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The transformation magazine of Siemens Global Business Services

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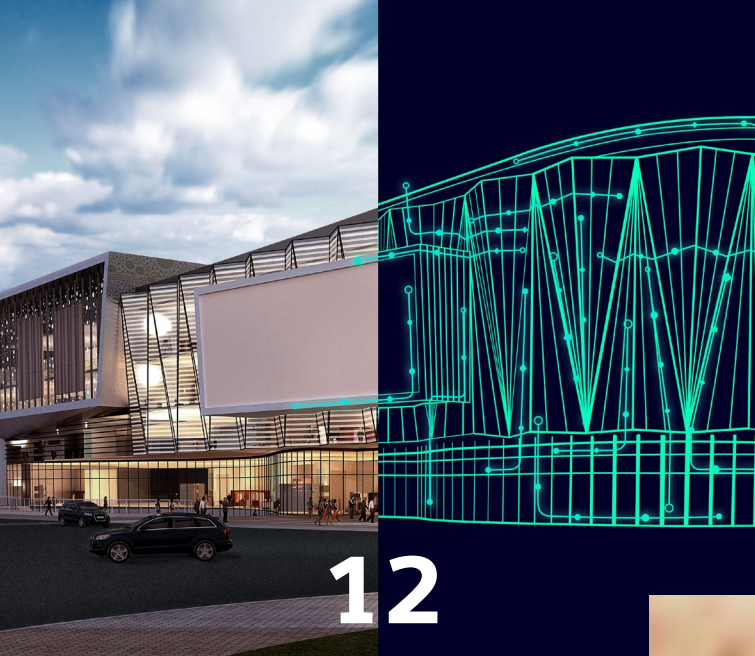
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# Thriving in a collaborative business ecosystem



photo credit: Stefan Köppel

## ***Dear Valued Customers,***

Welcome to this edition of our customer magazine, where we celebrate the power of expertise-driven services within a thriving business ecosystem.

At Siemens Global Business Services, we believe that success is not achieved in isolation. In today's interconnected world, businesses are increasingly relying on strong partnerships and collaborative ecosystems. I am truly inspired by the transformative potential of shared services within a business ecosystem. Shared services enable companies to focus on their core competencies while benefiting from specialized expertise and standardized processes provided by partners like Siemens GBS. This results in a collaborative approach, which allows businesses to be more agile, responsive, and adaptable in a volatile marketplace. Ultimately, it contributes to gaining a competitive edge.

Siemens impacts the backbone of our economies, from manufacturing to infrastructure, industry, healthcare, and transportation. It is only natural then that we at Siemens GBS leverage our global delivery network, rich experience, innovative digital solutions and the service mindset of our people to support the business transformation of Siemens across its broad portfolio. Therefore, it is with great enthusiasm that I invite you to explore a captivating array of articles that showcase the breadth and depth of our capabilities. Read about:

- A customizable business intelligence solution leveraging data to optimize factory processes.
- Engineering expertise in digital twins of buildings to increase efficiency and sustainability.

- Material compliance know-how for more transparency within the Siemens supply chain and fewer operational risks – all part of a comprehensive GBS portfolio centered around sustainability.
- End-to-end sales services along the customer journey, including inside sales services, to optimally serve all your customers and their changing buying behaviors.
- Data-specific problem-solving in record time due to our hackathons across Siemens units, with data experts from Siemens GBS and technology partners like Microsoft, Alteryx, or KNIME.
- And more impactful solutions and services.

May this magazine ignite your imagination, spark new ideas, and serve as a catalyst for fruitful partnerships as you continue to transform the everyday for a better tomorrow.

*Thank you for your confidence in our expertise.*

*Sincerely,*

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

# A one-stop shop for financial data, planning & storytelling

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Text Alex Williamson

**All relevant data at your fingertips in real-time. Automatically generated reports. Visualizations from Power BI and Tableau. It's the GFB, and it'll be your new favourite tool.**

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**Our expert**  
**Nadav Segev,**  
Head of Finance  
Digitalization for GBS



photo credit: Hero Images



**T**racking, understanding, and wisely planning finances aren't easy tasks even for small companies. For business units (BUs) of an international enterprise like Siemens, they can be highly complex.

The new Global Finance Board (GFB) from GBS changes that. The platform provides access to all relevant figures in real-time, eliminating the need to collate data from multiple sources or delay pressing decisions until a report is finished. It also allows for more accurate and granular analyses of financial information.

The GFB makes planning and monitoring easier than ever too, and its integration of industry-leading visualization tools means finance PowerPoints could be a thing of the past. Nadav Segev, Head of Finance Digitalization for GBS, explains more about this exciting new platform. →

### **Comprehensive financial data – instant and enhanced**

Financial controllers currently gather and analyze information from a fragmented collection of reports. Tracking down those fragments is time-consuming but, without GFB, necessary.

“Part of a general controller’s role is to tell the story behind the numbers – to really explain to management how we ended up where we are or why last year something was X and now it’s X + 10,” Segev says. “To do that well, they need access to the whole story.”

A controller using GFB won’t spend their days calling and emailing to unearth their numbers’ tale. They’ll have it in a few clicks. The data will even be shown in various user preference options, such as waterfall charts, including automatically calculated FX effect and other effects that tell the story including user comments. “Say a Siemens business unit in the

Czech Republic sells something to a Siemens business unit in Germany,” Segev explains. “In the Czech Republic, they’ll see revenue. In Germany, they’ll see cost. For a higher level, this transaction is eliminated, because for Siemens as a whole, it offsets. The GFB automatically applies these consolidation rules for all sources and in custom-made levels.”

Other ways that GFB enhances data include automatically converting currency values using real-time rates and providing unprecedented levels of detail.

“In ESPRIT (the central system for the reporting of Siemens Group financial figures), for example, you can see that a service provider charged a partner,” Segev says, “but GFB breaks it down much more. You can see the business unit and even the segment of the business unit the service provider charged. Users get much better transparency. The GFB isn’t just mirroring sources but making the data more granular and more accurate.”

### **Simplifying planning & monitoring**

By providing users access to all relevant data as soon as it’s entered into any program at any business unit, GFB makes planning tasks more straightforward. The tool automatically creates and updates easy-to-read reports that inform forecasts, budgets, and other important planning tools. The templates for those reports were created by the GFB team, who worked closely with headquarters to understand what information was most useful at various levels of the Siemens network.

Monitoring whether things are going according to plan is also less challenging with GFB. Segev describes how one of GFB’s monitoring capabilities – setting alerts – reduces controllers’ workload. “Maybe you want to keep travel expenses in a certain area under €10,000 per month. You can tell the GFB, ‘Please check this account on a daily basis, and if travel is approaching €10,000, notify me.’” These alerts can be set at any height and for various parameters.

photo credit: Hero Images

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### **The Global Finance Board at a glance**

- 1** One **single source of truth** that connects various financial data sources.
- 2** **Flexible, easy & fast deep dive analysis** with extensive granularity via pivot functionality for each user.
- 3** **Easy & flexible steering of global planning process** (Forecast / Budget) including real time validations & customized logics.
- 4** **Integrated management presentation layer** including commenting functionality (Bridge Reporting). No power point presentation needed anymore!
- 5** Further visualizations via integrated **Tableau & Power BI** dashboards possible.
- 6** Further **digitalization & automation** potential due to underlying pulse platform concept.



“Set them for whether salaries and bonuses have been paid and lots of other things affecting profit and loss. It takes away the need for manual daily monitoring.”

#### **Say goodbye to PowerPoints**

The GFB integrates the powers of data visualization tools like Power BI and Tableau. It even has pre-programmed dashboard layouts that create compelling visuals of KPIs that update as soon as new information becomes available.

Users can create custom visuals, as well. “Anyone can create a dashboard with GFB data,” Segev says. “One might want to see revenue with a bar chart, one with a donut chart.” And once someone creates a new dashboard configuration, it’s available to other GFB users as well.

Because it’s so easy to access key data points and great visuals with PBI, it can also be used as the backbone of financial presentations. Instead of creating visuals in one program and then importing them into a PowerPoint, presenters can just pull up their GFB dashboard. This makes them nimbler, as they can use GFB to quickly supply supplemental information.

“Every controller knows that 99% of the time, the person you’re presenting to will have questions you didn’t anticipate,” Segev said. “You’re showing them revenue, but they want to know how that revenue is split up among countries or different customers. If you don’t have that in your presentation, you’re stuck and have to say, ‘Sorry, I’ll get that to you later.’ In GFB, you can add that dimension into your visual with the click of a button.”

***“Every controller knows that 99% of the time, the person you’re presenting to will have questions you didn’t anticipate. In GFB, you can add that dimension into your visual with the click of a button.”***

**Nadav Segev**, Head of Finance  
Digitalization for GBS

#### **Financial data made easy**

The GFB project was made a priority, Segev explains, because a tool was needed to streamline financial analysis and eliminate the need for controllers to spend time transferring the same data into various software and formats.

He believes his team has accomplished that goal and created a powerful one-stop solution for all financial data, planning, and storytelling. It wouldn’t have been possible without immense support from the team behind Siemens’ pulse.cloud in the Analytics and Intelligence Solutions department of GBS Business Solutions and Services. When asked whether he thinks his team’s creation will be adopted Siemens-wide in time, Segev is more than optimistic: “I believe the tool can be a game changer.” ■

**Get in touch  
with GBS!**





Text Carla Mather

**From manufacturing for building automation and electrical installation to the production of vehicles or medical equipment. Every factory is unique. One thing they have in common is the ambition to stay ahead of the curve in today's fast-paced and competitive business environment.**





# Data-based decisions – intelligent process optimization in your factory

**W**ith fulfilling all reporting requirements on the one hand and optimizing ongoing workflows on the other, this is an endeavor that requires the most informed decision-making possible.

Siemens Global Business Services Record-to-Report (R2R) offers Business Intelligence (BI) as a customizable digital service by developing and implementing customer-specific applications through the combination of data from various sources. As one of the GBS Future Factory solutions, its primary objective is to optimize factory processes anywhere data is available – helping factory decision-makers to leverage data in a way that is customized to their unique needs. This makes it possible to use prediction in the management of financial and production processes.

## **Scenario 1:**

### **Ad hoc financial reporting**

You're one of two controllers at a large factory for building automation. Opening your emails in the morning, you see there's a new assignment from headquarters that requires frequent reporting of financial performance due to the market situation. And of course, you have all the data – and you can export it into a massive data set in Excel. But how do you bring it into the format that

headquarters are asking for? A detailed comparison of actuals, forecast, and budget for various Key Performance Indicators (KPIs)? Okay. But it will take you and your one colleague at least a week to get it ready, and there are so many other things you must take care of. And tomorrow, headquarters might ask for a completely different format.

The solution lies in harmonizing data and automating data processing. Like the analytical platform the shop-floor manager uses, the R2R BI team delivers an interactive controlling platform that harmonizes all the relevant data from different sources. This is a great opportunity not only to automate financial reporting but also to bring the data into a single data model and thus easily combine information from various sources. Then it can be used for different purposes and specific requirements – like cost center or savings controlling. With new insights about the cost and profit center, KPI management becomes much simpler – and easy to analyze thanks to a user-friendly interface.

For reporting to headquarters, you use one of the pre-defined and factory-specific dashboards in which the calculations can be either standardized or unique to your factory. A cool side effect: Working on internal →

## Full product lifecycle support

### Analyzing needs of factory

- Talking to businesses and understanding their needs and wishes
- Future and existing processes are analyzed

### Collecting relevant factory data

- Data sources are available in different platforms (e.g. SAP HANA, Snowflake, Excel, ERP systems, Oracle, MS 365, etc.)
- They contain all information that is needed for smart decision-making, but is not yet retrievable
- Support the data-collection process in case the data is not already available in existing systems (e.g. data collection application)

### Harmonizing all factory data

- Data processing platforms combine data from different sources and make them retrievable (e.g. Alteryx, Mendix, KNIME, Python, etc.) combining into one data model
- Based on the data they answer questions: What is / was happening or not happening in the factory and why?

### Revealing interlinked factory data

- Front-end layers make data and their implications visible in user-friendly platforms (e.g. Tableau, Power Apps, Mendix, MS Excel, MS Powerpoint, etc.)
- Show processes and how they are inter-linked in a transparent way
- Applications are shaped to the customer's need



**Data-based decision-making and prediction for process optimization**

with continuing maintenance and management

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factory purposes, like your next budget, becomes more informed thanks to the analytical input from historical data. This makes your argumentative basis stronger and more transparent. Additionally, you save manual work and are able to deliver almost real-time data to headquarters.

### Scenario 2: A disturbance in the production flow

You work for a large manufacturing factory as a shopfloor manager. Recently there has been a disturbance in one of your production flows. You have only just heard about it from a coworker on the shopfloor. They said the materials were piling up in front of one specific machine. Not good, you think, and you fear a negative chain reaction: delays in deliveries, unsatisfied customers, financial losses. But looking at your available reports, you cannot find any indication of where the problem lies, especially not under time pressure. So, what's going on?

1. Is the production flow not going through because the machine keeps breaking down?
2. Is the machine's capacity not enough to run what's fed in?
3. Are there delivery issues with materials that the machine needs to fulfill its task?
4. Or is something completely different happening?

Your available reports might say nothing is wrong, but the shopfloor workers use spreadsheets and manually report into Excel. Since you are not present, you can't quickly go and check. Your colleagues from production planning have an entirely different tool. Combining all the available information sources and then looking for possible reasons – that would take ages and require expertise in each of the tools. However, the disturbance needs immediate attention.

That's where GBS R2R Business Intelligence comes into play. In close collaboration with you and the other factory stakeholders, the R2R BI team sets up an analytical platform that is designed for your factory's exact needs. Since it harmonizes data from different sources, it offers an overview of the current production situation on your shopfloor. This helps you to prioritize orders and get the timing right for each delivery. But it also helps you when unexpected issues occur, like the disturbance with this one machine.



In a user-friendly dashboard, your analytical platform indicates from the different data sources what's going on: you see that there are a lot of similar orders that all require this specific machine. The capacity planning of the complex production must have been off. So, that's the second reason from the list. Now it's your responsibility to decide on how to handle the situation. For immediate action, you start using the GBS R2R Business Intelligence capacity planning to enhance your planning and prediction capabilities. You make sure the delayed orders are prioritized and utilize all machines the smart way. All goes to plan without the chain reaction you worried about. And the best thing: with your platform from the R2R BI team, you are now able to detect similar issues before they cause any delays.

These scenarios are real. Similar platforms have already been implemented in more than 10 Siemens factories.

#### What GBS R2R does for factories

- Listening to and structuring the concrete wishes of stakeholders involved.
- Catering to the unique needs of the factory specific requirements.
- Finding and installing the most suitable data processing platform for the factory's preconditions.
- Providing analytical and programming expertise for all platforms involved.
- Supplying regular maintenance like updating the software.

**And this is what customers think about R2R BI:**

#### Summary:

One thing all factories have in common is the ambition to stay ahead of the curve. With over 30 solutions, the GBS Future Factory initiative helps customers stay successful. When it comes to GBS R2R Business Intelligence, the key to success lies in informed decision-making: Individual needs can be investigated by delving deep into data, which leads to a holistic understanding of the unique processes and challenges. And since knowledge is power, this information leads to effective, transparent, and fast decision-making. By embracing digital applications, interactive reporting, and data analytical platforms, factories gain the ability to understand their data and processes better than ever before. ■

#### Concrete benefits

- Data-based decision-making
- Fast reactions thanks to improved information flow
- Increased operational efficiency
- Capacity and cost savings
- Order and production optimization
- Improved reporting and analytical processes
- Higher quality and delivery rate
- Enhanced customer and employee satisfaction

Get in touch with GBS!



***"The role of the financial community will change and is changing. From preparing reports to analyzing data for predicting what might come. Based on sound predictions our management can take the right decisions in a very dynamic world much quicker and with that safeguard our companies' success. The foundation is data and the combination of different data points. In a long-term partnership between us in the factories and GBS we were able to find solutions for our problems. Traditional work of the controller is digitized and the transformation to the new finance vision is pushed!"***

**Thomas Poppinger**, Head of finance DI MC factory Bad Neustadt

***"A big thank you to GBS for the collaboration over the last few years. I would particularly like to mention your support in realigning our production in Fürth from small series to series production. The expertise of GBS and willingness helped us move forward very quickly in implementing the changes to the logistics processes. This meant we were able to serve our customers reliably and more quickly."***

**Gregor Ludwig Effinger**, Head of DI FA MF FIN

# With digital twins, you see more than double

Text Alex Williamson

**Digital copies of projects along with simulations of internal systems save money, time, and the environment.**

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**B**uildings, machines, and more have become smarter, and so too have the tools we use while planning, constructing, using, monitoring, and maintaining them. One of the sharpest and newest tools in the shed is the digital twin.

Unlike previous virtual project models, digital twins of buildings connect with smart technologies to display and monitor real-time performance of vital systems, such as HVAC (heating, ventilation, and air-conditioning), electrical, fire safety, and water piping. They also integrate various software solutions (e.g., Desigo CC, SAP, Maximo, etc.) that increase user-friendliness and utility.

And that's far from everything digital twins accomplish. The work GBS engineers do to create and maintain them is increasing efficiency and sustainability for projects across the globe.

## ***How a digital twin is born***

Creating a digital twin and keeping it up to date as projects evolve is no small task. Using software like Siemens' Building X Lifecycle Twin (formerly Ecodomus), engineers can take weeks to build precise interactive digital replicas of existing or developing projects, utilizing information from a huge number of sources like blueprints and electric plans. They assure, too, that the end-user has searchable digital copies of manuals for their exact machines and systems.

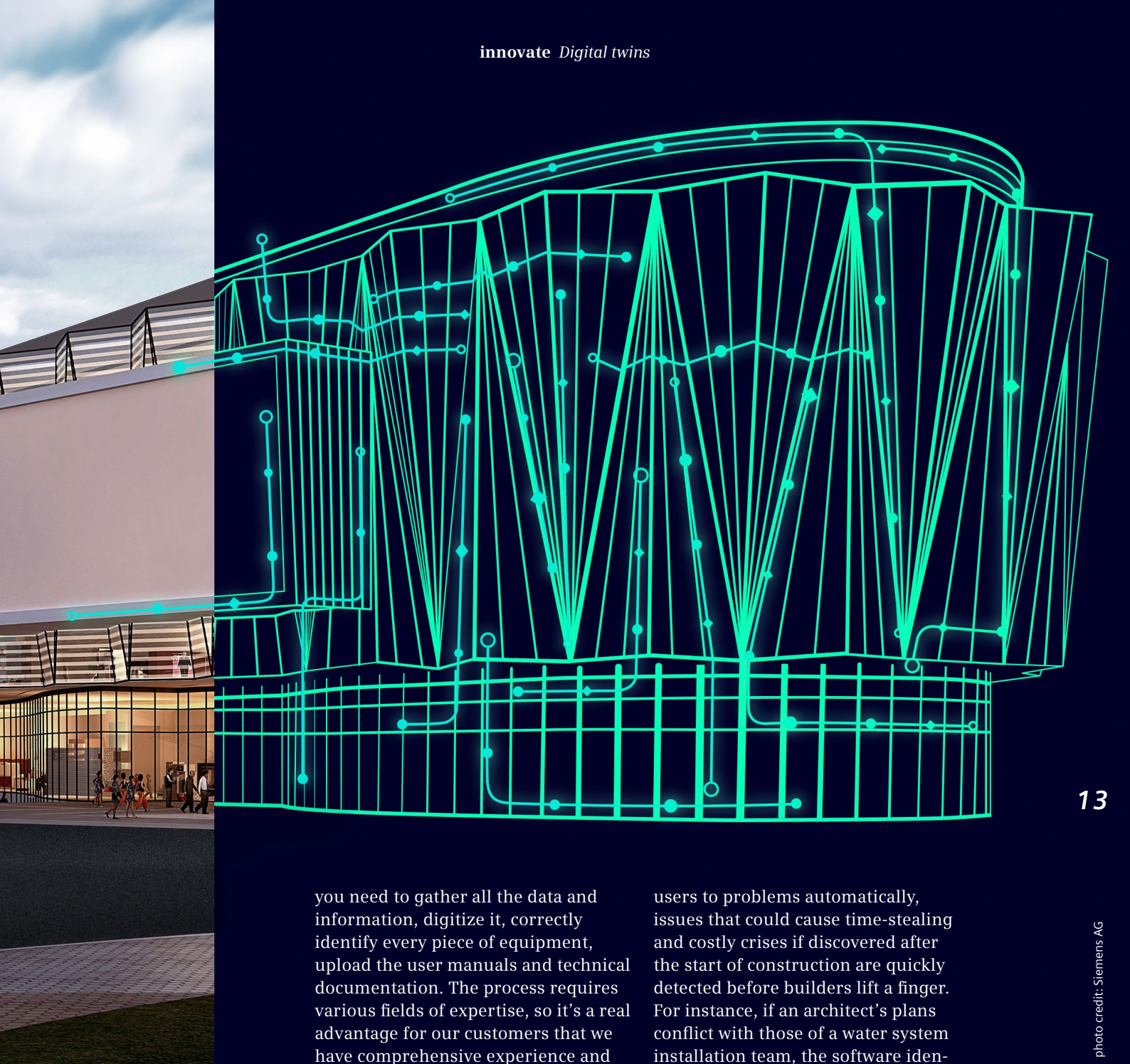
"It's a very involved process," said Patrick Teepker, Head of GBS Engineering Services. "At the start,

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**Our expert**  
**Patrick Teepker,**  
Head of GBS  
Engineering Services







you need to gather all the data and information, digitize it, correctly identify every piece of equipment, upload the user manuals and technical documentation. The process requires various fields of expertise, so it's a real advantage for our customers that we have comprehensive experience and flexible resources – it saves time for the project's core activities. We also help during the maintenance phase when the twin needs updating or sporadic changes. Many of our customers prefer to bundle and delegate these activities to us rather than lose time going back over each tiny detail.”

All this effort is rewarded with a variety of big payoffs.

#### ***Twin-powered planning & construction***

Digital twins can be generated before their physical counterparts are constructed, and they're invaluable during planning and building stages.

Since all aspects of a project are collected in a single system that alerts

users to problems automatically, issues that could cause time-stealing and costly crises if discovered after the start of construction are quickly detected before builders lift a finger. For instance, if an architect's plans conflict with those of a water system installation team, the software identifies the hitch before demolition or frustrating compromises are needed to eliminate it.

The extreme level of detail in digital twins also makes it possible to calculate required construction materials with high accuracy. That saves time by assuring builders have all the supplies they need. It helps the world and bottom lines by eliminating waste and over-ordering.

#### ***Monitoring and maintenance***

Twins constantly monitor important systems and components and alert stakeholders if they're due for maintenance, performing inefficiently, or otherwise needing attention. Such upkeep is made easier, as the years,

→

***“Digital twins represent something we always talk about, combining OT and IT – operating technology and information technology. It’s a unique selling point that Siemens offers to the market.”***

makes, and models of all technical components are stored in the twin as well.

Should an infrastructural problem arise, digital twins speed up the identification of the malfunction’s exact location and its solution. For example, you can quickly find out where every component leading to and from a leaky pipe is located, where its shut-off valve is, and other information vital to promptly resolving the issue.

Such quick reactions are extremely important in all fields of application, e.g., in the lean manufacturing processes where Mean Time Between Failures and Mean Time To Repair are strictly monitored or fire safety where securing business continuity and saving people’s lives is crucial.

Importantly, after GBS engineers do the involved work of setting up a digital twin, digital monitoring is, with a little training, accessible and user-friendly for everyone along the value chain. Again, this saves time, as physical walkthroughs aren’t routinely needed to check on vital systems.

#### **Pros for productivity**

Production facilities in particular can reap huge benefits from digital twins.

Along with enhancing health and safety thanks to how their real-time monitoring enables expedited troubleshooting and hazard prevention, they increase the efficiency of existing production systems in multiple ways.

Using predictive insights, digital twins generate proactive

**Patrick Teeper,**  
*Head of GBS Engineering Services*

maintenance schedules for key components, extending their lifespans and reducing production delays due to the need for big repairs and replacements. Additionally, they catalyze lean and 5S methodologies by optimizing workflows, identifying inefficiencies, and refining inventory management.

Twins make it easier to innovate too. They take the risk out of testing new ideas for increasing efficiency and other important factors by accurately simulating their likeliest results in a virtual setting. With that data in hand, decision-makers can judge a concept’s value more quickly and precisely than ever before. The same is true if there are two or more competing solutions to the same problem.

#### **Green updates and certifications**

Creating sustainable buildings is another thing digital twins streamline. They make it easier to plan the replacement of inefficient, older systems with newer, greener ones. Say stakeholders wanted to incorporate solar panels into energy or heating systems. They could investigate the most time- and cost-effective ways to do it by creating mock-ups of installations with the digital twin.

Additionally, digital twins can simulate the efficiency of planned structures in terms of energy and water usage as well as how they'll withstand the effects of climate change. Such data can be used to ensure buildings achieve standards for green certifications such as LEED (Leadership in Energy and Environmental Design) and BREEAM (Building Research Establishment Environmental Assessment Methodology).

### **You don't just see double – you see everything**

Perhaps the greatest advantage of a digital twin is how it unifies the capabilities of various hard- and software into a user-friendly whole. Instead of utilizing one program for maintenance scheduling, another to check production efficiency, and yet another to figure out whether implementing a new production method is worth the cost, all those things – and many more – can be done with a twin.

This makes it easier for a wide array of personnel to feel confident they're using their time and talents wisely, increasing job satisfaction. Importantly, it frees up many experts from performing repetitive tasks that formerly required their capabilities and gives them time to work on bigger-picture concepts.

GBS has seen these advantages manifest as its engineers produced digital twins for projects around the world: a tech company in Asia, a sustainable apartment complex in Central Europe, a healthcare facility in Northern Europe, prefabricated electrical power substations (E-Houses), a retail center in the Nordics, and more. Customers involved in these projects benefitted from GBS's product know-how and expertise in various fields and verticals, standardization practices, experience with and understanding of various global markets, and cost-effective engineering.

Still, as practiced as GBS is with digital twins, it's clear their possible applications are nearly endless.

"Digital twins represent something we always talk about, combining OT and IT – operating technology and information technology," Teeper said. "It's a unique selling point that Siemens offers to the market. We'll see adoption of them increase in the future, and they'll develop to incorporate process intelligence, integrate with virtual reality and augmented reality, strengthen awareness in security, support sustainability achievements, and be empowered by artificial intelligence."

It seems the huge successes the GBS engineering team has enabled with digital twins so far are just a hint of what's to come.

If you need support for handling your customers' digital twins, scan the QR-code and get in touch with our experts. ■

**Get in touch  
with GBS!**





# Lower costs, higher efficiency, and happy users. That's how P2P should be.

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Text Carla Mather

**NextGenP2P is the end-to-end solution developed by Siemens GBS for order and invoice processing. One of the first users is the team of Nicole Schuler, Group Vice President Integrated Business Services at filtration manufacturer MANN+HUMMEL. Together with Robert Kraus, Head of GBS Purchase-to-Pay (P2P), she highlights the benefits to be gained with the automation platform in regular commercial use.**

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**Our expert**  
**Matthias**  
**Burkhart,**  
Head of  
Purchase-to-Pay  
Global Process  
Ownership



***“NextGenP2P also gives us greater transparency over the whole life cycle of the invoices that come to us for processing.”***

Nicole Schuler,  
MANN+HUMMEL

**Mr. Kraus, Ms. Schuler, what can customers expect from the NextGenP2P automation platform?**

**Kraus** What we want to do is tap and exploit the potential for process automation and efficiency gains that exists in accounts payable. We want to replace the usual complex and time-consuming order processing systems and processes that typically involve multiple different platforms with one harmonized standard end-to-end process. Why? To boost efficiency, cut costs, and make the whole P2P process more user-friendly. Unlike the standard solutions, our platform can also be readily integrated into existing IT architectures, which is great for data harmonization.

**Schuler** NextGenP2P is helping MANN+HUMMEL to continuously improve processes – in terms of automation, efficiency, speed, and quality. And it is doing so without the need for any fundamental changes to our existing purchasing processes or the tools we use. NextGenP2P also gives us greater transparency over the whole life cycle of the invoices that come to us for processing. The biggest advantages for us are:

- eliminating waiting time,
- better usability,
- a significant reduction in workflow for colleagues in operating business, and

- a higher level of automation. The process was about 30% automated immediately after implementation, and this figure has risen again since.

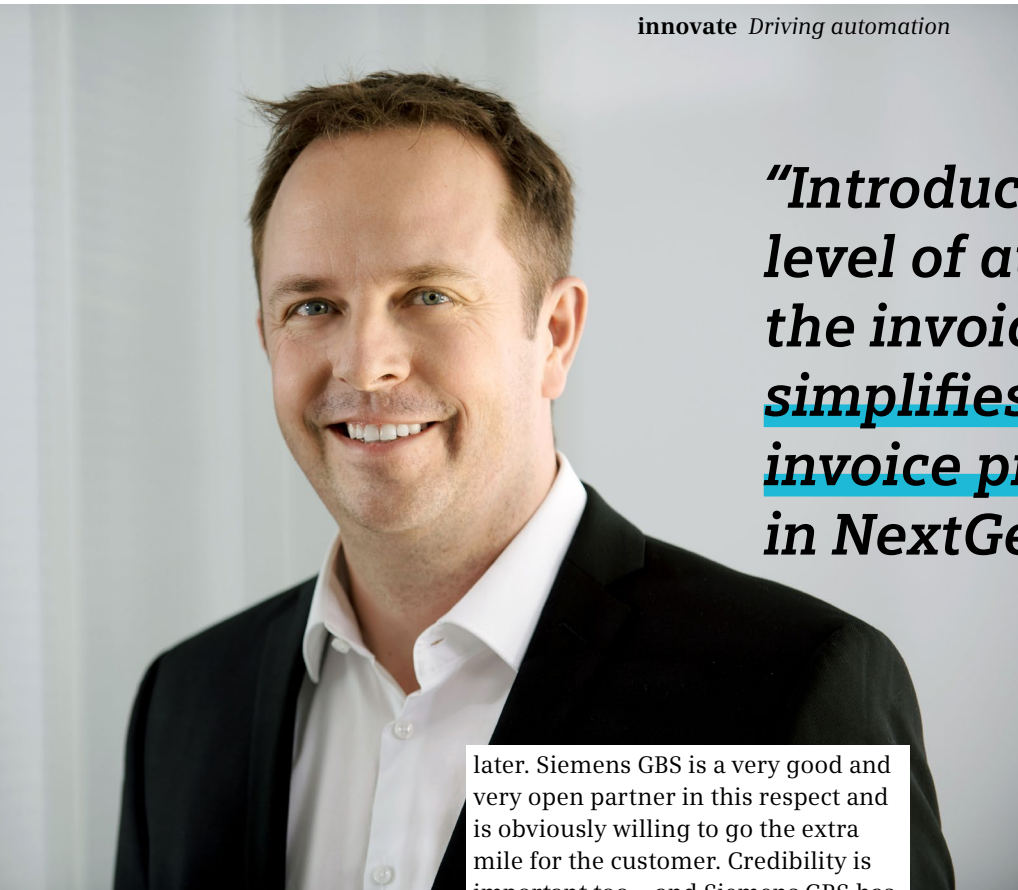
**How were Siemens GBS and MANN+HUMMEL able to implement customer-specific requirements for NextGenP2P?**

**Kraus** We use an innovative PEGA business process management technology that enables us to shape and manage processes with great flexibility and efficiency. This is particularly useful in the context of specific customer requirements, such as requirements relating to the type of business concerned, but also makes it easier for us to address country-specific requirements.

**Schuler** No two companies, no two business models are ever quite the same; each solves the problems it faces in its own way. It just isn't possible to cover all these different requirements with a monolithic standard solution. Clear communication, complete transparency, and an eye for the details are essential if the project is to be a success. Every extra minute invested up front at the start of the collaboration helps to reduce costs







***“Introducing a high level of automation at the invoice receipt stage simplifies the subsequent invoice processing stage in NextGenP2P.”***

**Robert Kraus,**  
Siemens GBS

later. Siemens GBS is a very good and very open partner in this respect and is obviously willing to go the extra mile for the customer. Credibility is important too – and Siemens GBS has been through this implementation process itself, so the knowledge it is sharing with us is born of its own first-hand experience. This really makes a difference when it comes to advice and technical discussions.

**What new capabilities can we expect from NextGenP2P in the future?**

**Kraus** One thing we want to do at the technical level is drill down deeper into the analysis of process data and parameters. The aim here, as ever, is improved automation. Putting artificial intelligence (AI) components to work for predictive and prescriptive process management is another priority, and we would also like to be location-independent and open up even greater flexibility with language independence. We are making use of AI here too and look forward to discovering what it can do for us.

**Schuler** We look at NextGenP2P as a strategic platform. It will help us to reduce our costs per invoice continuously, and it also brings new versatility and agility to MANN+HUMMEL's payment processes. Being a readily scalable platform, it will also enable us to make our processes more flexible in the future as the need arises. We are looking forward to the pending enhancements to NextGenP2P and intend not just to keep an eye on their

development but also to play an active role in their evolution.

**What will the collaboration between MANN+HUMMEL and Siemens GBS look like going forward? Will the Siemens GBS Invoice Inbound Solution also be used? What additional benefits are there to be gained?**

**Schuler** We want to improve the figures further and also enhance user-friendliness. We see this as a continuous process. We have in Siemens GBS a partner that is on our side and that tells it like it is. There is more to our collaboration than just implementing NextGenP2P, too. This big-picture approach and the understanding of our challenges and requirements that goes with it are very valuable for us. We have found, for example, that the expertise we now have access to has also helped us to identify and rectify weaknesses in other processes.

**Kraus** We are pursuing additional benefits through new solutions. The Invoice Inbound Solution, for example, ensures that the entire process, from the receipt of an invoice to its eventual payment, is completely seamless. Introducing a high level of automation at the invoice receipt stage simplifies the subsequent invoice processing stage in NextGenP2P. It's the perfect combination. ■

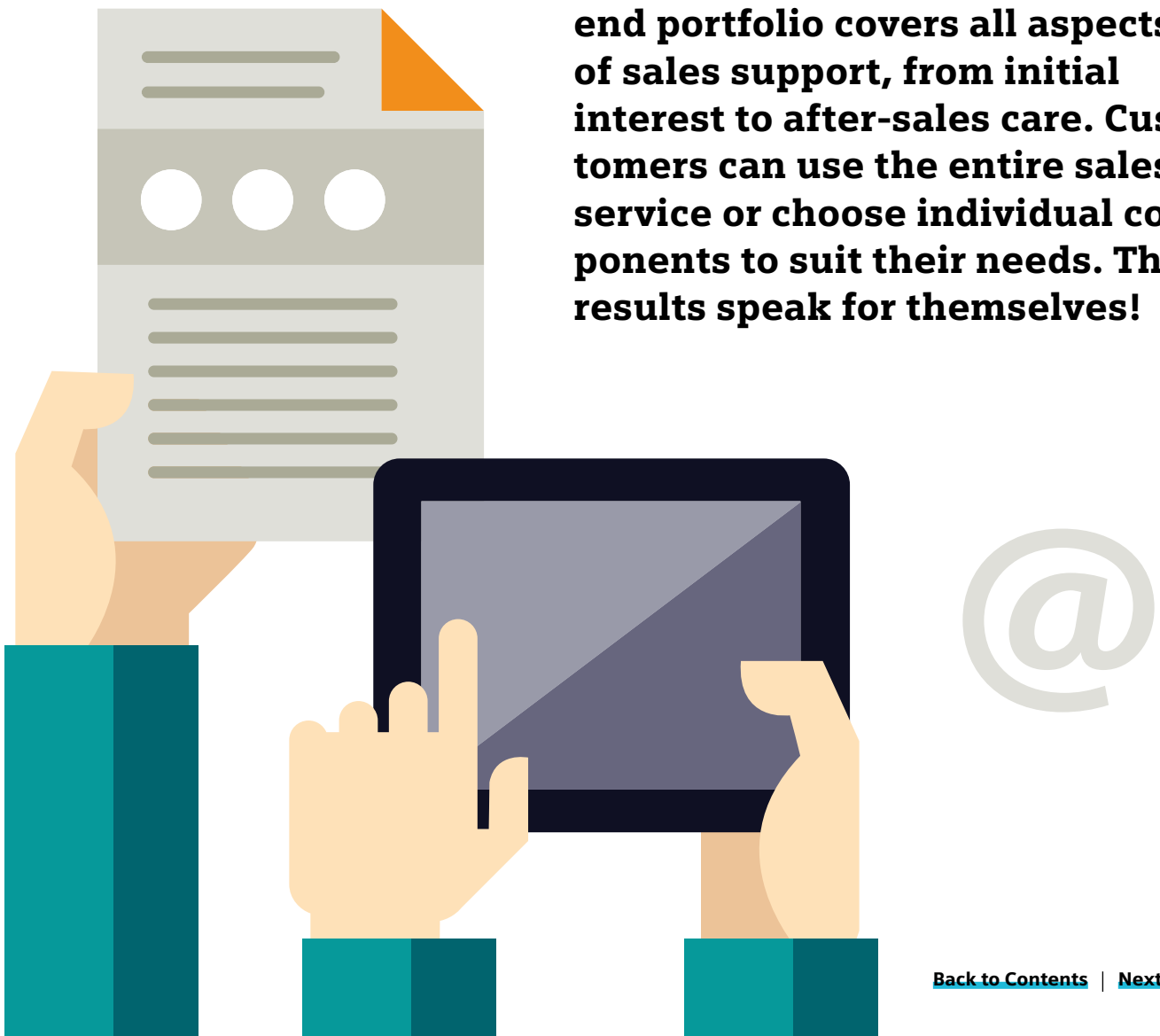


# Maximizing sales potential with a global partner

Text Louise Anderson

**Siemens GBS assists customers along each stage of their sales journey: its extensive end-to-end portfolio covers all aspects of sales support, from initial interest to after-sales care. Customers can use the entire sales service or choose individual components to suit their needs. The results speak for themselves!**

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**Our experts****Christian****Cottone,**

Global Head of  
Opportunity-to-  
Invoice at GBS

**Raghavendra****Mutalik,**

Vice President  
Business Services  
Opportunity-to-Cash  
& After Sales  
Services

**E**ffective sales go beyond simply reaching out to potential customers one by one. But what exactly does it take in today's digital age? The GBS Opportunity-to-Cash (O2C) Sales Services team understands the intricacies of modern sales in the digital era. They collaborate closely with Siemens' Business Units (BUs) to help them attain their growth objectives by streamlining and enhancing their sales operations.

This collaborative approach makes GBS Sales Services a strong partner along every step of the customer's sales journey. A team of experts is available around the clock to cater to the unique needs of each BU, either with comprehensive end-to-end (E2E) support for a specific market segment or individual sales processes like lead generation.

**Enhancing sales approaches**

While the field sales teams of Siemens BUs maintain relationships and close deals with clients, GBS O2C specializes in sales services which encompass a wide range of functions critical to sales success. These services include lead generation, lead qualification, sales development, proposal management, configuration, pricing, quotation (CPQ) services, inside sales,

contract management, customer analytics, and more.

GBS Sales Services experts apply their know-how to optimizing sales processes, from initial customer interest to order management, invoicing, payment processing, and post-sales support. They enhance these processes to boost efficiency, enabling your sales teams to focus on building relationships and closing deals.

**Strong partnership**

GBS O2C boasts its own Business Intelligence team, providing data-driven dashboards, sales forecasting models, and historic data analysis. They enable businesses to make informed, data-driven decisions and assess the effectiveness of sales strategies.

Raghavendra Mutalik, Global Vice President of Business Services Opportunity-to-Cash & After Sales Services, explains: "The GBS team becomes an external arm of existing field sales teams to address new markets, working in tandem with field sales to increase market reach and achieve their business goals. It is a true collaboration."

Partnering with Sales Services is a clear advantage from a customer's perspective. The team brings a wealth of experience across all sales functions, offering the expertise of skilled sales professionals with a deep understanding of market dynamics.

**Driving efficiency and scalability**

GBS O2C Sales Services offer global scalability, facilitating BU expansion into existing and new markets. Their flexible services enable businesses to scale sales capacity up or down in response to market demands.



What's more, GBS experts create cost efficiencies, allowing businesses to focus on their core competencies. They cater to different time zones world-wide, with 24-7 sales support.

Mutalik states: "GBS O2C has a proven track record of efficiently handling sales and after-sales services and passing on value to our customers. Our dedicated professionals take pride in delivering value and innovation."

#### **Innovative solutions**

Christian Cottone, Global Head of Opportunity-to-Invoice at GBS, states: "Our early-stage Sales Services include lead management support, offer and quotation management, sales desk services, and inside sales. Inside sales involves remote interactions with end-buyers via telephone, email, video conferencing, and social media channels to qualify leads, initiate client contact, pitch sales, and close deals."

Their innovative approach extends to dedicated inside sales hubs in Portugal and India, reaching out to under-served clients and new prospects. These hubs complement BU sales efforts and focus on small to medium-sized companies that traditional field sales may not typically reach.

In India, GBS O2C collaborates with Siemens Financial Services (SFS) to provide inside sales services, resulting in substantial new orders and additional sales for SFS. The experts communicate in local languages, ensuring effective communication with potential buyers.

GBS O2C introduces a "lead qualification" solution developed in collaboration with Smart Infrastructure (SI) teams. This tele-qualification system efficiently identifies high-quality leads, ensuring prompt contact and handoff to the most suitable sales professionals. Besides lead qualification, O2C provided E2E sales back-office services to SI Regional Solutions and Services Americas (SI RAM).

**"As a global partner, we can manage the entire Opportunity-to-Cash portfolio, ensuring a consistent and positive experience."**

**Raghavendra Mutalik**, Vice President  
Business Services  
Opportunity-to-Cash &  
After Sales Services

They've also forged successful partnerships with Siemens Healthineers (SHS) and Digital Industries (DI), delivering exceptional support through passionate people. This collaboration includes new contract offers, quotations, bookings, warranty management, and extended warranty contracts, resulting in substantial growth.

#### **Seamless customer experience**

GBS O2C Sales Services are designed to provide ongoing value. They adapt to customers' evolving needs, offering sales, technical, and commercial expertise and a commitment to long-term collaboration.

Mutalik said: "As a global partner, we can manage the entire Opportunity-to-Cash portfolio, ensuring a consistent and positive experience from the initial interaction to after-sales support. We truly provide a holistic customer experience with our global dedicated expert teams."

Ultimately, the business benefits from streamlined processes, improved communication, enhanced efficiency, centralized data management, and a seamless customer experience by consolidating all Sales Services into a global partner. ■

**Get in touch  
with GBS!**





# Material compliance made easy

Text Louise Anderson

**Sustainability, due diligence, and compliance with regulations now have a massive impact on Siemens supply chains. The Siemens GBS material compliance team ensures that direct and indirect materials are declared in line with legal requirements while minimizing operational risks.**

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**H**undreds of materials feature on lists of substances that are restricted under official international regulations. Failure to comply with these regularly updated rules could create import and export problems as well as legal and financial issues.

This is why Siemens business units are increasingly calling on the expertise of Siemens GBS to navigate their suppliers through complex material compliance procedures. A dedicated GBS expert team ensures Siemens meets their legal requirements to declare all restricted substances that pass through their supply chains. This expanding service is part of a comprehensive GBS portfolio centered around sustainability.

Michaela Iturrizaga Zegarra, Head of Sourcing & Contract Services at GBS Purchase-to-Pay (P2P), said: "Material compliance is our expert team's sole focus. Their mission is to guide our customers through the declaration process with its complex and fast-changing rules and requirements globally."

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#### **Our expert**

**Michaela**

**Iturrizaga Zegarra,**

*Head of Sourcing & Contract Services at GBS Purchase-to-Pay*

So why outsource material compliance to Siemens GBS? According to Iturrizaga Zegarra, the GBS team of over 40 experts has the know-how and experience to help Siemens business units and their suppliers through the demanding and often urgent process.

#### **Close collaboration**

Siemens Healthineers was the material compliance team's first major customer and now has a long-term partnership with GBS P2P. Most recently, Siemens Healthineers launched a project in 2022 to keep its portfolio of over 110,000 materials up to date with legal compliance.

The GBS team worked with the healthcare solutions and services company to set a compliance target for at least 85 percent of the requested materials by February 2023. To meet the tight deadlines of the project, the team divided it into two waves to address prioritized suppliers first.

Marco Weidner, Product-Related Environmental Protection Coordinator at Siemens Healthineers, was "very

satisfied” with the team’s availability and reliability in what he described as a “close, familiar collaboration”. The Siemens Healthineers compliance process is ongoing; materials are regularly re-assessed and re-registered in light of changing regulations.

### Essential process

“Our experts can guide global suppliers, including from China, India, Europe, and the US, right through the compliance process. We ensure they register correctly and provide the necessary certification to declare relevant materials and substances. Delivery of this information is crucial,” summarizes Iturrizaga Zegarra.

Each supplier declaration takes on average two months to complete, rising to six months for more intricate cases. In the last financial year alone, the GBS team actively contacted more than 5,500 suppliers around the world.

Not all customers have the in-house capacity to chase each supplier for information. The GBS team takes this task off their hands by contacting suppliers via different digital tools as necessary.

### Communication is key

After reaching out to suppliers to collect the necessary certification, the GBS experts enter relevant materials into the Siemens-preferred centralized BOMcheck platform.

The team proactively informs suppliers of any certificates requiring updates. It also updates material information in clients’ systems in light of changes to international regulations such as Europe’s REACH (Registration, Evaluation, Authorization and Restriction of Chemicals) and RoHS (Restriction of Hazardous Substances in Electrical and Electronic Equipment) rules.

Some suppliers may lack a standard material compliance declaration process or be hesitant to get started. Others are not yet registered with BOMcheck. Iturrizaga Zegarra points out: “The compliance team has a deep understanding of this topic. They use excellent communication skills to talk

to reluctant suppliers and guide them through the process. Communication is key.”

Additionally, Stefan Becker, Head of P2P Customer Relationship Management, states: “The services offered by GBS P2P transform business requirements into a fine-tuned process flow that brings in compliance and delivers countable results. Our experts co-create the services together with our customers to ensure the tailor-made process ticks all the boxes. Innovative solutions, expertise, and know-how allow GBS P2P to actively work on expanding its service portfolio and increasing customer value.”

### Ambitious goals

The Siemens Digital Industries unit Quality Management Environment, Health and Safety also launched a project with Siemens GBS in 2022. The team and customer want to guide 5,200 suppliers through the declaration process by mid-2024. To meet that goal, the GBS team managed suppliers around the world – including 80 percent of suppliers during the first 12 months of the project. Work is ongoing to achieve all necessary declarations by the customer’s deadline.

The GBS material compliance team members have a range of backgrounds ranging from technical engineering to procurement and sustainability. Extending the team’s services to more customers is part of Siemens GBS P2P’s ongoing journey to expand its service portfolio, meet sustainability goals, and support customers’ businesses.

Looking to the future, Iturrizaga Zegarra said the material compliance service would continue to grow, adding: “We want to expand our footprint to internal customers who we haven’t yet served. Our global delivery network means we can adapt our support to different languages, legal requirements, and time zones.” ■

>5.550

actively contacted suppliers for the last financial year

>70%

BOMcheck usage rate of processed suppliers

>20.000

declarations performed and monitored

40

material compliance experts

23

5+

languages supported

Get in touch with GBS!







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# GBS Communication Services:

## Presenting Siemens in the best light



Text Cathrin Schaer

**Ever been to an event that was so memorable it became the talk of the town? The award-winning Siemens GBS Communication Services knows all about that, and they're bringing that knowledge to bear on everything from customer events to annual shareholder meetings or international trade fairs.**

**A**s one of the world's largest multinational companies, Siemens is often in the news. But some eye-catching headlines about the company appeared in media around the Hannover Messe, a major trade fair show focused on industrial innovation, in the spring of last year.

"Boss in a box!" one of Germany's largest national newspapers proclaimed excitedly after Germany's Chancellor Olaf Scholz visited the Siemens stand in Hannover.

"The Chancellor is a hologram!" another industry magazine enthused.

What was all the fuss about? When the high-profile political delegation, led by Chancellor Scholz and Indonesian President Joko Widodo and accompanied by many journalists, stopped at the Siemens stand in Hannover, they marveled at a hologram. As part of Siemens' Industrial Metaverse presentation, a Siemens employee from Indonesia beamed in as a digital twin, showcasing some of Siemens' latest innovations in sustainable battery production. Chancellor Scholz was so impressed that he spontaneously agreed to speak to the audience as a digital twin in the form of a lifelike hologram too.

Turning Germany's most senior politician into a hologram made headlines, caused a buzz throughout the

trade fair and beyond, and supported Siemens' reputation as a technology leader who combines the real and the digital worlds like no other company. The Siemens booth was later recognized with the 2023 prize for "Best Innovation and Discovery" at the ICE Awards Germany, an annual awards ceremony for professional event planners.

### **Creating value for Siemens**

But of course, it's not just about making a splash in the media and winning prizes. It's about creating value for Siemens and its business units, for example, by attracting target groups through innovative live communications, conveying messages in a captivating way, thereby fascinating and convincing audiences, and in the end generating leads and supporting sales activities. Fully occupied trade fair stands and feedback from all relevant parties, including top management and sales organizations, prove that this is regularly achieved thanks to the behind-the-scenes work of the GBS Communication Services team and its innovative ecosystem of internal and external partners. The team serves various departments across Siemens globally, consulting and organizing everything around live communication. This can range from the editorial conception of an intranet website to virtual appearances in the Metaverse to headline-making events like the Hannover Messe, the Annual Shareholders' Meeting, or the Siemens Business Conference, to name just a few examples.

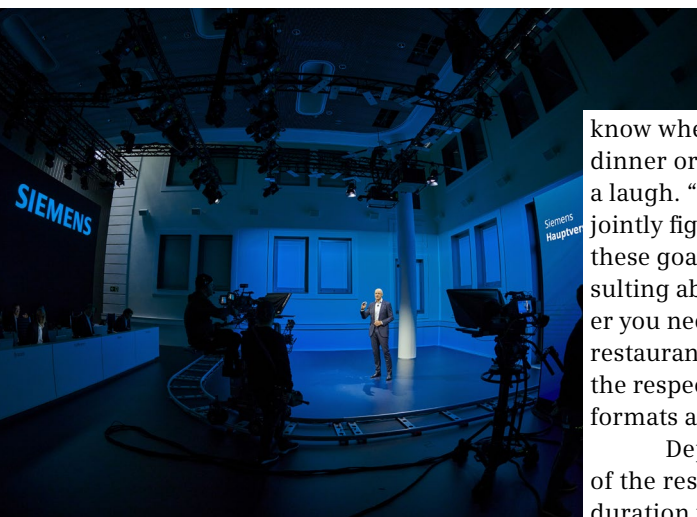
### **Close eye on timelines and budgets**

As one might imagine, it's a big job organizing these kinds of projects at Siemens. "It's a bit like juggling a lot of balls," said Robert Sarcevic, who is leading one of the teams in GBS Communication Services and heading the event experience execution module for the Hannover Messe. "Like a juggler, we have to keep an eye on various elements and requirements, timelines, budgets, and different ideas and wishes. But you can never drop those balls." Every project that the team works on begins with consultations. "The way we work is that we first ask what it is the client wants to achieve," Sarcevic explains. "So firstly, they need to →

photo credit: Attila Henning

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**Our expert**  
**Robert Sarcevic,**  
Team Leader in GBS  
Communication  
Services



**Above: a busy day at the 4,100 m<sup>2</sup> Siemens booth at the 2023 Smart Production Solutions fair in Nuremberg.**

**Below: Roland Busch, President and CEO of Siemens AG, on the stage at the virtual 2024 Annual Shareholders' Meeting.**

know whether they want to go out for dinner or get married,” he says with a laugh. “Once they know that, we jointly figure out how best to achieve these goals. That means not only consulting about the logistics – whether you need a wedding chapel or a restaurant – but rather how to inspire the respective target groups, in which formats and via what channels.”

Depending on the complexity of the respective events, project duration varies. Planning for an event like the Hannover Messe starts around six months before the show. For a project like that, a comprehensive project team is set up, covering various work streams, including the project management office, booth design, technical planning, layouts and production, management of side events and delegations, organizing the stage program, video productions and streaming, and much more. Obviously, smaller projects require less time and staffing.

Depending on the customer's requirements, the Communication Services team creates individual road maps with the most appropriate services involved to meet defined objectives. The award-winning team consists of experts in project and event management, design and architecture, digital platforms and virtual solutions, editorials and communications, sustainability and EHS (environment, health, and safety), exhibits and technical planning, video production

and streaming. The department even operates its own video studios at several locations.

It's not always smooth sailing to meet all expectations at the same time, when deadlines are tight and budgets are limited. Therefore, part of the team's DNA is to react flexibly, quickly, and efficiently. All at the same time.

### ***Striving for sustainability***

In a complex fair project with many departments involved, part of the job of the Communication Services team is to facilitate and moderate different interests. If you're in the product department, you of course want to sell your product. If you're in communications, you want to sell your message. If you're in the solutions business, you want people to know about your solution. However, ultimately, most important for #Siemens is the joint success of the project.

Another ongoing challenge is to comply with the latest EHS requirements. Trying to make every event as environmentally friendly as possible, sustainability plays an important role. For example, the team puts great effort into finding innovative ways to reduce waste and CO<sub>2</sub> emissions. Wherever possible, venues are specifically selected for their environmental footprint. Catering companies are requested to use locally sourced seasonal ingredients and a careful eye is kept on avoiding single-use plastics and food waste and so on.

However, for the Communication Services team, following the EHS regulations means considering not only the environmental aspects but also the social ones. “At the end of the day, it's important that everybody gets home safe and healthy. I'm proud that our occupational safety measures are seen as a benchmark in the industry,” says Wolfram Kohler, the EHS expert in the Communication Services team.

Last but not least, the economic and efficient use of resources also plays an important role in their EHS framework. For example, the GBS Communication Services team designs its own standardized furniture for use at its events. This is made from light materials, easily disassembled, and stored with a small footprint. So that's not only



about reusing the furniture. It also means less storage space, less energy for running that storage space, and lower transport costs. It is the sum of measures taken that creates a big impact.

Once a suitable plan is in place, different subsets of GBS Communication Services set to work on implementing the overall booth concept with its details, such as high-light showcases, technical planning of exhibits, graphics video pre-productions, and many organizational topics. The different teams come together according to the defined project plan, update one another on how things are going, and align on further action.

### ***Impressions that last longer than the event itself***

Michael Vogt, the Technical Project Manager of the Siemens booth at the Hannover Messe, knows that a project of this scale can only be done if everybody works hand in hand. "In peak times during construction, there are more than 150 people from over 15 companies working on the booth at the same time. Keeping an overview of everything that happens can be challenging at times, but with a great network of experienced and reliable suppliers, you will find a solution to every problem. In the end, an event like the Hannover Messe only works because of the great team in the background." This holds true for all events organized by the CMS team, whether smaller or larger. A joint successful performance is only guaranteed through close teamwork and collaboration of all work streams.

For the GBS Communication Services team, the purpose of any event is not just the event itself. "The event should have an impact on the people who attend," Sarcevic argues. "If people feel just the same way after a Siemens event as they did before, then we haven't done our job properly." For him, who's been working in the field of live communications for many years, there's always one very important indicator of success, besides reaching all defined KPIs. This is the most lasting impression that people take away with them after an event. He tells the story of an employee event on the Siemens' Erlangen campus last year. "I really liked

the feedback from the child of one of our colleagues," he says with a smile. "After the event, this child told his parents, 'Before this, I wanted to be a YouTube star, but now I think I'd like to work for Siemens'."

Which brings us back to last year's award-winning hologram at the Hannover Messe – that clearly opened some people's eyes to the company's digital prowess. How will the Communication Services team top that this year? Another hologram, perhaps?

Sarcevic will only say that there'll be a combination of the real and virtual worlds involved. But he won't give away any more secrets. As he says, in this job, copy and paste is not possible. Therefore, the team is always scouting for trends to stay up to date with the latest developments in the market and to always be the first with a new idea – just as people expect from an innovative technology company. "We want people to perceive Siemens as a leading tech company. So, we need to constantly re-invent ourselves to ensure our events stay relevant and essential. This is part of why we enjoy the job so much – there's always a new challenge, a new way of doing things. For each new project, we need experience, but at the same time, we need to be prepared to take some risks. And we need to believe in what we do, just as our customers trust in us." ■



**Above: Chancellor Olaf Scholz during his visit at the Siemens booth for the Hannover Messe 2023.**

**Below: thousands of employees and visitors enjoyed the atmosphere and attractions at the Siemens Campus Festival in Erlangen.**

**Get in touch with GBS!**





# Hacking for Siemens

Text Carla Mather

**After a successful opening hackathon at the Siemens headquarters in Munich, the wait for a second one did not take long. The global event in Prague included an even larger audience and exciting use cases with a common goal: solving real-life business problems across Siemens with ecosystems and co-creation.**

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Welcome  
Hackathon



**T**he air of building E at the Siemens Global Business Services (GBS) offices in Prague is filled with anticipation. A marketplace of ideas with an energetic atmosphere setting the stage for breakthroughs and collaboration. It's the beginning of the Hackathon; the start of a collective journey, on which participants from a variety of Siemens business units and locations come together to co-create innovative IT solutions with the common goal to reduce manual processes and rework, enhance processes and quality, and automate and visualize data sets in a user-friendly way.

"Co-creating and collaborating – this is exactly what we should be doing more of," said Judith Wiese, Chief People and Sustainability Officer of Siemens AG. "It's inspiring to see so many talented people from various entities pooling their strengths at the Siemens Hackathon to solve challenging everyday business problems."

With the idea of cross-collaboration and problem-solving within the hackathon, Carmen-Maria Patu from GBS Project and Transformation Services (PS) and her team called for suitable use cases.

**The goal:** Implementing the first steps of the solution within only two days.

**The execution:** using the opportunities of data management with real-life business use cases.

**The people involved:** teams from across Siemens working on data-specific problem-solving, GBS PS experts, and technology partners (e.g. Microsoft, Alteryx, KNIME).

### **Collaboration as a basis of success**

By working with the technology partners, experts for suitable tools were on-site and could directly participate in solution finding and implementation – not only expanding the possibilities within the tools but paving the way for strong ecosystem collaboration in the future. Anja Eberhart from Microsoft said: "The hackathon was exceptionally well organized, with a particularly impressive agenda and setting. The open platform sessions at the beginning were a fantastic opportunity to learn about other projects and gain insights from them. Throughout the hackathon, participants could post questions, engage in discussions, and collaboratively find solutions. It was an incredible chance to connect with colleagues, collaborate, and learn from one another. Overall, it was a wonderful experience to be part of."

When individuals from different entities and locations come together, they bring a diverse range of perspectives, knowledge, and expertise. Thus, knowledge sharing and creative processes develop – leading to effective solutions for real business cases. In this manner, the hackathons acted as the ideal breeding ground for problem-solving.

Here are three examples from the infrastructure, mobility, and industry sector to showcase how teams across Siemens have benefitted from the hackathon ecosystem.

### **Example 1: Overcoming Excel nuisance with a Power BI-enabled project list dashboard**

The Siemens Mobility (SMO) Rail Infrastructure Mainland Department faced issues with their controlling project list. A large Excel file to store all the data resulted in poor performance and a frustrating user experience. Despite having a lot of data, it was practically →

photo credit: Siemens AG

**Our expert**  
**Carmen-Maria Patu,**  
GBS Project and transformation services



unusable. The goal: finding a solution that allows easy data usage available to all users while visualizing crucial Key Performance Indicators (KPIs). To address this issue, the team decided to use Power BI, a powerful data visualization and business intelligence tool. With Power BI, they were able to extract the data from the Excel file and create a user-friendly and efficient project list dashboard. During the hackathon, the team successfully created a first draft of this, allowing them to gain valuable insights. And it sparked their growth journey: following the hackathon, trainings were organized to further familiarize the team with Power BI and its capabilities.

Overall, the Project List Dashboard has significantly improved data usage and accessibility within the department. The visualization of KPIs has provided valuable insights, enabling better decision-making and enhancing overall performance. Through ongoing collaboration and co-creation with GBS, the team is committed to continuously improving the dashboard and maximizing its value for the department.

Catalina Heieck from SMO Rail Infrastructure Mainland Department said: “The hackathon was a great inspiration for this project, but also for possible future ideas on how to further improve the reporting list and use other tools to connect it. Additionally, we were inspired by all the presentations. Especially helpful for our use case was the one on Power BI. So, I’d like to say a big thank you from us all for the opportunity. It’s been a great experience, and we can only recommend everybody to apply for the next hackathon and get the benefit of co-creating with GBS and the technology partners.”

### **Example 2: Showcasing the impact of climate mitigating projects with data automation**

The Smart Infrastructure Electrification Automation (SIEA) team works for sustainable solutions in the electrification sector, resulting in so-called climate mitigating projects (CMPs). As part of their sustainability goals, they aim to work toward zero emissions and want to demonstrate how their technology enables clean energy. However, with limit-

ed data sets, it wasn’t easy to determine a figure (in megawatts) that accurately represented the impact of their CMPs. The goal during the hackathon was to find an easy way to show the results of their CMPs to stakeholders, including managers and customers, while also ensuring they could effectively track their own sustainability goals.

During the hackathon the team attempted to automate the calculation of megawatt values. Thereby, they used Alteryx, a data preparation and analytics platform. However, due to the labor-intensive nature of manual identification work, only a small number of cases could be used during the Hackathon. Moving forward, the team intends to explore further digital solutions that can provide a comprehensive and accurate assessment of the megawatt values associated with their CMPs.

Lauren Hutchinson from the Smart Infrastructure Electrification Automation team said: “I think we learned



**Carmen-Maria Patu and her team from GBS Project and Transformation Services initiated the hackathon to combine the power of data management with real life business use cases.**



**GBS PS offers services across the business landscape to co-create with customers and optimize their processes with expert solutions. Their portfolio reaches from project management and supply change management to smart analytics, process automation as well as design.**







photo credits: Siemens AG

quite a lot at the hackathon in general, and there were a lot of good networking opportunities. You could really dive into new tools like Alteryx, Snowflake, and Power BI and have experts answer detailed questions. We're also grateful to work in a team that emphasized our own use case and being really focused and getting a lot of work done in a short amount of time. We originally estimated that this project would take our team around 24 weeks, and then we managed to get a prototype in two days."

### **Example 3: Streamlining financial processes with Power Apps**

At Siemens Digital Industries Software Finance (DI SW FIN), the team recognized the need to streamline and simplify crucial financial processes that carry a high-risk potential. The absence of an effective task management tool amplified the risk of oversights, potentially leading to consequences like

delayed payroll processing or hindrance in data updates. The goal: a robust task management solution that saves time and enhances operational efficiency – providing control, accountability, and risk mitigation.

During the hackathon, Power Apps was chosen for this task due to its ability to quickly create a user interface and interact with data. Additionally, Power Automate was utilized for automating the creation of tasks, sending reminders, and managing data changes and emails.

By implementing the solution, all tasks can be managed in one place. Setting up automated reminders prevents important tasks being overlooked. By eliminating the need to manually check each task's completion, the team would save more than 9 hours every month. The implementation of Power Apps and Power Automate during the hackathon streamlines financial processes, mitigates risks, and provides a solid operational foundation for sustained success.

Cristina Ratiu from Digital Industries Software Finance summarized: "For me, this was the first hackathon I participated in, and therefore I was very curious about the experience. I was impressed by the organization of the event, the warm atmosphere, and all the interesting workshops. So thank you for the team. Working together was great. We met so many colleagues who are very professional and dedicated to customer satisfaction."

### **Another hackathon to come?**

By bringing together individuals from various entities and locations, the hackathons organized by GBS PS create a collaborative and innovative environment where diverse perspectives and expertise can thrive. The co-creation of IT solutions through teamwork and an exchange of ideas has solved real-life business problems for customers in infrastructure, mobility, and industry. The involvement of technology partners has expanded the possibilities and paved the way for future ecosystem collaboration. "With the innovative results and the amazing feedback, we can't wait to have our next hackathon. So, look out for the next call for use cases, and be involved," concludes Patu. ■

**Around 85 participants from different entities and locations came together to collaborate with technology partners such as Microsoft, Alteryx, and KNIME.**



**Get in touch with GBS!**



# Pioneering data-driven innovation frameworks

Text Calvin Major

**Innovation projects are often complex. The GBS DigiLab offers a structured approach to tackle this complexity. With a focus on data-driven methodologies, the team answers key questions about customer needs, innovativeness, value propositions, and more.**

**W**hat do our customers actually need? How innovative is the solution? How valuable is this idea? What should we invest in?

These are just some of the many questions individuals and teams often ask themselves in the process of innovation. Answering them can be a long and difficult process with uncertain outcomes. The best way to find answers and create successful products is by establishing a data-driven innovation framework. And who better to help in this process than people who have successfully innovated themselves?

That is where the team at the GBS DigiLab comes in. "We are enablers, facilitators, mentors, coaches," says Francisco Duarte. He is an Incu-

bation Manager in the GBS DigiLab and, together with Alina Engbert, he is one of nine GBS DigiLab experts with different professional backgrounds – from project and business management to engineering as well as data science and even start-up experience.

## ***Close collaboration in a structured framework***

The GBS DigiLab consults teams and individuals on how to innovate using a structured, fact-based approach. They call it the Innovation Blueprint. And just like any blueprint, it provides a framework that covers the entire innovation funnel, starting from ideation and scouting to stage guide criteria, as well as a range of proven methods and tools to ensure the project stays on track.

A close working partnership and co-creation always come first for the DigiLab's experts. Every project starts with a deep dive into the challenge at hand and, as importantly, the stakeholders' preconceptions about its resolution. As Alina is keen to point out: "In departments working without a structured innovation framework, innovation is often assumption-driven, leaving many crucial questions unanswered and leading to less-than-ideal solutions."

To change this, the DigiLab gets together with customers and users to discuss the details of the issue and requirements for a possible solution. Once the problem statement has been formulated, the project moves into the proof of concept (POC) phase where the experts consult the client on creating and validating a solution. The subse-



photo credit: Erik Isakson

**Our expert**  
**Alina Engbert,**  
Innovation  
Manager  
GBS Digital  
Solutions

**Francisco**  
**Duarte,**  
Incubation  
Manager  
GBS Digital  
Solutions



quent steps take the project all the way to its go to market.

### Building toward a successful pitch

One example of a project supported by the DigiLab is Siemens IT's LANspire. It aims to combine the principles of Zero Trust with software-defined networking to boost both network performance and security in Siemens's LAN services. The DigiLab consulted the project for six weeks to derive a value proposition. Together with the project team, Alina, Francisco, and their colleagues conducted stakeholder interviews to investigate pains, gains, and requirements. They then helped them build the value proposition for the different stakeholders.

The project has since successfully completed a pitch. Afterwards, Jayant Deulgaonkar, Head of Technology and Integration at Siemens IT and responsible for the LANspire project, shared: "Working with the DigiLab has been an excellent experience. We recently presented our value proposition to our customer, and it was very well received."

### A community of innovators

Beyond supporting projects, GBS DigiLab aims to create a network of "intrapreneurs" within Siemens by sharing knowledge and fostering an innovative mindset. Created by Siemens Technology, the Intrapreneurs Boot Camp is an initiative to foster these ideas and generate ideas for new products and businesses. Around 30

people participate in each boot camp, where they learn about innovation and how to refine an idea all the way to a pitch with top management.

Following a successful Intrapreneurs Boot Camp at GBS where they acted as method coaches, the GBS DigiLab was tapped to coach all future Intrapreneurs Boot Camps Siemens-wide. "Their dedication to sharing methods and experience is what makes the DigiLab special," says Christoph Krois, who is one of the creators and manager of the Intrapreneurs Bootcamps at Siemens Technology. "With their very structured approaches, they help us and our intrapreneurs to understand customer pain, gain and success criteria, and create value propositions."

"Innovation is everybody's job," stresses Sofia Vacas De Carvalho, Innovation Manager at GBS Business Development. She and the DigiLab team find keeping in touch with intrapreneurs especially rewarding: "The greatest part is to see how much people fall in love with innovation and how much they want to create new things for our customers – and for our customers' customers!" ■

Get in touch  
with GBS!



**DigiLab supports from discovery and ideation to validation, incubation and scaling with dedicated offerings, tool kits, best practices and an expert network.**

#### Ideation

Identify and evaluate input and requirements. Understand **underlying challenges**, stakeholder, and first ideas.

#### Proof of Concept

**Customer and user centric discovery**, formulate and test hypothesis and understand main risks. Prove **value adding potential** by concepting solution, co-creating with first customer and pivoting.

#### MVP

Prove **demand** and **value realization** with customer interest, defined business case and model.

Validate **desirability** and **viability** of use cases as well as its scaling potential.

#### Scale

Prove **readiness for integration** in business operations.

Go-to-market, validation of functionalities with different users.

#### Pilot

Prove **readiness to scale** technology and business model and realize business case.

Incubate solutions under real market conditions, develop go-to-market strategies and prepare for scaling.



***“We believe that success is not achieved in isolation. In today’s world, businesses are relying on partnerships and collaborative ecosystems.”***

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

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## **GLOBAL BUSINESS SERVICES**

**We enable our  
customers to  
accelerate  
their business  
transformation**

**Siemens Global Business Services (GBS)** enables Siemens AG units worldwide and external customers to accelerate their business transformation into a sustainable and digital future. Its portfolio comprises services driven by expertise and the latest technology – with a strong focus on innovation and digitalization in areas like business administration, human resources, supply chain management, sales, marketing, and engineering. Siemens GBS provides business services for Siemens AG, Siemens Energy AG, and Siemens Healthineers AG and serves its clients globally out of four major hubs and one service unit. Siemens GBS headquarters are based in Munich, Germany.

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