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The transformation magazine of Siemens Global Business Services

SIEMENS

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Defining our future with sustainable business

photo credit: Stefan Köppel

Dear Valued Customers,

Sustainability is one of the most pressing issues of our time, being both a challenge and an opportunity. Therefore, when it comes to sustainability, actions are better than words! Our customers do take action: with a portfolio that spans crucial areas of the global economy from infrastructure to industry, energy technology, healthcare, and finance, they take impactful actions each year to achieve sustainability goals and accelerate a sustainable future for everyone.

For such an endeavor, it is crucial to have the right partner who supports you along your comprehensive sustainability road map. As a business service provider, we at Siemens Global Business Services are proud to be this partner for you. Whether it is the environmental, social, or governance aspect of sustainability that you want to drive forward, we enable you to accelerate your business transformation toward a digital and more sustainable future. How? With domain expertise, technology, and people power, we create solutions and services that boost transparency and efficiency for more sustainability.

Transparency is key for sustainability-related business decisions and reporting. Therefore, our experts get a deep understanding of your goals and then create solutions that reflect your needs. This is highlighted in one of our recent projects with a customer in the UK, which you can read about in this issue. Supply chain transparency is another area where we deploy our know-how for assessing the carbon footprint of your suppliers.

With your sustainable portfolio, you aim to empower economies and societies to achieve net-zero emissions. Bringing excellent sustainable products on the market involves not only research and development on your side but also thorough testing of the products. Delve into a success story to find out how our expertise in IoT testing enables you to deploy the best products. When it comes to bringing your sustainability offering to the market, our Global Business Services experts have an astounding track record of organizing sustainable fairs and events that make a lasting impression.

Regarding employability as part of sustainability, you understand the value of having passionate people with future-proof skills and a growth mindset. So, we dedicated a section of this magazine to show how our experts work hand in hand with the learning ecosystem in your organization. Furthermore, we introduced a new Learning Solution as a Service to help you transform your workforce. Discover some of the impressive results of this initiative.

I hope you will find inspiration while reading about the projects presented in this magazine, which showcase how we supported our customers in driving both sustainable operations as well as sustainable products and services.

We are thrilled to have embarked with you on the transformative path toward a sustainable future. Thank you for entrusting your sustainability aspirations to us.

Yours sincerely,

Eckard Eberle,
CEO Siemens Global Business Services

Harnessing the power of data to drive sustainability

Text Louise Anderson

How to measure sustainability? The lead company of Siemens Great Britain and Ireland (GB&I) adopted a strategy to gain a regional perspective on various sustainability measures. In support of Siemens GB&I, a GBS team collaborated closely to source and establish connections with various datasets, which were then transformed into a visually appealing, user-friendly business intelligence tool. The resulting DEGREE Dashboard is rich with visuals, offering valuable insights to assess and enhance sustainability progress.

photo credit: Getty Images/Xavier Arnau

Our expert Roopa Satish, *Head of Regional Process Office, UK*

Taking a look at the new dashboard created for Siemens GB&I quickly reveals a whole host of vital information: employee diversity, fleet carbon emissions, and sites' energy usage – to name just a few.

With its easy-to-understand combination of colorful charts and graphs, this accessible tool converts complex raw data from multiple sources into a single, easy-to-use visual aid. Judith Wiese, Chief People and Sustainability Officer and Member of the Managing Board of Siemens AG, calls it "a powerful tool to translate data into clear insights that can inform decisions regarding sustainability."

Before the DEGREE Dashboard went live last year, the GBS Opportunity-to-Cash (O2C) team faced a threefold challenge to create the information-packed tool. They were tasked with custom-building a new visual aid based on the customer's key performance indicators (KPIs).

Get in touch with GBS!

The O2C experts firstly needed a deep understanding of the DEGREE framework, which defines clear goals and actions for Siemens' sustainability ambitions. Second, they had to identify and source relevant data that would provide the necessary insights. And last, the team combined their high-level technical and design expertise to transform raw numbers into a user-friendly end product.

Co-creation

The DEGREE Dashboard project began two years ago when Siemens GB&I gave GBS the brief to build a new tool that would track and display ever-changing data related to sustainability.

Roopa Satish, Head of Regional Process Office in the UK, explains: "Our close collaboration and co-creation with the customer has been a highlight. We started with analysis, then ran the whole project on a sprint methodology using the data we had. A small core group then worked to get the dashboard to the level it is at today."

The main aim of the dashboard is to create transparency at DEGREE level by sourcing, tracking, and displaying data. Brainstorming sessions between the GBS team and Siemens GB&I helped to identify the relevant data sources for the customer's KPIs. After that had been achieved, the GBS O2C team in Bangalore, India, with the help of Roopa and the customer, worked to gather data, then "slice and dice" it.

Visualization experts

Muralidhara Subramanya, O2C Head of Analytics based in Bangalore, India, led the team that created the new dashboard. "Each topic in the DEGREE framework relates to different stakeholders in fields as diverse as volunteering, employee recruitment, real estate, and vehicle fleets," he says. "So we needed to interact with the customer to understand which data would be valuable and where it would come from. We then gave guidance on how to visually represent the data, and finally, we transformed it into the dashboard." →

The O2C technical experts set to work building the new dashboard using the powerful Tableau tool to manage the raw data, together with SQL language to create the front-end, which displays insights in a visually appealing way. "Once the data had been pulled together, it needed to be sliced and diced for the dashboard. Then the customer came back to us with suggestions and modifications," Subramanya adds.

Users can now consult the DEGREE Dashboard to access a gold mine of information about many aspects of Siemens GB&I's sustainability progress. For example, the resource efficiency section gives useful insights into recycling and the recovery of waste, as well as the total carbon footprint and resource efficiency of various sites and sectors.

Displaying decarbonization

When it comes to carbon emissions, the dashboard displays emissions both at site level and by fleet. It tracks buildings' energy usage by type: electricity, gas, renewables, and biomass. Plus, it reveals the sites' carbon emissions by fuel type, location, and even month of the year. On the topic of carbon, the dashboard reveals the fleet's emissions both by fuel type and vehicle type, as well as the proportion of the fleet's cars by fuel type: diesel, hybrid, petrol, and electric.

Of course, the DEGREE framework views sustainability in its broadest sense. That is why the dashboard also contains insights about volunteering activities by type, business unit, and division. It also reveals important information about diversity, equity,

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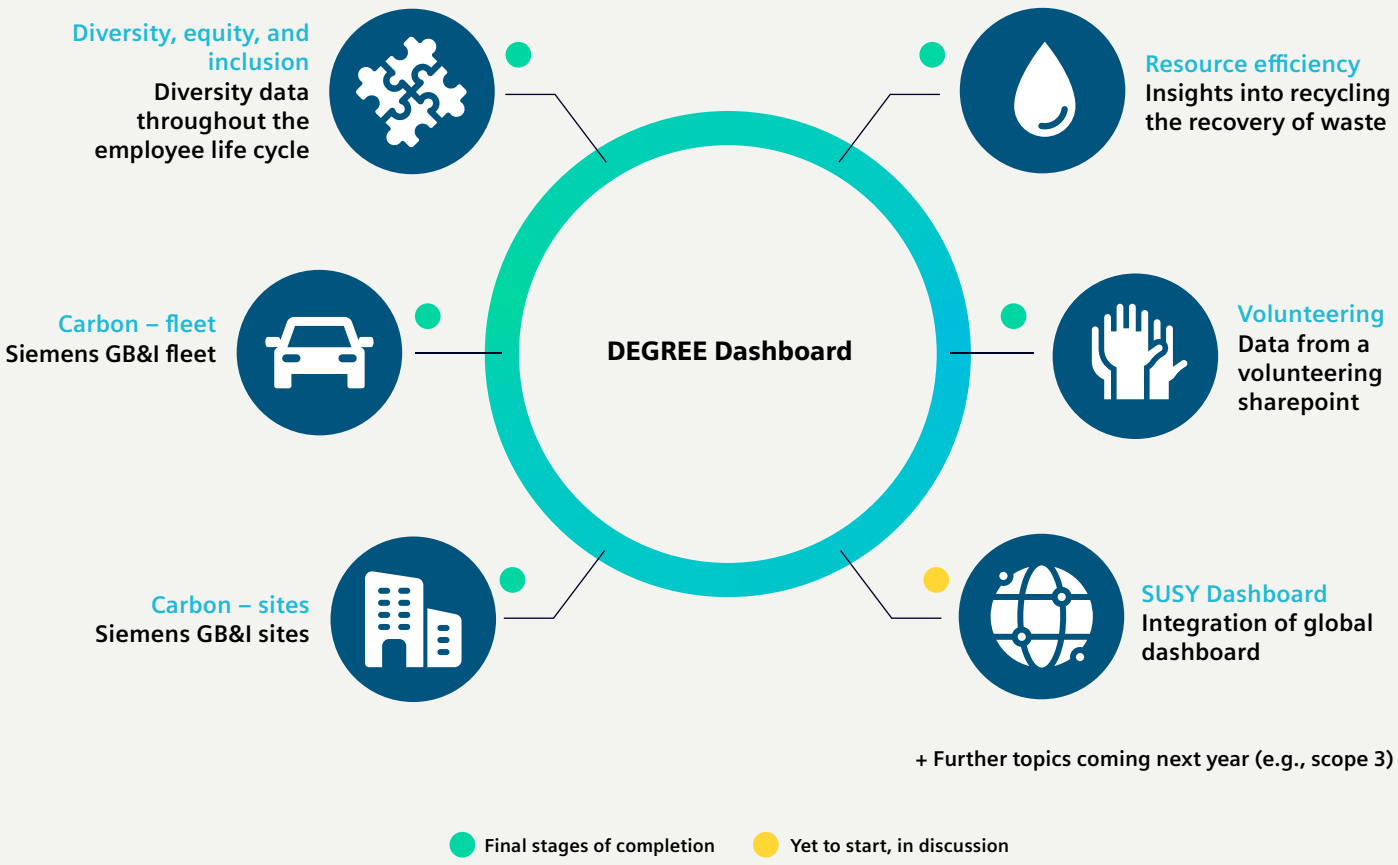
GB&I DEGREE Dashboard – what it includes



and inclusion (DEI) by showing diversity data across the employee life cycle.

For example, it includes information about the employee population by gender, ethnicity, disability, and age group. It tracks the hiring process, interviews, starting, learning, promotions, and leaving. These insights are also broken down by role level, tenure, and job family.

Insights lead to action

Leveraging this data analysis is already helping Siemens GB&I businesses and management to understand their progress toward a greener, more sustainable future. The wider context is that all Siemens sites worldwide are aiming to achieve a net-zero carbon footprint by 2030.

"The transparency and data insights that we have gained since using the dashboard have enabled the management to take action in the most effective way," says Louise Harry, Director of EHS and Sustainability Head for Siemens GB&I. "For example, by harnessing its data insights, we've made positive strides toward fostering diversity, equity, and inclusion within our workforce. Through analysis, we've also been able to pinpoint areas where improvements are needed. The tool has also become an invaluable ally in the matter of CO_2 emissions, where we've observed a 79% CO_2 tonne reduction across our car fleet network since 2019. Hence, we can use this data to verify that we are on a good track."

Satish explains, "The customer is now keenly monitoring the carbon dashboard to follow their progress as a country. Diversity is key for them too; the dashboard's insights help them strategize about how to select and hire certain candidates. It also illustrates KPI trends – for example, in the fleet's shift from diesel to electric. Once the data reveals a trend, the next step is action!"

The DEGREE Dashboard's different modules were designed with the SUSY global dashboard in mind to provide a deep dive into data insights tailored to the customer's needs. And the project is by no means finished. A core group from GBS now holds quarterly review meetings with Siemens GB&I to discuss feedback and necessary amendments. In addition, a dashboard feedback form for users provides a mechanism that will lead to further improvements.

> ***"The transparency and data insights that we have gained since using the dashboard have enabled the management to take action in the most effective way."***
>
> ***Louise Harry,***
> *Director of EHS and Sustainability Head for Siemens GB&I*

Evolving and dynamic

GBS is also partnering with Siemens GB&I to provide ongoing dashboard maintenance. The dynamic nature of the data means new modules can be created if necessary – for example, if a new element is added to the DEGREE framework.

"This is a dynamic tool that will constantly be updated. We are keeping the data and the dashboard relevant for users," Satish explains.

So what is the next step? The DEGREE Dashboard as a regional tool is scalable – and adaptable – for other regions. Furthermore, customers can pick and choose different modules to suit their specific needs. If desired, they can also drill down into data to get more detailed local insights.

In fact, the GBS team is already working with Siemens Mobility to scale the DEGREE Dashboard, Satish says, "This is a highly scalable and replicable solution. We gather data at a granular level so that customers can then aggregate it or select relevant dashboard modules. Our framework can be adapted to any country or business unit."

Charting a new path for organizational learning

photo credit: Adobe Stock/NDABCREATIVITY

Text Calvin Major

Siemens aims to become a learning organization. That is why further increasing the number of digital learning hours per employee per year is one of the DEGREE sustainability ambitions. Learning Solutions as a Service (LSaaS) from GBS contributes to this goal and aspires to help Siemens' workforce get ready for the future.

The world is changing and so is business. In 2020, the World Economic Forum published a report estimating that half of all employees will need to learn new skills by 2025 to keep pace with technological advances. But they do not only need to learn new skills. They also face changes in the way they learn. Thus, Siemens companies' continued growth and success depend on having highly qualified and skilled people. Since March of 2023, the Future of Work (FOW) department at GBS has been offering a new service to support them in upskilling and reskilling their workforce: Learning Solutions as a Service (LSaaS). Through strong collaboration in the Siemens Workforce Transformation ecosystem, LSaaS is able to leverage different established methods and solutions offered by Siemens, like #NextWork, My Learning World, or My Skills.

A substantial amount of digital learning materials available via My Learning World is provided centrally to all business units. Some of them, however, require a more structured approach so their employees can make the most of their learning. This can be achieved via the My Skills platform and is also where the experts from GBS FOW come in. With the My Skills implemen- →

LSaaS offer

The module My Skills Implementation:

Execution
Co-creating solutions to implement skill initiatives in My Skills.

Expert consulting
Help with the design of the skill architecture.

End-to-end view
Holistic approach going beyond technical implementation (e.g. communication with people, impact and progress measurement)

Our expert Petra Sekerkova, *Business Transformation Consultant*

tation module, they help the businesses to structure and implement their roles and skills, curate learning measures, and then roll out the result while monitoring its impact.

Siemens Technology was the pilot customer for this new service. Other customers from Siemens Mobility Rolling Stock, Siemens Smart Infrastructure Electrical Products, and Siemens Smart Infrastructure Electrification and Automation followed soon after. The same services have also been implemented within GBS, where they are used by over 70 percent of the workforce.

Petra Sekerkova, the project owner for LSaaS, explains, "We are still gathering feedback from customers and making small adjustments to our approach." Along with a few other colleagues from FOW, she is the person behind the service. "However, we are working cross-functionally with various other departments inside GBS. So, there are really many more people involved," she adds.

A holistic perspective on learning

When talking about their process, Petra Sekerkova stresses her team's holistic outlook. After the inception of a project, the first step is evaluating the roles and skills identified by the customer. This often means streamlining them as well as structuring them. "Through this process, we create a skill architecture in the My Skills platform that is easy to understand and shows employees the areas to focus on," she says. "We act as consultants here and plan this architecture collaboratively with the client. Afterward, we implement the content into My Skills."

In the application itself, the content is personalized for all employees, so each of them sees different content when they look at My Skills. "It really starts with the transparency on the skills I need to learn, then understanding where I have gaps, and finally easily identifying the right training for myself," says Sekerkova. If needed, LSaaS also curates the required learning materials.

+15 %
of employees say they understand which skills they need to acquire to stay future-relevant.

+8 %
of employees perceive their unit as a learning organization.

+6 %
of employees report that the relevancy of trainings for new jobs has improved.

The idea is based on the need for continuous skills development, which enables employees to have more options and be more flexible and agile when it comes to their professional journey. In a recent study by Deloitte, 90 percent of executives say they are currently experimenting with skill-based approaches across a wide range of workforce practices.

"For me, GBS FOW are the key experts and consultants who understand and are able to convey where competence management and personal development intersect. They deliver much more than just the technical expertise and implementation in My Skills," emphasizes Hanka Spittel, competence manager at Siemens Mobility Rolling Stock. She also values their experience as learning experts. "GBS' support and how they cocreated the solution with us gave us room to develop our competence management and our vision of a learning organization in our own way."

Support with rollout, monitoring, and maintenance

Besides consulting and curating content, the team also offers support on the technical side – for example implementing the skill architecture on the My Skills platform and curating learning measures so that the employees can begin upskilling and reskilling more quickly. "Our challenge involved a lack of automation. We were in search of a solution that could customize and organize our learning requirements for us," says Manfred Adlhoch, the competence team leader from Siemens Smart Infrastructure, whose department has

become a customer for LSaaS. “Now we can navigate the content with the better training needs overview provided. It has shown us how all learning elements, roles, and skills are connected.”

The LSaaS team also focuses a lot on communication, explaining these connections as well as the need for changes in learning. “We explain the benefits of the initiative to the people, guiding them through the tool, which helps gain crucial traction in the workforce,” adds Petra Sekerkova.

When it comes to data-driven tracking of learning success, Siemens businesses currently have multiple options for getting transparency on the learning data provided by existing platforms. LSaaS helps them navigate this data better and identify which data points can be used to measure the progress of the respective learning initiatives. In addition, the LSaaS experts also collect additional data to measure the initiative’s impact. Here, they focus on people’s perception, finding out whether they have better transparency over the skills they need as well as easier access to learning and more relevant trainings.

GBS is a learning organization

Petra Sekerkova is happy to say that feedback on the service has been very positive. “In a recent survey, 74 percent of GBS employees said they can easily find relevant learning materials,” she points out. Even more say they know which skills they need (83 percent) and that they perform better as a result of learning. Sekerkova adds: “What is more, 86 percent of employees perceive GBS as a learning organization. That is what encourages us to roll out our service to external customers too!”

Similar positive trends can be observed with the customers, thanks to the monitoring of KPIs done by the LSaaS team as part of the solution. Six months after the implementation of the service, the percentage of their employees who say they understand which skills they need to acquire to stay future-relevant has already increased by 15. They further report feeling the relevancy of the trainings for new jobs has improved by 6 percent. Perception of the business unit as a learning organization has also increased by 8 percent.

LSaaS is planning to expand its portfolio to cover the different learning needs of Siemens businesses. My Skills implementation is just the first module from the portfolio offered that helps foster a culture of skill-based learning. Most recently, the team is also offering a second module – namely e-learning creation. This will also help Siemens to achieve the sustainability goals formulated in the DEGREE Framework. The last E stands for employability and is linked, among other things, to the goal of increasing the digital learning hours of every employee to 25 hours by 2025. With 23 hours at the end of the financial year 2023, the organization is on the right track. GBS FOW are ready to close the gap of the two missing hours of learning time, but more importantly, they help Siemens to cultivate a learning culture and support the people to become more skilled and resilient.

Get in touch with GBS!

Sustainable events create experiences that last

Text Calvin Major

The sustainability demands placed on events are increasing. They are supposed to be not only entertaining and informative but also fair, environmentally friendly, and barrier-free. Stephen Rose, Head of Communication Services (CMS), and Lydia Kaufmann, Event Manager at CMS, make sure that sustainability is at the core of every communication project. Here is how they do it.

Mr. Rose, Ms. Kaufmann, what drives you to create more sustainable events? Is it you and your team, or is it your customers?

Rose Sustainability is just as important to our customers as it is to us. Our team places a strong emphasis on finding more sustainable solutions, which ultimately affects every single one of our activities. Customers are asking what materials are used in name badges or whether reusable tableware is available. But obviously this is not enough. That is why we at Communication Services try to understand how we can really make a difference. It often starts with an individual question or requirement from the customer, but we have to advise them well in order to achieve sustainability, which we then place in a broader context.

Kaufmann That's right! Our hybrid streaming studio at the Siemens headquarters in Munich is a good example of this. Before we set it up, we converted ever-changing office spaces and conference centers into event locations and pop-up streaming studios. However, constantly setting up and dismantling new stages and technology is not sustainable. That's why we decided to pool our resources and cater to our customers' needs with our own Siemens studio. Our top priority is always the reusability of constructions, stages, and materials. The impressive booking figures and the expansion of further studios in Berlin, Erlangen, and Nuremberg are the best proof of our success. Curious to find out more? Come and visit us!

Live events require participants to travel, a location, catering, and much more. That does not sound particularly sustainable at first. Where do you start?

Kaufmann It is true, the most sustainable event is certainly the one that does not take place at all. But our task is a different one. Our goal is to create an experience that lasts, be it at a trade show or in the form of a live event. We want to wow our audiences and help Siemens businesses grow. So, we are looking at this holistically, in terms of the output and the outcome of each project.

Rose We need transparency to achieve this. We are a technology company that specializes in data-based automation. That's why we should also use data to manage our own issues.

photo credit: Siemens AG

Stephen Rose, Head of Communication Services (CMS), aims to consider carbon footprint as a KPI in every event concept.

Together with Climate Partner, we calculated the total CO_2 footprint of an event for around 500 participants as an example. Travel, logistics, suppliers, catering, materials for the stage, and so on. This assessment enabled us to identify the key levers of such an event. We now have a completely data-driven model that shows which measures influence sustainability and how.

And how is CMS creating more sustainable events?

Rose The client decides on the event's concept and chooses the venue. We act primarily as consultants and contribute our knowledge and experience. Therefore, we have compiled all activities related to sustainability into a checklist that we use during the conception phase of each event. It ranges from transport, waste avoidance, and energy management to catering. At Hannover Messe, for example, we were able to reduce waste by 80 percent because we constructed the Siemens booth from reusable materials. With the help of all the data we collect, the goal is to have investments into reducing an event's carbon footprint as part of the decision tree. Then we can figure out how much money we spend on the event and how much CO_2 we are willing to emit.

Kaufmann We also want to invite every single participant to join us in our sustainability activities. We are planning to develop a new module for our event app, for instance, which will inform participants about the event's carbon footprint in a fun way. It will also provide them with measures on how to reduce it – such as traveling by train, choosing a vegan menu, or taking the stairs instead of the elevator. Moreover, different dimensions of sustainability are explained in small challenges, and participants can collect points for a social project through various activities. Back to your question: for me, one of the main levers is to achieve a mindset change on all levels.

However, sustainability is not just about climate protection. It is also about social aspects. How do you address these?

Kaufmann That is right. We naturally look closely at the suppliers we work with and ensure they provide their employees with good working conditions. We also aim to make an impact through corresponding activities on our event's agenda. We have previously organized beach cleanups and built water filters together with our participants, for example. To show our participants how important this is to us, we are currently investigating whether we can have large events certified according to ISO 20121 in the future. This certification focuses not only on environmental protection and the economic component but also on the social impact. →

Our expert Stephen Rose, *Head of Communication Services*

Lydia Kaufmann is Event Manager at CMS where she creates new event concepts to prove that innovation and sustainability are no contradiction.

Rose Aspects such as inclusion and diversity also play a role in the social sphere. Because obviously we want to enable everyone to participate. And this is not just about building a wheelchair ramp or hiring a sign language interpreter. It could also be a virtual extension of the event for people who cannot travel and goes even down to questions like how we can create an environment that is inclusive for people who do not feel comfortable in crowds or loud spaces. Maybe we need to offer calm and quiet networking areas for them.

Speaking of virtual extensions, this seems to be one of the biggest levers to make events more sustainable.

Kaufmann Of course, if we held all events virtually, we would eliminate all costs and emissions for flights and transportation. But honestly, I think that after 2020 and 2021 people want to meet in person again, and we should enable them to do so. Nevertheless, there are different possibilities. We use the Siemens Meeting Place Optimizer, for example. This is a tool that, based on the location of the participants, finds the venue that requires the least travel for everyone. It also often helps to rethink an event. Innovative concepts and approaches such as several decentralized hubs, which are virtually connected to each other, or using holograms make it possible to bring people together and reduce CO_2 emissions associated with travel.

Rose Events also have another dimension: their impact on participants and the resulting outcomes. For me, an event is something you invest in to create memories, have thought-provoking ideas, or gain a new mindset. And I am deeply convinced that if you attend in person, the experience lasts longer than if you just have a virtual event. If we succeed, the event itself has a sustainable outcome.

With this in mind, what was the last event that stuck in your mind?

Kaufmann For me it was the Sustainability Days in Munich Perlach, which we brought there. It was amazing to see how much ambition this event generated and how people inside Siemens really liked to foster that topic.

Rose As I attend so many events, I would like to mention two. The first one was a business event in Columbus, Ohio, last year, where I got to know people who work on hologram technology and who created the holo-box. When I saw myself as a hologram, I immediately started to think about how we could use this technology for our business. And the second one was the Light & Building fair in Frankfurt this March. Why? Because we launched a new product there: our intelligent electric distribution board for fairs. It is a solution Siemens built to make electrical power supply for trade fair booths more transparent and thus efficient. For me, it was special because this is the first physical product we have created at CMS that could make the entire event industry more sustainable.

Get in touch with GBS!

photo credit: Siemens AG

Engineering a sustainable future

Text Alex Williamson

How GBS Engineering helps customers create a more sustainable today and tomorrow – for example, in building management.

photo credit: YUTTADANA//Adobe Stock

Shortly after Judith Wiese started her current role as Chief People and Sustainability Officer at Siemens AG, she wrote this in a LinkedIn article expressing the company's firm commitment to its DEGREE sustainability framework:

"We believe that we can create the greatest impact by supporting our customers in their transition, helping them to shift their focus to sustainable solutions and turning possible risks into competitive advantage through our technology and innovation."

It would be hard to find better examples of using technology and innovation to generate sustainable solutions than the many projects undertaken by Siemens GBS Engineering. They support their long-term partner Siemens Smart Infrastructure (SI) to help businesses across the world use digitalization and tech to decarbonize while simultaneously increasing their efficiency and circularity.

Efficient experts, global experience

GBS Engineering consists of a global team of experts in various fields of technology engineering, like mechanical, electrical, and civil engineering. If you need something done in this realm, it is almost certain there is a crew at GBS Engineering who has handled a project like yours.

"Our teams are highly specialized in what they do and undergo continuous professional development," says Patrick Teepker, Head of GBS Engineering. "What's more, they have excellent knowledge of Siemens systems and technologies." This combination enables them to work efficiently, in a results-oriented manner, to find solutions that help customers save →

energy and resources and achieve their sustainability goals. Another advantage GBS Engineering offers is its international presence. Their global setup helps to balance workloads and secure timely delivery. With customers in over 30 countries, GBS Engineering is well-versed in complying with a wide range of engineering standards and regulations too.

Supporting sustainability

GBS Engineering's services are a huge boost to projects seeking to decarbonize and use resources more efficiently, both of which are key aspects of Siemens' DEGREE sustainability framework.

First and foremost, design and programming services contribute to this. After all, the way in which technologies, systems, and controls interact makes all the difference in terms of efficiency. It is about optimally connecting, automating, and coordinating interaction. If we take an example from the infrastructure field, it is about creating the logic to intelligently manage field devices, HVAC (heating, ventilation, and air conditioning) systems, lighting and shading, and fire safety systems.

Graphic visualization, on the other hand, increases transparency and informed decision-making, as it helps with monitoring and managing processes. If a particular system is running when it is not needed, or if it is running incorrectly, technicians can quickly recognize this and react accordingly.

This not only helps to increase efficiency but also improves the indoor climate. People spend up to 90 percent of their time indoors. The technology from Siemens SI and the expertise of GBS Engineering therefore also help people to feel more comfortable in buildings.

To further perfect the interaction of building technology, GBS Engineering can also create a digital twin as a precise digital copy of a planned or existing building. Among many other things, it provides real-time digital monitoring and control of key systems like HVAC or lighting. By automating some aspects of these systems and analyzing data for inefficiencies, a twin can quickly reduce a building's carbon footprint.

In turn, in planning, digital twins can help test green ideas in a highly accurate but cost-effective virtual world. "Digital twins enable users to do more with fewer resources and make current and future environmental footprints transparent," says Teepker.

Along with their efforts with digital twins, GBS Engineering is currently working on over 70 cloud-based Building Management Software as a Service (BMSaaS) projects, which help businesses increase efficiency. The cloud technology reduces to some extent the need for hardware on-site. Additionally, GBS Engineering provides support with product and system

Our expert
Patrick Teepker,
Head of
GBS Engineering

testing expertise. For example, it can cover new releases or upgraded versions of different types of products. Upgrades support circularity by extending the operational cycle of the installed base and reducing the need to constantly buy new products.

Real projects with real benefits

One example of GBS Engineering's work and results comes from a data center in the Baltics. Data centers are well-known for eating up a lot of energy, but a primary goal of everyone involved with this one was to create a facility that could thrive while munching the smallest energy portions possible. A GBS Engineering team of five people put in over 2,000 hours to help with that mission.

Their efforts gave the center the ability to see trends in energy consumption that it can use to continuously improve efficiency. They also enabled the center to control and monitor the performance of various systems in a central location with user-friendly tools, which saves time, resources, and headaches.

Another standout project was on a skyscraper in Asia pursuing one of the world's highest green building certifications: LEED, which stands for Leadership in Energy and Environmental Design. GBS Engineering's work optimizing and creating graphics in the tower's building management system (BMS) helped it achieve lower energy consumption, a reduction in electricity usage, water consumption, and air quality consistent with the highest LEED standards.

From here, we could go on to tell about a highly energy-efficient work and research facility made from a former car plant, an enormous warehouse that received state-of-the-art fire detection and suppression systems that can secure people's safety and business continuity, or a building in Scandinavia considered to be one of the most high-tech and efficient in Europe, but the list of impressive projects GBS Engineering's services have made possible is simply too long to cover exhaustively.

But no matter how prolific GBS Engineering is, there is a common thread that runs through all of its work. "Our mission at GBS Engineering is to co-create value together with Siemens businesses," Teepker says. "Value for our customers, for society, and for the environment we live in."

Get in touch with GBS!

photo credit: YUTTADANAI/Adobe Stock

Powering up decarbonization in business operations

photo credit: HL-STUDIOS

Text Flavia Coman

Establishing a fully electrified vehicle fleet and a reliable charging infrastructure are key aspects of an ambitious goal of Siemens: reaching net-zero operations by 2030 with a 90 percent emission reduction compared to 2019 levels. Siemens Global Business Services is supporting by setting up a collaborative program to enable successful fleet electrification at Siemens worldwide – and offers IoT hardware and software testing experience for the charging infrastructure.

Our experts
Shahira Ismail,
Senior Consultant GBS

Bruno Simões,
Team Leader of the GBS Test Center

More than 90 percent of Siemens' business enables customers to achieve a positive sustainability impact. However, Siemens is also focused on its own environmental footprint. Since 2019, it has reduced its greenhouse gas (GHG) footprint from its own operations by 50 percent (without offsetting) and is targeting a 90 percent reduction by 2030. To reach this goal, Siemens is implementing several GHG emission reduction initiatives. One of them is the SieEV100 Program, which targets the Siemens vehicle fleet.

In addition to its own target of net-zero operations by 2030, Siemens' commitment to Climate Group's EV100 initiative made in 2021 is further motivating the SieEV100 Program. In joining EV100, Siemens is committed to transitioning the vehicle fleet below 3.5 tons to be 100 percent electric by 2030, while vehicles between 3.5 and 7.5 t need to be 50 percent electrified. It also entails investing in the installation of the necessary charging infrastructure at Siemens locations in the same time frame. →

Setting it up for success

The sheer number of countries as well as people and organizations involved in the program makes it quite an undertaking. So how to set up such a project for success? How to make sure that the processes run smoothly so that the results become clear in a short time? Shahira Ismail, Senior Consultant at GBS, has an insider view on this. She has been involved as Project Management Officer for the Sustainability department (SUS).

"When you have regional companies in almost 60 countries and six different stakeholder groups involved, you reach around 300 people that need to come to the same understanding of what the program is about", says Ismail. "So, we had to make sure that everyone knew what was happening and what they needed to do." The facilitation and coordination between different stakeholders meant building up a community dedicated to the target of the program. It took community update calls with a broad audience as well as individual calls with country representatives to explain the target, the approach, and the strategy. In a nutshell, the why, what and how of it all had to be clear to efficiently run such a program.

Good data enables good decision-making

There is no way of understanding the mechanisms of a program unless there is good data to work with. Luckily, there is a lot of quantifiable data that can be leveraged. The insights from the data guide future decisions related to the target set and the electrification road map. "We started collecting a lot of data from the countries, the data that would help us build an entire reporting structure", explains Ismail. "The reporting is done both internally and externally to also understand what the costs and timelines are and to build transparency for all stakeholders, especially for the businesses and the countries." Implementing annual data collection processes through country road maps and country calls helped Ismail and the team to understand the status, the risks, and the road map for fleet electrification by 2030 in each country. In the end, good data leads to good decision-making. But this is not always smooth sailing since every country has its own structure and methodology of collecting data, with huge differences between countries and tight deadlines to deliver a cohesive overview of fleet electrification.

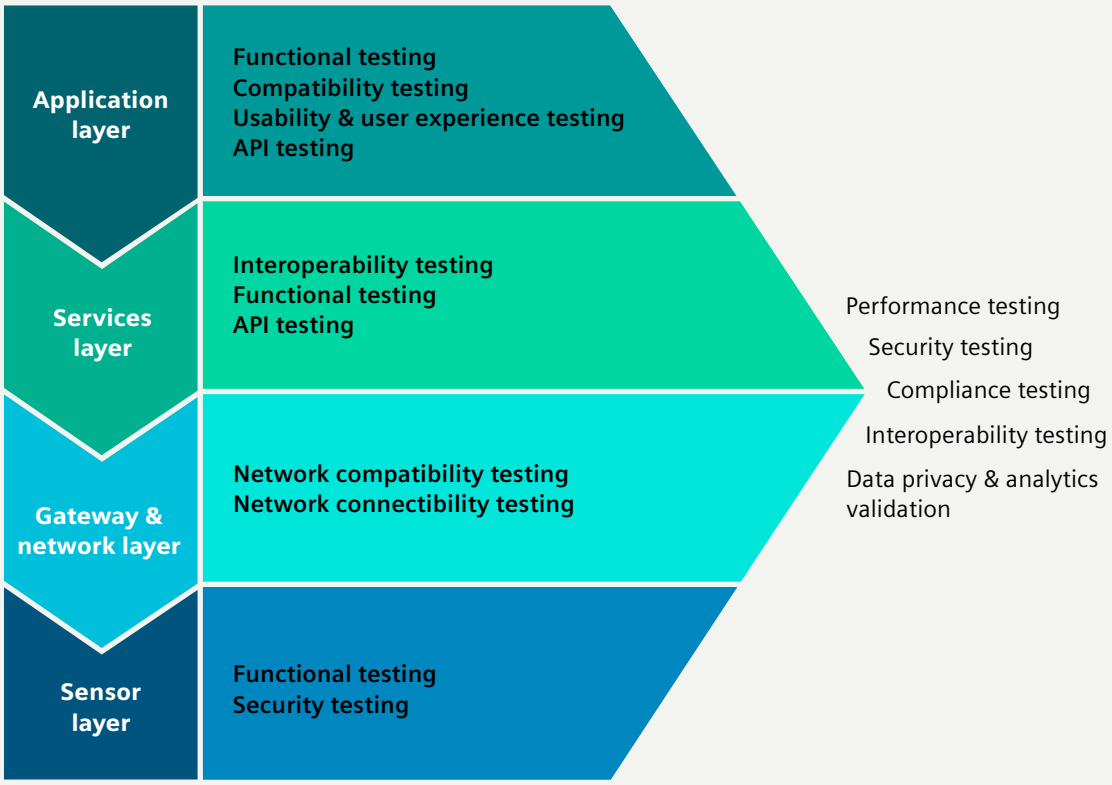
Since the program and the topic of decarbonization itself are so complex, Ismail and the team collected all the best practices and lessons learned from all 60 countries to share this knowledge with them. "This is not only about Siemens; there are governments, external markets and car suppliers involved," explains Ismail. Therefore, the guidance and support provided to countries in their transition to a fully electrified car fleet was a cornerstone of establishing the project.

Did all the hard work pay off? "Compared to when we started, there was a huge improvement in the reporting. You could literally see how everything was falling into place. This was a testimony of the importance of building a strong global community," shares Ismail.

Sarah Jones, the Program Lead for SieEV100, says: "Our colleagues at GBS helped us form a strong foundation for the fleet electrification program. By establishing a robust structure around the program, it helped build a community of diverse stakeholders, all working toward a common goal. The transition of our fleet to electric vehicles plays a significant part in achieving our net-zero operations targets. While it's not easy to deliver in all areas, the collaborative working approach and the reporting structures that were established will help us realize the decarbonizing potential of fleet electrification."

Get in touch with GBS!

IoT testing at Siemens GBS



VersiCharge: an integral part of a sound charging infrastructure

An electrical fleet calls for a reliable charging infrastructure. For the SieEV100 Program, Siemens has used its own technology to establish such an infrastructure for electric vehicles (EV) wherever possible. In several countries, Siemens uses VersiCharge to charge its vehicle fleet. It is the Siemens wallbox for charging EVs with a charging power of up to 22 kW, and it is part of the Siemens Smart Infrastructure (SI) e-mobility portfolio. In the variants with charging socket or integrated charging cable type 2, it is the optimal solution for charging EVs in semipublic and public areas. Internet connectivity can be realized via mobile radio, LAN, or WLAN. With Modbus support, the VersiCharge offers further communication interfaces. With a mobile app for Android and iOS, there are a variety of management options such as consumption controls.

All these features make it a robust charger, but like any sustainable product, it needed to be thoroughly tested before being released. Is it easy to install? Is it simple to use? Is it scalable and flexible? More importantly, is it safe? Are there any errors or corrections, be it in the hardware or the software, that can be avoided?

The Test Center at Siemens GBS gave a compelling, objective answer to all these questions. The around 80 professionals in Portugal and India that make up the GBS Test Center have all the relevant skill sets to handle the hardware as well as software complexities, including their interplays and compatibility – ranging from automation to performance, usability, business skills, security, and reporting in testing. They identify any errors, gaps, or risks and act upon them, thus improving Siemens operations and customer value constantly. →

Putting testing in the right hands

In the case of VersiCharge, the test center team in Portugal was approached by SI based on the positive recommendations from former customers. The team at SI wanted to professionalize the testing process and get proper reporting on the tests performed. They only had a limited testing capacity. Furthermore, if the R&D team were testing their own developments, they would run the risk of being biased. If proper testing is not carried out when the development is being done but only much later because of a lack of resources, then the R&D process becomes inefficient. The challenge is then to make sure that the product gets reliable testing so that it is ready to be deployed on time and with excellent quality.

For the GBS Test Center, it was challenge accepted. "With the evolution of technology, and when you think about the Internet of Things (IoT), the divide between software and hardware is disappearing. Our team has fully embraced the complexity that the confluence of IoT hardware and software testing brings with them", says Bruno Simões, team leader of the Test Center.

"In IoT testing, there are several layers of testing. In the case of VersiCharge, we tested from the very technical layer, which involves the electricity coming to the vehicles, to the software layer, which the end customer of the product will interact with," explains Gonçalo Tomás, test manager for GBS. On all the layers, the team ensured that VersiCharge, or any other product for that matter, passes all five stages: performance, security, compliance and interoperability testing as well as data privacy, and analytics validation. Involving the team early in the development stages of a product implies fewer corrections in products, which can be costly and time-consuming.

Mission possible

"We make it our mission to enhance the quality of Siemens products, improving the user experience and therefore impacting brand perception," states Simões. From the feedback the team has received in testing VersiCharge, this mission is ... well, possible. "We were able to increase our test capacity from 60 to 100 percent, which allowed us to present a reliable and high-quality product on the market. Testing was no longer a concern for us," says Daniel Feldman, Head of Product Management for eMobility at SI. "The Test Center services are now part of our product. We can't imagine developing a product without them," he adds.

Looking at the bigger picture, Fernando Silva, the CEO of Siemens Portugal and Head of Smart Infrastructure in Portugal and Spain, states, "eMobility is the future of transportation and will play a key role in reducing CO_2 emissions. In Portugal, the eMobility ecosystem established in Corroios enables us to be in the leading position to accelerate the transition to sustainable mobility as we continuously invest in research and development and manufacturing processes to enhance our offerings and increase the portfolio competitiveness. The GBS Test Center is one of our strategic partners on this mission, bringing an objective perspective and elevating our products to new levels of excellence."

In the fiscal year 2023, 11 percent of the Siemens vehicle fleet was already electric. Technology drives sustainability, just as expertise in process optimization enhances sustainable operations. Creating powerful synergies across the company, Siemens is set to succeed in achieving its sustainability goals, one project at a time.

> ***"We were able to increase our test capacity from 60 to 100 percent, which allowed us to present a reliable and high-quality product on the market."***
>
> ***Daniel Feldman,*** *Head of Product Management for eMobility at Siemens*

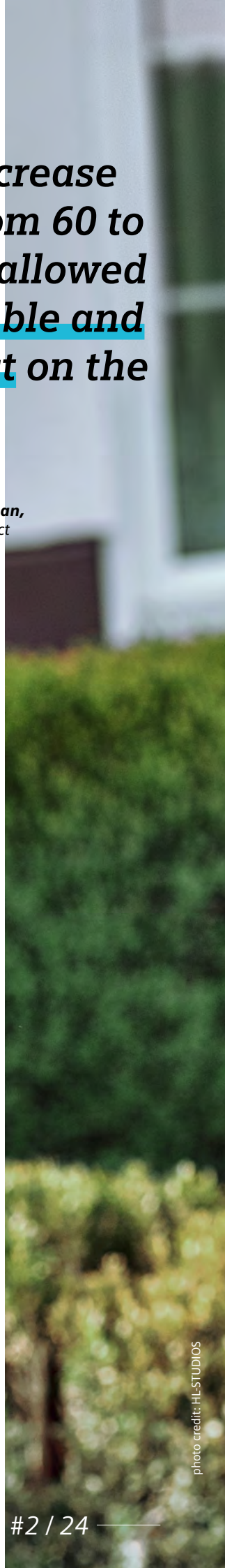


photo credit: HL-STUDIOS

Being green made easier

Text Louise Anderson

As a trusted partner, GBS Opportunity-to-Cash (O2C) helps drive sustainability for its customers. How? By providing managed services that can directly support green innovations while also helping business units (BUs) become more sustainable within their markets. What's more, these expert services are scalable for customers Siemens-wide!

They are at the forefront of the shift to sustainable transport: electric-powered vehicles. And behind the scenes, experts at GBS are supporting this dynamic change.

At a busy hub in Bangalore, India, a team of trained staff provides support services that help keep e-vehicle drivers in the USA and Canada on the road. The GBS team provides 24-7 support to operators of around 30,000 chargers across North America.

Their wide-ranging service covers everything from business processes to troubleshooting and resolution. GBS O2C supports Siemens e-mobility's clients – for example, Amazon and OEM Ford. In turn, Siemens eMobility's clients then make the power for electric vehicles available to millions of motorists.

Supporting the environmentally friendly e-mobility chargers by Siemens is just one of the ways that GBS O2C acts as a trusted partner to assist customers in achieving their sustainability goals.

Driving efficiencies

Raghavendra Mutalik, Vice President for Global Business Services Opportunity-to-Cash & After Sales Services, says: "We help customers achieve their sustainability goals by directly supporting their green products and services. In addition, our expert managed services create greater process efficiencies that then make customers' ROIs more sustainable."

Besides providing the technical support for trailblazing green products, GBS' managed services help customers to create more efficient and effective processes. For example, they can provide more streamlined procedures, remote infrastructure support, and extended →

photo credit: Getty Images/dies-irae

product lifespan. Taking the example of e-mobility chargers by Siemens, this intelligent solution for power networks can be monitored remotely to provide the operator with live status and utilization data. GBS O2C provides a digital cloud setup like AWS, which leads to lower infrastructure costs. Its support staff can also act remotely as needed, saving both time and money.

Strategic partner

The O2C team deals with clients' initial interactions, followed by classifications based on their queries or issues. In addition to business process support, the O2C team carries out initial troubleshooting and diagnostics for Siemens eMobility's clients in partnership with Siemens Advanta.

The O2C team's available support for sustainability goes further still. Its portfolio of managed services can assist customers across all products and services. This can help all business units to achieve greater resilience and sustainability in the long term.

Get in touch with GBS!

For example, a dedicated team of around 65 GBS O2C experts in Bangalore provides product customer service support for Siemens Healthineers' medical devices used for patients in healthcare industry. The services range from service desk, contract management, and after-sales services to dealing with new and repeat orders.

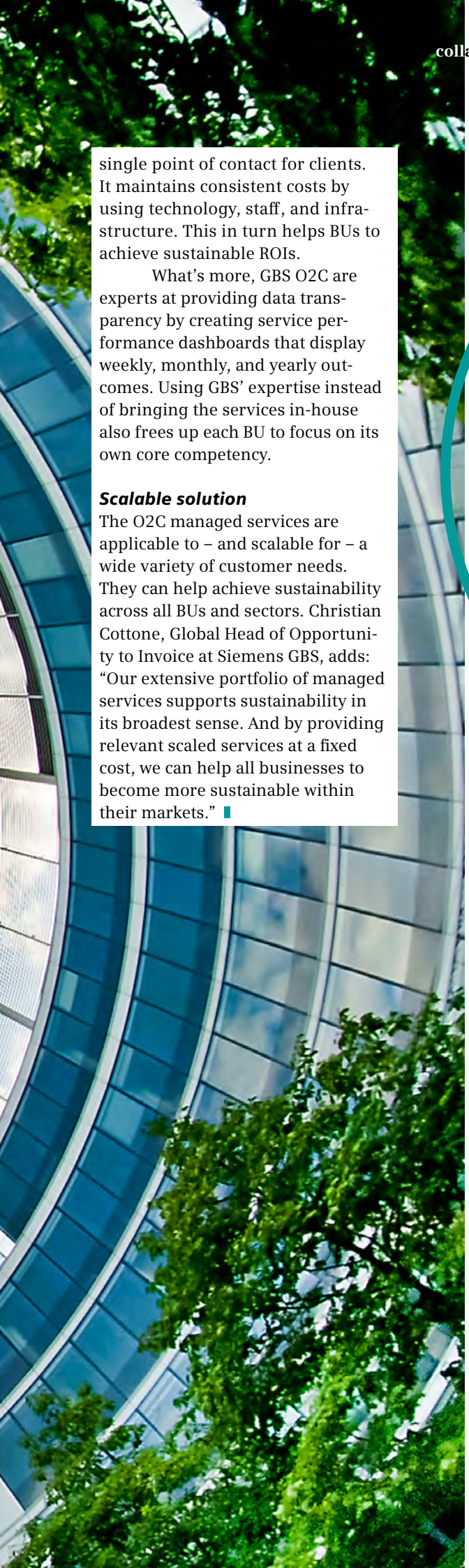
Mutalik explains: "We contribute to the success of Siemens by creating a partnership with our customers that complements their products. The complete solution package that we can provide frees up the customer to focus on their core strengths."

The GBS O2C portfolio offers end-to-end services all the way along the customer journey. So why should Siemens BUs turn to GBS as their partner?

Firstly, GBS can guarantee greater data security than any third-party provider. Secondly, as a trusted strategic partner to BUs, it offers flexible services 24-7. O2C provides centralized call logging and business continuity by providing a

Our expert Raghavendra Mutalik,
Vice President GBS O2C & After Sales Services

photo credit: Getty Images/dieseinfra

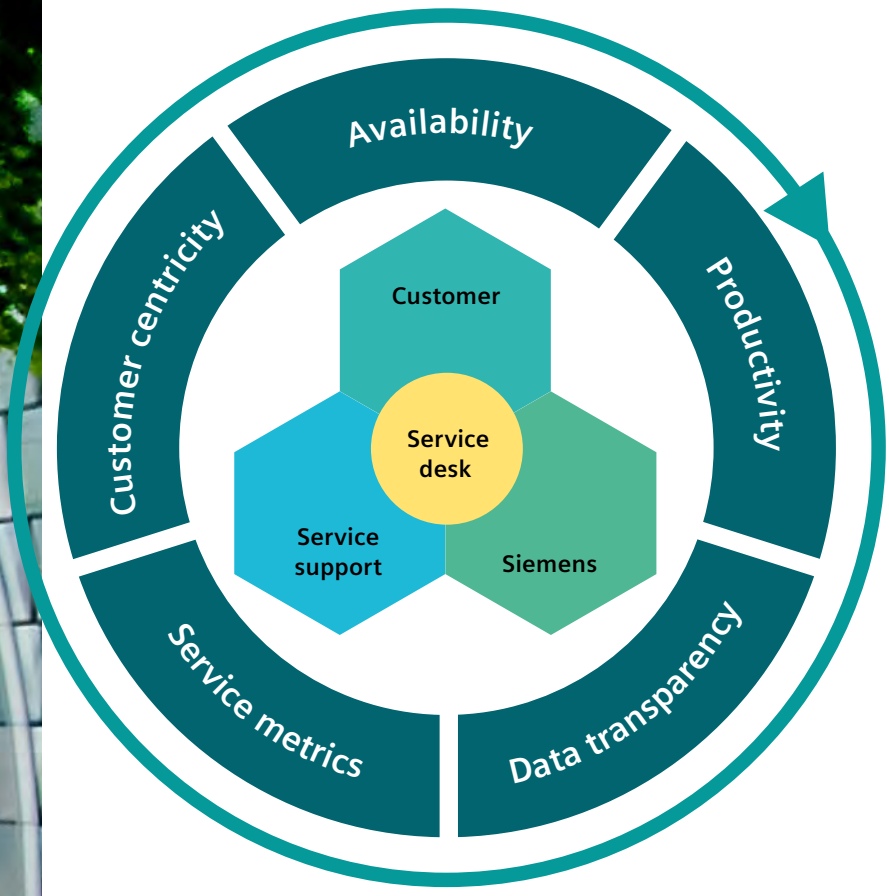


single point of contact for clients. It maintains consistent costs by using technology, staff, and infrastructure. This in turn helps BUs to achieve sustainable ROIs.

What's more, GBS O2C are experts at providing data transparency by creating service performance dashboards that display weekly, monthly, and yearly outcomes. Using GBS' expertise instead of bringing the services in-house also frees up each BU to focus on its own core competency.

Scalable solution

The O2C managed services are applicable to – and scalable for – a wide variety of customer needs. They can help achieve sustainability across all BUs and sectors. Christian Cottone, Global Head of Opportunity to Invoice at Siemens GBS, adds: "Our extensive portfolio of managed services supports sustainability in its broadest sense. And by providing relevant scaled services at a fixed cost, we can help all businesses to become more sustainable within their markets."



O2C's managed services and after-sales services at a glance

Availability
- 24-7 centralized call logging model
- Assured 100% call logging and service status updates
- Structured customer call handling process and response at all times

Productivity
- Resource optimization and the right allocation of calls
- Field service engineers (FSE) relieved from direct customer interactions gain greater attention to core activities
- FSE relieved from back-end activities, resulting in more attention to service deliverables and productivity

Service metrics
- Service KPIs, e.g., response time and resolution time
- Effective call management
- First time right in troubleshooting
- Defined support matrix for call escalations and governance

Data transparency
- Unified mode of sharing service reports for audit trails
- Service performance dashboard available on weekly, monthly, and yearly basis
- Install-base cleanup, transparency, and maintaining the data in platforms

Customer centricity
- Single point of contact for customers
- Evaluation of customer satisfaction by periodic surveys

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Driving supply chain decarbonization

Text Alex Williamson

With the Carbon Web Assessment and the help of Siemens Global Business Services, gauging and shrinking the carbon footprint of Siemens supply chains has never been more straightforward.

To make change happen fast, you need to make change easy. Since few things need to change faster than the upward trajectory of global temperatures, Siemens is hard at work driving sustainability for its business units, suppliers, and customers as it pursues the goal of being a carbon-neutral business by 2030.

A recent innovation doing just that is the Carbon Web Assessment (CWA), a part of the Siemens Supply Chain Management Sustainability Platform. The CWA streamlines and standardizes the process of assessing Siemens suppliers' carbon footprints, a massive step forward for the decarbonization aspect of Siemens' DEGREE sustainability framework.

When your suppliers have completed CWAs, you will have no guesswork when it comes to making environmentally responsible supply chain decisions. And with GBS Purchase-to-Pay (P2P) guiding your suppliers through the CWA process, you'll get this valuable information without a huge time commitment.

How does a Carbon Web Assessment work?

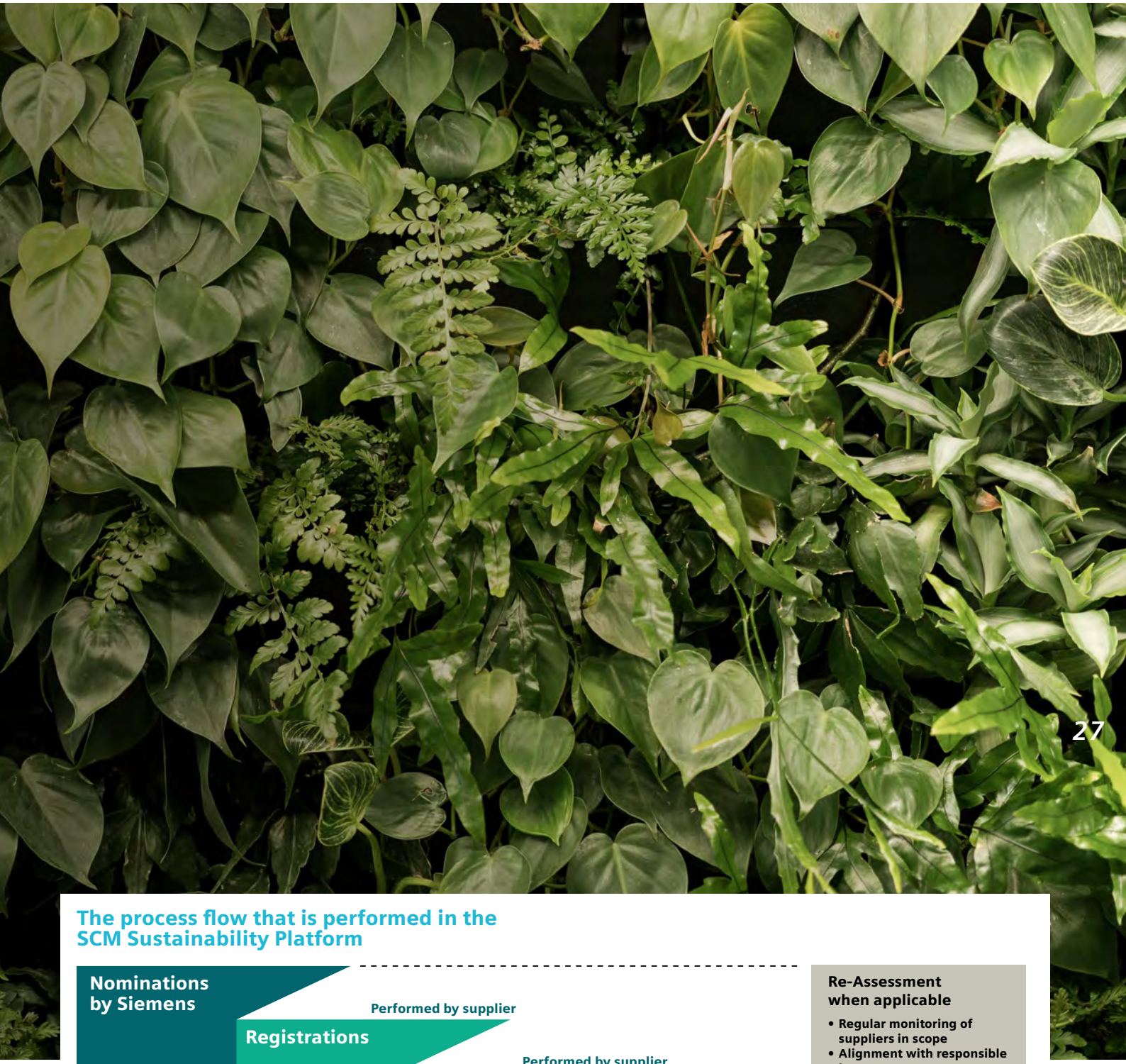
The goal of a CWA is to get an accurate picture of a supplier's current carbon footprint as well as how hard they're working to reduce it. This is achieved through suppliers answering questions about their decarbonization efforts that are tailored to their specific industry.

It all begins when Siemens Supply Chain Management (SCM) recommends a supplier to complete a CWA on the SCM Sustainability Platform. The GBS P2P team then completes the recommendation and helps and motivates the supplier as they complete the CWA. This includes answering a supplier's questions about the information they are being asked for and following up if there are significant delays or no responses. The suppliers fill out the questionnaire in the integrated solution from Supplier+s, and the results are automatically calculated.

Once the CWA is complete and the results are displayed automatically in the SCM Sustainability Platform, SCM now has access to accurate data that helps them quickly and easily see whether working with a particular supplier aligns with their sustainability goals. It's also simple to compare the CWA results of similar suppliers as they

Our expert Michaela Iturrizaga Zegarra, *Head of Sourcing & Contracting Services at GBS Purchase-to-Pay*

photo credit: Siemens AG



The process flow that is performed in the SCM Sustainability Platform

Nominations by Siemens

Buyer adds a recommendation to the CWA supplier list

GBS adds additional information (if needed) and submits nomination

Notifications are sent to suppliers automatically from Supplier+s

Registrations

Performed by supplier

Supplier+s

Supplier registers on the Supplier+s platform, answers questions about their decarbonization status, and submits the questionnaire related to a business segment, customized based on the industry

GBS follows up with the supplier in case of no response after the agreed time frame

Supplier+s performs a carbon footprint calculation

Self-assessment

Performed by supplier

Supplier+s

Evaluations and development

GBS updates the status

GBS checks the feedback from the nominated suppliers, compares supplier performance, and updates data in SCM

Monitoring

GBS monitors suppliers and renominates them if required in alignment with customers

Re-Assessment when applicable

- Regular monitoring of suppliers in scope
- Alignment with responsible buyers
- Re-start of the assessment

make supply chain decisions. Another benefit of the CWA is that it motivates suppliers to thoroughly consider their sustainability practices and makes it clear that seeing significant progress in this area is a priority for Siemens. The GBS P2P team has numerous resources for suppliers that explain changes they can make to shrink their carbon footprints – from things as easy as switching to LED light bulbs to more complicated tasks like using continuous improvement processes for energy management at energy-intense production sites.

Practice makes perfect

Previously, determining suppliers' carbon impact was extremely difficult. Big reasons for that were the lack of a standard way for suppliers to provide the information and little clear motivation to do so. That's changed thanks to the CWA and the help and encouragement GBS P2P provides suppliers who complete it.

"Suppliers will only go through the process if it's very professional and efficient," says Stefan Becker, Global Head of P2P Customer Relationship Management. "P2P's service infrastructure – process, technology, help desk, support, and perseverance with problem-solving – contribute those qualities to the CWA."

The P2P team has worked with thousands of suppliers on completing CWAs since leading a piloting effort in 2022. They've become experts in making the process as understandable and straightforward as possible.

"For Siemens SCM, getting suppliers to complete a CWA is always side work," says Michaela Iturrizaga Zegarra, Head of Sourcing & Contracting Services at GBS P2P. "But handing that over to GBS ensures there are people from our team completely dedicated to it who are experienced at explaining the why, what, and how to suppliers efficiently because they do nothing but that."

That experience extends to suppliers of all sizes, from globally known giants with huge supply networks of their own to small and midsize specialty companies that may not have anyone on staff whose main focus is sustainability. Each sort of business will have different questions, and GBS P2P has plenty of practice answering them all.

Good service pays off

GBS P2P facilitated suppliers as they filled out CWAs for the first time back in 2022 during a trial run for Siemens Energy. Around 80% of the over 2,200 suppliers contacted completed CWAs, which resulted in a 12.3% CO2 emissions reduction.

The results were so impressive that it has only taken two years for P2P's services in this area to be utilized throughout Siemens, including huge markets like Siemens China, USA, Germany, and Brazil, as well as Digital Industries and Smart Infrastructure. The expertise and customer service P2P provides have garnered plenty of praise.

Senior Buyer Edna Miyuri Higa Makimoto says her experiences with P2P "have always been positive" and that she loves how they were "quick to respond to our requests or to try to find a solution together in a customer-centric way." Their commitment to customer satisfaction is also noted by Luisa Fernanda Medina Pinzon, Supplier Management Professional at Siemens, who says that P2P supports customers with "the same diligence as they work with our suppliers."

"Achieving our ambition levels requires close coordination with suppliers and stakeholders, and understanding the complexity," explains David Urban of Supply Chain Management Pooling Category Logistics. "The support of the P2P team is essential especially for data cleansing and data maintenance. Our colleagues' quick feedback makes sure everything goes smoothly, and it's great that they can quickly update any incorrect data fields without us having to contact the platform provider. To me, this service is extremely important also to improve and close any existing gaps in the process."

The CWA support offered by the team at Siemens GBS Purchase-to-Pay is part of a growing portfolio centered around sustainability. Learn more about our Purchase-to-Pay services on our website.

Get in touch with GBS!

photo credit: Siemens AG

Siemens shares success with help from GBS

Text Alex Williamson

Siemens aims to offer share plans to 100% of employees globally. Different countries, different laws, different groups of employees – achieving this goal is very complex. We talked with the head of the GBS Equity and Compensation Services team about what is essential to realizing that goal.

photo credit: Getty Images/Nikolay Pandev

When companies prosper and share that prosperity with the employees who make it possible, everyone wins. Siemens has seen the truth in this since it offered its first profit-sharing program back in 1858. The tradition continues with contemporary employee share plans that let workers own a small part of the company, benefit from its success, and enjoy advantages not available to non-employees.

Recently, Siemens has emphasized expanding access to employee share plans to every team member across the globe – something very rare among comparable companies. The goal is part of Siemens' pursuit of greater equity, the second E in its DEGREE sustainability framework.

The target is 100% availability by 2025, and the finish line isn't too far off. At the end of the 2023 fiscal year, 99.9% of Siemens' 320,000 employees could already take advantage of share plans.

A team that played a huge part in making that possible – and that is working hard to reach the 100% goal – is Equity and Compensation Services (ECS), a part of GBS' Hire-to-Retire Services. We talked with the Head of ECS, Michael Haverkamp, to better understand the advantages of employee share plans as well as what has made his team's efforts so effective.

Who benefits from share plans?

Share-based equity plans offer advantages for both employers and employees. "Participating in equity plans means that employees feel not just that they belong to the company but that the company belongs to them," Haverkamp says. "This makes people act differently toward their work. They're not just earning money – they're adding value to something they own."

And when employees feel directly connected to a company's results, their motivation and performance are likely to improve. Siemens AG saw proof of these outcomes over a decade ago in a study they participated in with the Georg-August University in Göttingen, Germany.

For employees, there's a clear benefit: when the company succeeds and share prices go up, their dividends go up too. Additionally, Siemens fosters ownership culture by offering perks to employees that are not available to typical shareholders. One of the biggest is a share-matching program where employees who've had shares for at least three years get one free share annually for every three shares they own.

Matching shares given out by Siemens last year totaled over €100 million in value and were sent to over 135,000 employees – a massive distribution effort entrusted to ECS by customers like Siemens AG and Siemens Healthineers.

Get in touch with GBS!

ECS offers experience & expertise

When Haverkamp speaks about helping customers expand share plan access in new markets, it is clear that ECS' over 15 years of experience managing equity and compensation tasks helps him see the complex job in logical, simple steps.

"We get the best data possible from a global system, integrate it into our system, and make the magic happen," Haverkamp explains. "The magic starts by implementing the plan setup. Wherever possible, we use a global vertical process, although country-specific legal requirements and taxation topics sometimes require the development of specific local processes."

ECS' services go far beyond simple administration of share programs, though. For one, ECS customers have access to the platform shares.siemens.com (formerly the iF Design Award-winning MyShare). This is a one-stop shop for employees taking part in a Siemens share plan or who want to learn more about the topic.

"On one hand, the platform gives you general information and access to the banking platform, but it also provides materials that help people get a deeper understanding of financial topics," Haverkamp says.

"Some people are still afraid of the volatility of share-based equity, with its ups and downs. The platform offers the opportunity to get a better understanding of how equity and investment work."

At the end of 2023, ECS' services were aiding 193,000 active share plan participants in over 60 countries.

The dual meanings of "equity"

The word "equity" is, of course, not just financial vocabulary. It can also refer to fairness and equal treatment – as it does in the Siemens DEGREE framework. The nearly universal access to share plans that ECS enables is such an important part of DEGREE's equity goals that it's cited in annual sustainability reports from the likes of Siemens AG and Siemens Healthineers.

The plans were even specifically mentioned as an essential part of the equity aspect of DEGREE by Siemens AG's Chief People and Sustainability Officer, Judith Wiese, in an article she wrote shortly after assuming her position in 2021.

Taking share plan access to 100% will not be easy, as the very last steps of almost any project are – according to the Pareto principle – the most difficult, time-consuming, and detail-filled. But Haverkamp knows his team is up to the challenge and is proud that its work is contributing to increased equity at workplaces across the planet.

"What we want to achieve is that everyone at Siemens regardless of function or location can participate in these plans," Haverkamp says.

By giving each of Siemens' hundreds of thousands of team members across the world the chance to understand and participate in employee share plans, ECS is making sure no one at the company has to miss out on the financial and motivational benefits they offer. It doesn't matter if someone is a high-level executive in an established market like Germany or in an entry-level position in a recently opened business unit in Ecuador or Kazakhstan; they have the opportunity to own a part of the place they work and share in its growth.

Nine facts about Equity and Compensation Services (ECS) at Siemens GBS H2R

Our expert Michael Haverkamp, *Head of Equity and Compensation Services*

Professional learning with customized cloud technology

Our expert
Michael Sack
Senior Consultant
GMS BSP

Text Laura Kamenicek

Siemens is raising the bar when it comes to ESG commitment. Regarding employability, the goal is for Siemens people to hone their transferable skills and thus remain productive and competitive, even in a constantly changing environment. They are enabled to do so via a comprehensive learning and growth ecosystem. Part of it is the MyGrowth Hub, which provides a global solution to learn, grow, and adapt to new changes.

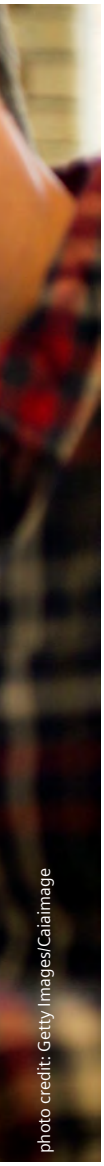


photo credit: Getty Images/Caiaimage

In a world characterized by a rapid pace of change, competitiveness, resilience, and above all sustainability are of the utmost importance, especially for a leading technology company like Siemens. In line with the DEGREE sustainability framework, Siemens aims to offer every employee all the training opportunities they need for their personal development. Part of this is the MyGrowth Hub, a Siemens internal online learning and growth platform that helps employees stay curious and enthusiastic about learning on the job. The platform is technically supported by the Siemens GBS team at Global Marketing Services, Business Solutions and Platforms (GMS BSP).

In search of an experienced partner, Siemens People and Organization (P&O) turned to GMS BSP in 2020 to improve the MyGrowth Hub. The experts at GMS BSP offered a suitable solution for developing and seamlessly integrating the platform into Siemens' existing technical infrastructure and IT process landscape within a very short time frame.

Since 2024, GMS BSP has also been the technical owner of the MyGrowth Hub and is continuously driving it forward with new features, innovations, and improved user experience. In 2023, the design and campaign of the hub was awarded the iF Design Award, one of the most prestigious design awards in the world. But the →

innovation goes far beyond the image to the outside world. Michael Sack, Senior Consultant at GMS BSP, explains, "We always start by building on our project experience as Siemens insiders and combining it with an open mindset to explore innovative approaches. By working together, staying proactive, and embracing new possibilities, we ensure that our customers can count on us when it comes to state-of-the-art solutions. Delivering exceptional value to our customers is our highest goal – today and in the future."

GMS BSP sees innovation as an indispensable element of its daily business and part of its DNA. It keeps up-to-date with the latest developments – both in its individual areas of expertise and in the field of digital transformation. "As a full-service consultancy, we're naturally very close to our customers and their markets – thanks to our extensive Siemens domain know-how," Sack explains. "Therefore, we're already involved in the early stages and even predict market trends with our customers – enabling them to stay ahead of the curve."

The customer-centric approach

The most valuable metric here is the direct feedback obtained in close consultation with the customer. Sack says, "As a customer-centric unit, we use the Customer Satisfaction Index as our main metric. Additionally, we are working with continuous customer feedback in our agile projects in order to meet their needs."

P&O's MyGrowth Hub product owner Felicitas Plaschke is very pleased with the decision to appoint the GBS experts at BSP as the technical owner of the platform. "With GBS as a reliable technology partner behind us, we can focus on what is really important to us: supporting our people in their individual growth journeys."

MyGrowth Hub at a glance

MyGrowth supports all Siemens people in navigating their individual growth journeys, from where they are now to where they want to develop. The platform provides inspiring learning content, experiences, and development tools to fuel people's continuous growth, while Growth Talks, which are constructive conversations between employees and managers, accelerate a culture of conversation at eye level. It encourages users to develop themselves through a variety of topics including self-reflection, continuous learning, career development, and Growth Talks. The engaging user experience on the MyGrowth Hub helps users move around the platform in a targeted and efficient way.

MyGrowth connects seamlessly to GMS BSP's existing tools and platforms, which ensures that users can access the service provider's features or services directly from the platform without encountering friction and disruptions. This leads to a smooth and enjoyable user experience. Among other things, GMS BSP has succeeded in bringing together several platforms (e.g., Siemens Organizational COSMOS (SOC) and My Learning World) in one place on the MyGrowth Hub. What's more, GMS BSP enables the implementation of standardized plug-and-play products such as MyID authentication, data analysis, and e-mail distribution. This makes it possible for users to access this valuable information quickly and easily. In short, the MyGrowth Hub offers an intuitive

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Michael Sack,
Senior Consultant
GMS BSP

"With GBS as a reliable technology partner behind us, we can focus on what is really important to us: supporting our people in their individual growth journeys."

Felicitas Plaschke,
P&O's MyGrowth Hub product owner

platform that enables information to be shared and made understandable for all users.

Plaschke's opinion on the technical support provided by the GBS experts at GMS BSP is highly positive. "The mix of GBS' technical expertise and collaborative mindset has really stood out in this partnership of over four years. The team has always been dedicated and interested in finding innovative solutions – and we quickly became one team with a shared vision."

GMS BSP is proud to be part of this initiative. "The release of the MyGrowth Hub was a special milestone on this journey because we built a great solution that reaches all Siemens people everyday – so the impact is really noticeable," says Sack.

Ready for a technical expert to take your projects to the next level?
However, another great achievement of GMS BSP is their organic team growth. In just five years, a team of eight dedicated professionals has grown to a workforce of 30 highly qualified and ambitious employees worldwide. For Peter Niedermeier, Head of GMS BSP, this progress reflects their approach and the trust of their customers, enabling them to successfully expand their team and continually enhance their service to meet evolving needs.

GMS BSP is ready to make your visions a reality and give you the decisive edge. Get in touch with the team of experts and discover how they can support you.

Get in touch with GBS!

GMS BSP's agile approach:

GMS BSP supports the implementation of customized cloud solutions from start to finish – ensuring that business processes are aligned with the requirements of the digital age.

"When it comes to sustainability, actions are better than words! Our customers do take action. For such an endeavor, it is crucial to have the right partner."

Eckard Eberle,
CEO Siemens Global Business Services

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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