



**When you need to get the most
out of every product you buy...
customization is key**

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A century ago, the first mass produced automobiles began rolling off assembly lines. Ford customers could get their Model T in any color - as long as it was black.





Fast forward 100 years
and car manufacturers
**allow customers to
customize their cars
with choices that
extend well beyond
vehicle color.**

Customization is great.
It puts the customer first.



For modern utility operators,
**system complexity can
be expensive and
difficult to manage.**

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Utilities make big capital investments in infrastructure upgrade projects every year.


They do this to stay regulatory compliant and ahead of marketplace demands.

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As utilities add new system equipment and software, complexity naturally creeps in. And added system complexity can cause costs to soar!



Siemens team understands
these business and operational realities
and periodic system upgrade imperatives.

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Our RUGGEDCOM communication products and services are designed and manufactured to **deliver optimal flexibility, system customization, and operational functionality.**

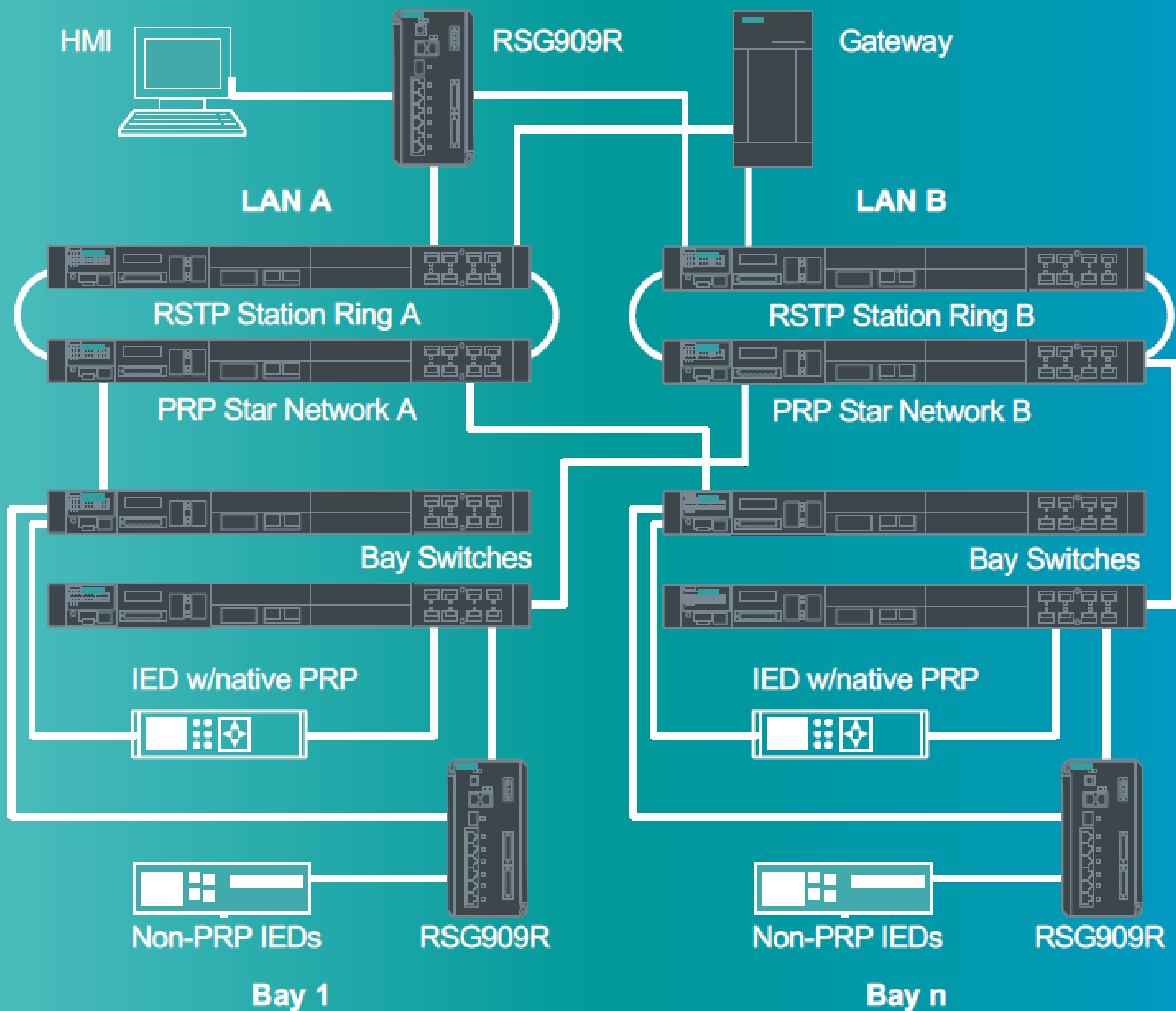
RUGGEDCOM products can be configured with fiber, copper, and serial ports, all in the same switch, as well as LAN or WAN configuration options. Customize your switch for cellular options when you don't have fiber. The same switch can do both. This eliminates the additional complexity and higher costs associated with non-customizable products.




Our multi-service platform products **empower utilities to seamlessly add cybersecurity and software appliances.**

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RUGGEDCOM products allow utilities to build-out their network infrastructures with **61850 network design, featuring HSR/PRP technology.**

The background of the slide is a dynamic, abstract digital composition. It features a deep blue color palette with numerous bright, glowing light streaks and rays that create a sense of rapid movement and data flow. Interspersed throughout the scene are strings of white and light blue binary code (0s and 1s), some appearing as if they are floating or falling. The overall effect is one of high-tech, futuristic connectivity and data processing.

Our products also enable design on a variety of speeds per application. We can do LAN WAN + cellular, or private broadband or a pure cellular network; all while complying to NERC CIP or 61850 rules.

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Overall, the modularity and customization of Siemens RUGGEDCOM products **helps utilities get the most out of every system component they buy.**

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If lowering your total cost of ownership, increasing functionally, and adding flexibility are high priorities for your power utility...

think RUGGEDCOM

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Because rugged is more than our name.

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