

**SIEMENS**

**REAL ESTATE**

# **THE RIGHT REAL ESTATE STRATEGY FOR YOUR BUSINESS**

[siemens.com/realestate](https://www.siemens.com/realestate)

**CONSULT**





SIEMENS REAL ESTATE

# BENEFIT FROM OUR REAL ESTATE EXPERTISE

The real estate portfolio of any global business is subject to constant and major change, requiring swift answers and flexible solutions. Our real estate consulting services help you to meet these challenges.

Our consulting services are experience-based, holistic, customer-focused and in tune with the times. Our team of renowned experts and well-connected industry insiders have an eye on the latest developments of relevance in a real estate context. We offer you access to current trends and translate those into tailored solutions. Wherever useful, we leverage synergies between our consulting services around new working environments and portfolio strategy. We always seek to do so in dialog with you, as we see and value our customers as partners.

**Your contact persons  
for all topics around real estate**



Tanja Severin  
tanja.severin@siemens.com



Felix Martin  
felix.martin@siemens.com



Sabrina Menke  
sabrina.menke@siemens.com



Margarete Drag  
margarete.drag@siemens.com



Carola Puchner  
carola.puchner@siemens.com



# NEW NORMAL: BE PREPARED FOR THE TIME AFTER THE PANDEMIC.

The pandemic has had a tremendous impact on the way we work and is seen as a catalyst for the development of future working environments. Even before COVID-19, companies were working on projects to design more flexible, self-determined work concepts, but the pandemic has made the issue even more urgent.



We define the „New Normal“ as the period after the pandemic, when an effective vaccine is available and life returns to normality again as before 2020 - until then we are in a phase of transformation.

## TRANSFORMATION PHASE

### Challenges of „Back to Work“

- ✓ Safe return of the employees to the office
- ✓ Meeting the hygiene requirements
- ✓ Control of the occupancy rate
- ✓ Contact tracing
- ✓ Virtual team collaboration over a long period of time
- ✓ Keeping up the social network within the team, despite lack of physical presence

## NEW NORMAL

### Challenges in the „New Normal“

- ✓ Maintain business continuity
- ✓ Identification of changed space requirements
- ✓ Re-evaluate space requirements and identify optimization potential
- ✓ Adjustment of the workplace concept to the new requirements and needs of the employees
- ✓ Anticipating and mastering potential changes in corporate culture

Digital solutions - the optimal support on the way to the „New Normal“



## BENEFIT FROM THE EXPERTISE OF SIEMENS REAL ESTATE AND SIEMENS SMART INFRASTRUCTURE IN SHAPING THE WORK ENVIRONMENT OF TOMORROW

We offer a unique range of services because we combine the comprehensive CREM expertise of our consulting team with the technical, state-of-the-art solutions from our Siemens Smart Infrastructure colleagues.

We focus not only on the transformation phase, but also help to prepare your company for the „New Normal“. We have gathered our internal experience from the first phase of the pandemic and want to use the new knowledge to support our customers in the best possible way.



# INDUSTRIAL TRANSFORMATION AND ITS IMPORTANCE FOR CORPORATE REAL ESTATE

Structural change is having a strong impact on businesses and employees. Faced with trends such as digitalization, globalization, sustainability and urbanization, corporate real estate is under immense pressure to change. We are familiar with the current challenges and have the right solutions for you.



## STRUCTURAL CHANGE

Digitalization, globalization, sustainability, urbanization



## BUSINESSES

are under constant pressure:  
Attractiveness, innovation, flexibility and efficiency.



## EMPLOYEES

Demands are changing:  
Dynamism, flexibility, individualism and autonomy.



## REAL ESTATE PORTFOLIO

Where employees develop their potential, translate ideas into actions and create value.

## WE SEE REAL ESTATE AS AN IMPORTANT FRAMEWORK IN BUSINESS TRANSFORMATION

### CHALLENGES

- ✓ Suitable sites help significantly to attract and retain employees and customers.
- ✓ Increasing requirements for flexibility in production and administration demand swift answers and innovative solutions from the real estate portfolio.
- ✓ New and agile ways of working require innovative workplace concepts.
- ✓ The amount of space required by the manufacturing industry is declining. Alternative usage options help to leverage free space productively.
- ✓ Smart buildings provide the basis for efficient space management (Building Information Modeling, sensor technology, Internet of Things).
- ✓ Sustainability is an image shaper and an innovation driver.

### OUR ANSWERS

Innovative workplace models and uses and a well thought-out site strategy are key levers in enabling a fast and flexible response to changes real estate is facing.

That's the reason why we focus our advisory services on these areas. Successfully implemented projects and our expertise in corporate real estate management make us the right partner to contact about the challenges you face in relation to new working environments and portfolio strategy.



## WORKING ENVIRONMENT

# POSITION YOURSELF AS AN EMPLOYER OF CHOICE

Attractiveness to talent, employee satisfaction and business success: the right working environment makes the difference. Working environments are a strong lever in making businesses attractive to the best minds of today and the talents of tomorrow.

## IMPLEMENTING TODAY THE WORKING ENVIRONMENT OF TOMORROW

Demographic developments, globalization, digitalization and new working methods are placing new requirements on modern working environments. Corporate structures are undergoing major change, hierarchies are becoming flatter, teams are collaborating across countries and continents, and workflows need to be accelerated. At the same time, employees' needs are changing. This requires new ways of working and managing personnel.

### We know what matters:

**Mobility, flexibility and autonomous working.**

- ✓ Employees at various stages in life seek flexible working arrangements and a better work-life balance.
- ✓ Working environments need to be adaptable, support mobility and foster autonomous working in order to have a sustained positive effect.
- ✓ Research shows that combining flexible working and autonomy improves employee performance.

## WE SEE THE BIG PICTURE AND FOCUS ON OUR CUSTOMERS

We create a working environment that attracts and retains employees. This involves much more than an attractive layout. Our approach is holistic and geared to fit your business strategy and employee demands. Together, an active culture of trust, modern IT equipment and a forward-looking design provide a stable basis on which you can fully develop your business potential and achieve your goals.



# INNOVATION AND CHANGE

We have almost 15 years of experience in developing and delivering innovative working environments. Around 80,000 employees now work over an area measuring one million square meters under the »Siemens Office« model developed by ourselves. This stands for a work and leadership culture of trust, interaction across departmental boundaries and work-life integration. Flexibility, mobility and autonomy.

In implementing »Siemens Office«, we have made a name for ourselves as a thought leader and pioneer in modern ways of working. As businesses and their requirements for modern working are changing, we too are continually striving to enhance our working environments, incorporating both external impetus and internal experience gained from our collaboration with Siemens.

One recent innovation is our experience- and user-based offering for agile teams, which was developed in close cooperation with customers. In addition, our coworking offering creates a fertile environment for cross-organization collaboration and flexible working.

## 2005

Implementation of the first holistic concept »WPM – Workplace Management«



## 2015

Digitalization initiative  
»Working Environment«



## 2010

Roll-out of the »Siemens Office« concept

“

We noticed an enormous improvement in collaboration between teams and departments in our new working environments.

Petra Schiffmann, Head of Working Environment, Siemens Real Estate

## 2017

»COWORK« initial models and global roll-out



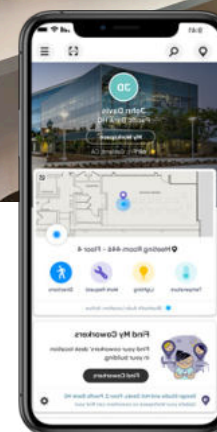
## 2018

»Agile Office« concept and start of global roll-out



## 2020

»New Normal Workplace« new workplace concept with focus on mobile working and intelligent IT / sensor technology





# WE FIND SOLUTIONS TO YOUR CHALLENGES

Our modern working environments foster collaboration, support your employees' creativity and help them to make the most of their individual skills and abilities. At the same time, the combination of a well thought-out design, mobile working and sharing models allows the space to be used in a highly efficient manner. Plus, modern sensor solutions can identify further potential to optimize the use of space. Our workplace models therefore offer added value in two ways: satisfied employees and an optimal use of space with all the associated benefits and savings.

## YOUR INDIVIDUAL WORKING ENVIRONMENTS OF THE FUTURE

We cater to your business and your employees. Take advantage of our expertise in an end-to-end package tailored to you or select the services as stand-alone modules. Whatever you decide, you can continue to focus on your core business.

Our offering breaks down as follows:



Space analysis and layout check



Management training und coaching



Development of workplace concepts



Implementation and change management

## WORKING ENVIRONMENT

### HOW CAN WE HELP YOU?

- ✓ I would like to establish a concept for mobile working, as the pandemic has made it clear that our original workplace concept is outdated.
- ✓ I would like to promote virtual communication and provide my employees with the optimal equipment.
- ✓ I would like to attract new talent and at the same time retain my employees.
- ✓ I do not have any real estate expertise and/or workplace experts in my company.
- ✓ My employees are afraid of the change associated with a new workplace concept.
- ✓ Digitalization, changing markets and new working methods require new workplace concepts – how can I achieve that?
- ✓ I want a change in the way of working together and leading people.
- ✓ I would like to accelerate my workflows, foster interaction and create an attractive working environment.
- ✓ I lack an overview of my space in use.
- ✓ How do I address the fact that there are up to four generations working at my company?
- ✓ I would like to offer my employees optimum work-life integration.





“Around 80,000 employees at over 125 sites in 43 countries work in new working environments.”

Tanja Severin, Managing Director, Siemens Real Estate Consulting GmbH & Co. KG



## PORTFOLIO STRATEGY

# UNLEASH THE FULL POTENTIAL OF YOUR REAL ESTATE

A comprehensive site selection, tailored models of use and a sensible approach to reduced space requirements are just a few examples that help your business to increase flexibility, cut costs and make it a more attractive employer.

”Used correctly, real estate assets can make a significant contribution to the success of your business.

Felix Martin, Head of Solutions for Corporates, Siemens Real Estate Consulting GmbH & Co. KG

## WE’LL FIND THE RIGHT STRATEGY FOR YOUR REAL ESTATE PORTFOLIO

As an experienced partner with international market expertise, we help to optimize your real estate portfolio and match it to your business. We assist you in looking for and selecting suitable sites and real estate in all relevant asset classes as well as in developing new usage concepts at established sites, for example driven by a change in space requirements.

Our activities are always based on your corporate strategy, for which we provide optimum support through the definition of the right real estate strategy. Thus, it’s particularly important to us to work in close partnership with our customers in each consulting project. Besides your individual business goals, we also take into account current trends and developments – both in the real estate sector and within your industry.

### Corporate Real Estate is undergoing dramatic change:

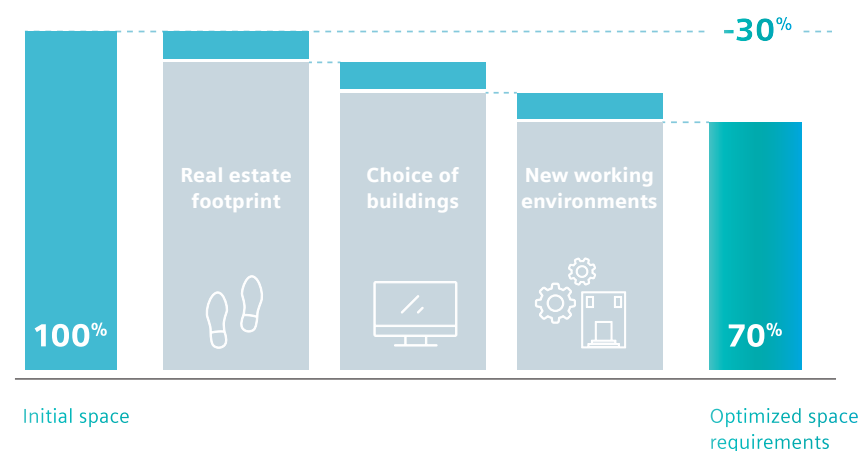
- ✓ **Less space required**  
The amount of space required by the manufacturing industry is declining as a result of the digital revolution. This requires new models of use for established sites.
- ✓ **New supply and sales markets**  
In an age of globalization, businesses are required to adapt their sites in line with new supply and sales markets.
- ✓ **Dynamic business requirements**  
Business requirements are undergoing dynamic change and need to be aligned with the market environment and the characteristics of individual real estate assets.



# WE USE OUR EXPERIENCE AND VISION TO MANAGE CORPORATE ASSETS

We have been managing Siemens' real estate successfully for 20 years now. During this time, our location and portfolio strategies have been helping the businesses to respond swiftly and flexibly to changing markets and requirements. Our experts draw on a global network with local knowledge and market expertise so as to develop the right strategies for you – whether in Germany, EMEA, the Americas or Asia.

## HOW WE ENSURE SPACE EFFICIENCY:



## A STRONG TEAM AT YOUR SIDE:

**500<sup>MIO</sup>**

Euro savings for Siemens over the last 10 years

**35 | 21 | 21 | 17 %**

Germany | EMEA | Americas | Asia: our percentage breakdown of the Siemens portfolio

**40 | 60 %**

40 % office properties, 60 % industrial properties

**30 %**

portfolio reorganization over the last 5 years

**400<sup>MIO</sup>**

Euro investment per year

As of: 2019



# WE FIND SOLUTIONS TO YOUR CHALLENGES

Based on your requirements and current market developments, we conduct an analysis which is the starting point for the development of your individual portfolio strategy. This includes the definition of a suitable site as well as options and recommended actions for enhancing your portfolio. The jointly developed portfolio strategy provides the basis for long-term, professional corporate real estate management that will make a sustained contribution to increasing your company value.

## DISCOVER THE VALUE OF YOUR PORTFOLIO

From site analysis to complete portfolio management. Take advantage of our expertise from the detailed analysis of an individual site and the development of an overall concept for several sites to the implementation of the measures jointly developed with you or long-term portfolio management by us for you. There is one thing that will stay the same, though: you can continue to concentrate on your core business.

Our offering breaks down as follows:



Site study



Site concept and strategy



Portfolio strategy and management



Implementation and ongoing support

## PORTFOLIO STRATEGY

### HOW CAN WE HELP YOU?

- ✓ Due to the introduction of new guidelines and workplace concepts in the New Normal, I have a considerably smaller space requirement.
- ✓ I would like to optimize areas that become vacant in the future.
- ✓ In response to the difficult economic situation caused by the pandemic, I would like to review and reduce my real estate costs.
- ✓ I require transparency on my real estate portfolio and would like to know what potential it contains.
- ✓ I would like to know and leverage the market value of my real estate assets.
- ✓ I lack the market expertise required to make real estate decisions abroad.
- ✓ I do not have any site and portfolio management experts in my company.
- ✓ I am looking for sites and space to flexibly support my growth plans.
- ✓ My business strategy has changed considerably due to COVID 19 and I need a new aligned real estate strategy.
- ✓ I am looking for opportunities to finance new construction projects.
- ✓ I would like my choice of site to make me an attractive employer.
- ✓ I am looking for development potential in my real estate portfolio.





The digital brochure  
directly as ePaper.

Publication data:

Published by: Siemens AG  
Siemens Real Estate  
Otto-Hahn-Ring 6  
81739 Munich, Germany  
[siemens.com/realestate](https://www.siemens.com/realestate)

Subject to changes and errors. The information given in this document only contains general descriptions and/or performance features which may not always specifically reflect those described, or which may undergo modification in the course of further development of the products. The requested performance features are binding only when they are expressly agreed upon in the concluded contract.

© Siemens 2020. All rights reserved.