcome their own virtual colleague.

The Bionic Agent is of service to other organizations outside GBS too. At Siemens Financial Services, for example, it is busy handling emails from several functional mailboxes around the globe, applying rules, organizing information, dealing with attachments, and creating tickets. All automatically, of course. This helps Controlling and Finance Mid-office and Back-office business units to save considerable amounts of time and money. ●

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