

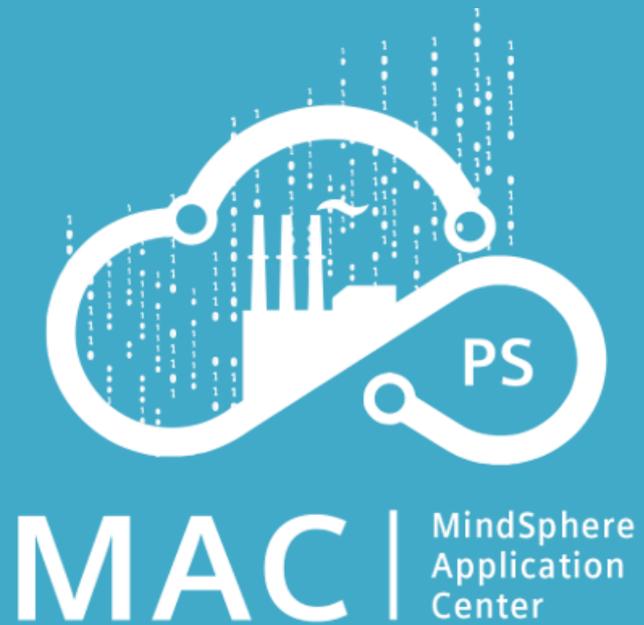
CONNECTING AN ALL-ELECTRIC WORLD

Experience the digital Siemens: Revolutionizing Energy

Alexander Bräutigam – Siemens Digital Hub, Barcelona
The Future of Energy – Vienna, June 27, 2019

Introducing the Digital Hub Barcelona, a MindSphere Application Center for the advancement of Digitalization in Europe

Introduction



Alexander Bräutigam
Digitalization Consultant
Digital Hub in Barcelona

The Digital Customer Journey is the first step towards revolutionizing Energy

Steps towards Digitalization at Siemens

SIEMENS
Ingenuity for Life

1 Digital Customer Journey

Customer centric dialogue

2 Siemens Digital Hubs

Enabler of Digitalization with Siemens

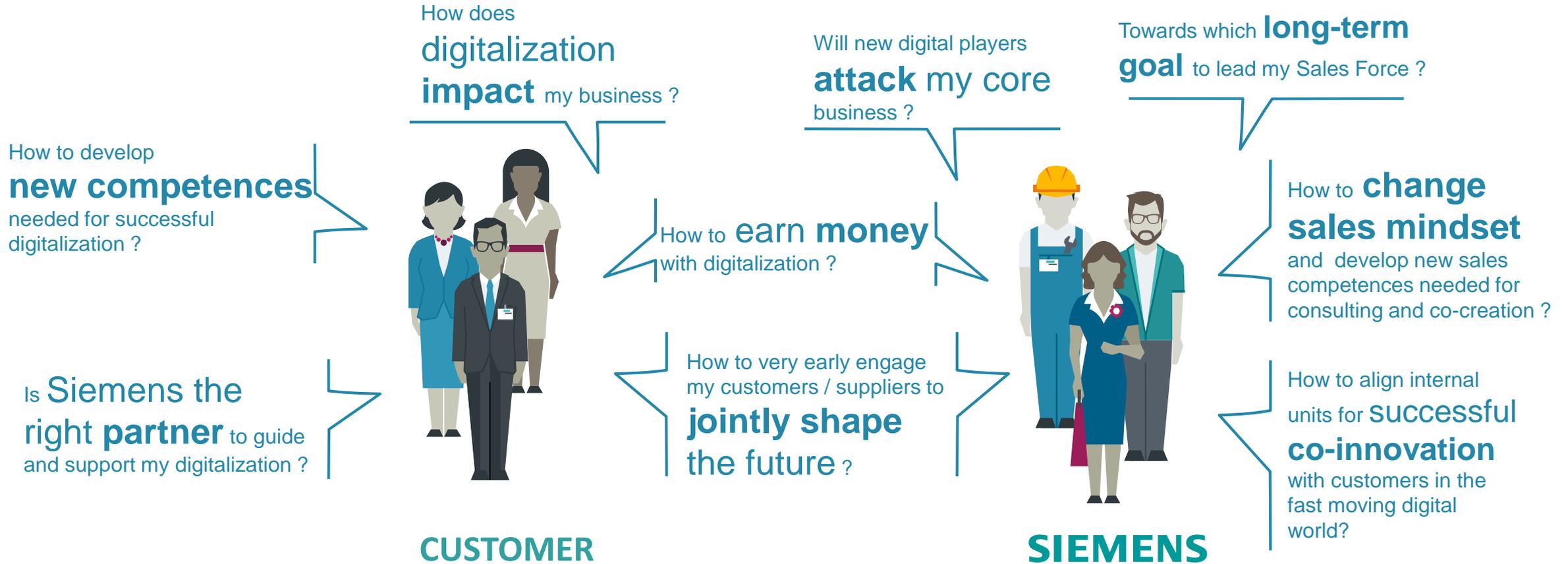
3 Discovery & Co-creation

Focus on customer needs and jointly build a new solution



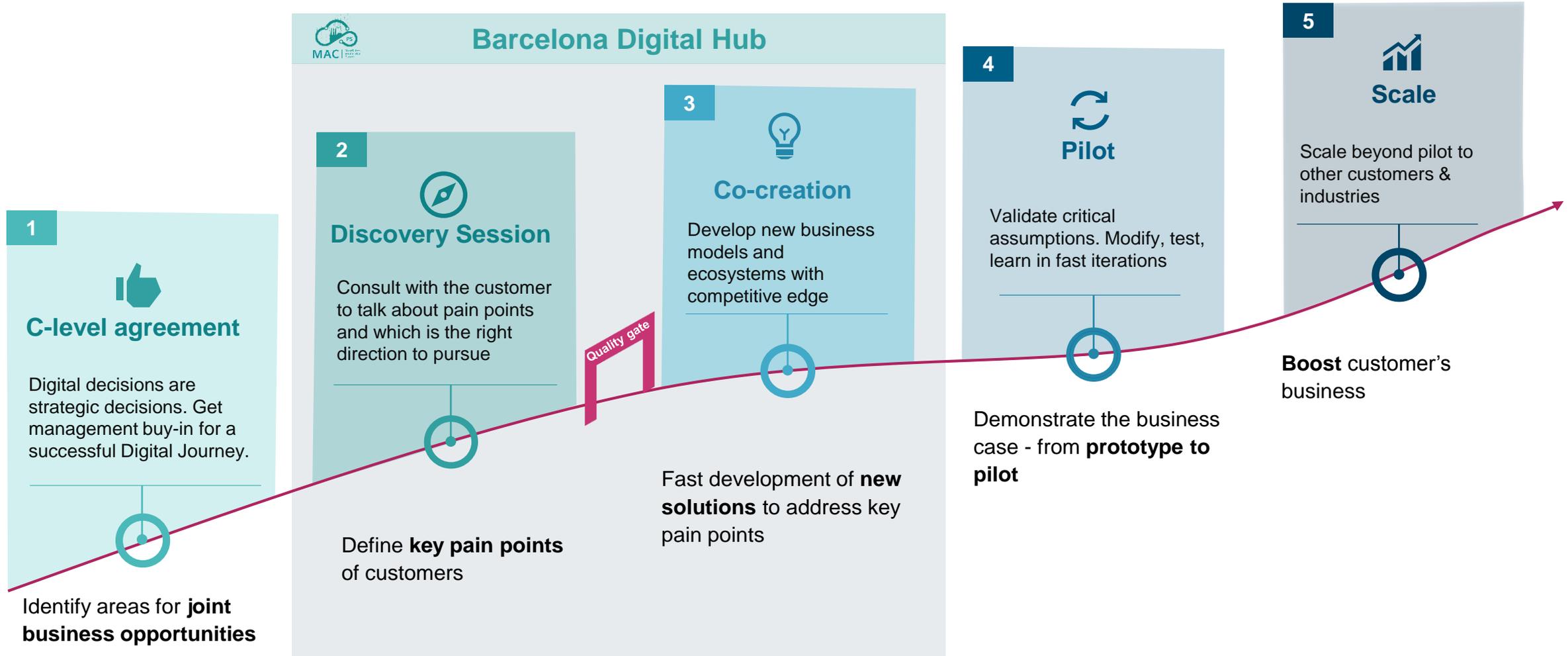
The impact of Digitalization remains unclear for many customers and a lot of questions arise regarding its potential

Questions regarding Digitalization



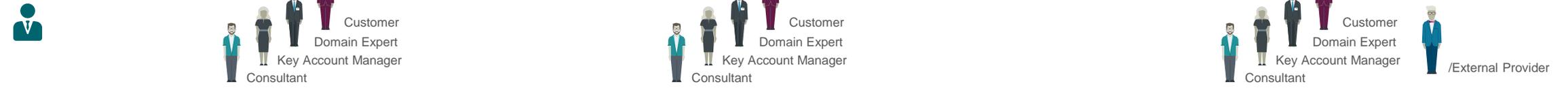
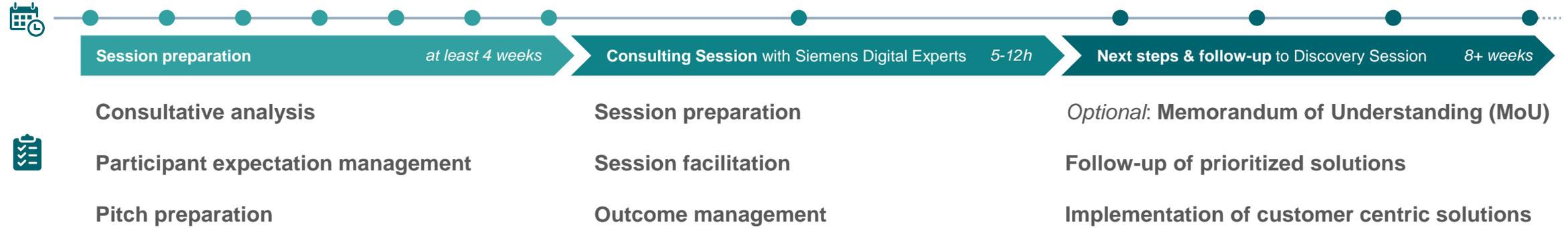
We enable customer centric solutions by partnering with our customers along their Digital Journey

Digital Customer Journey



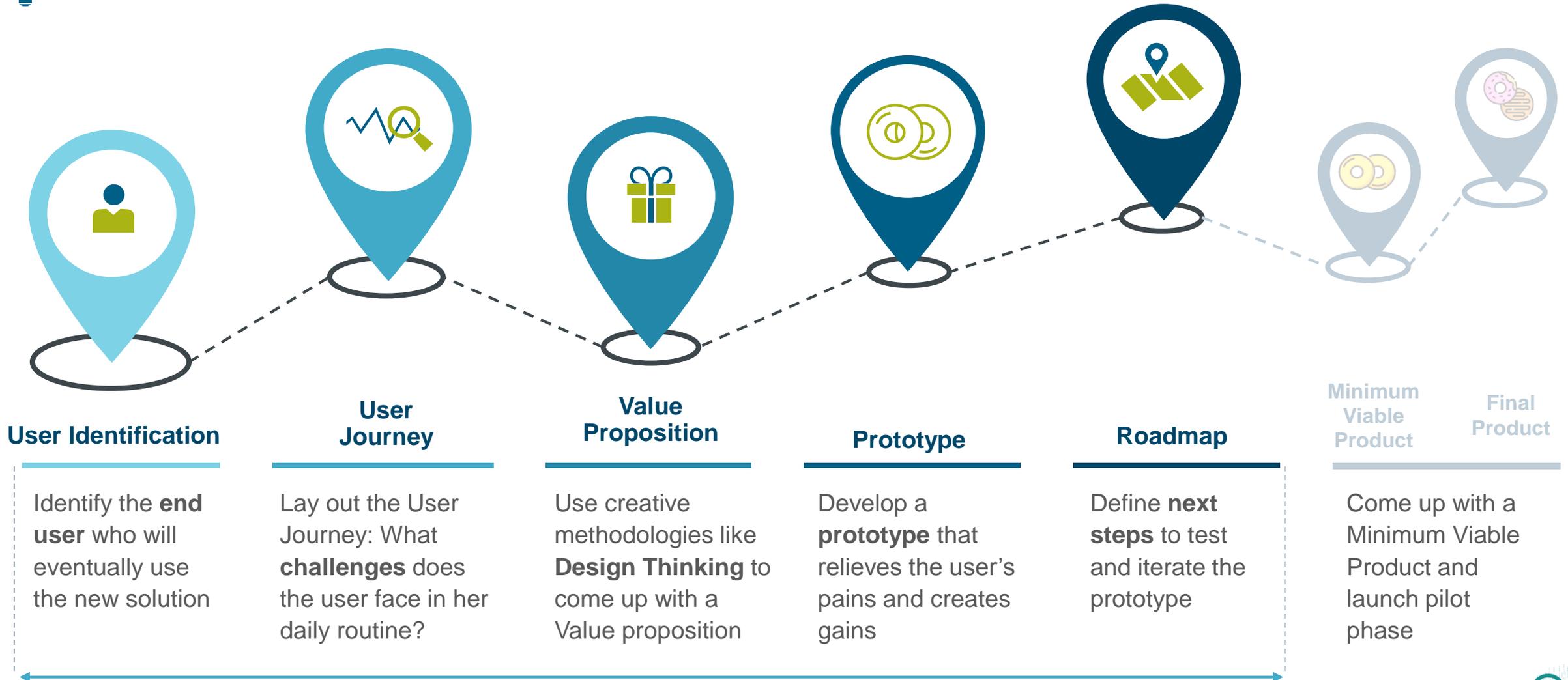
A Discovery Session is a consultative dialogue to explore the customer's pain points & needs

 **Discovery Session**



Co-creation enables joint prototyping of a completely new solution within only a few days

 Co-creation



Of the five Digital Hubs in Energy, Barcelona specializes in enabling **SIEMENS** Digital Customer Journeys through Discovery and Co-creation

Ingenuity for life

Siemens Digital Hubs in Energy



The Digital Hub in Barcelona is a place of dialogue-driven co-innovation and digital showcasing

The Digital Hub in Barcelona



- Be the **Digital Partner** for our customers
- Promote the **Omnivise Digital Portfolio**



- Be the **champion of customer needs**
- Focus on customer **co-innovation** and **digital showcases**
- Bring together customers, Siemens divisions and startups under **one roof**

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01

- The Hub hosted **850+ visitors** in the last year
- **50 External Events** (Discovery Sessions, Co-creations, Showcasings, etc.) facilitated last year



Discovery & Co-creation



MindSphere



Cybersecurity



Asset Monitoring



3D-Printing



Remote Field Services



Virtual & Augmented Reality

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Discovery & Co-creation



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Virtual & Augmented Reality

Let's have a look at some examples!

Success Story Customer centricity through Discovery

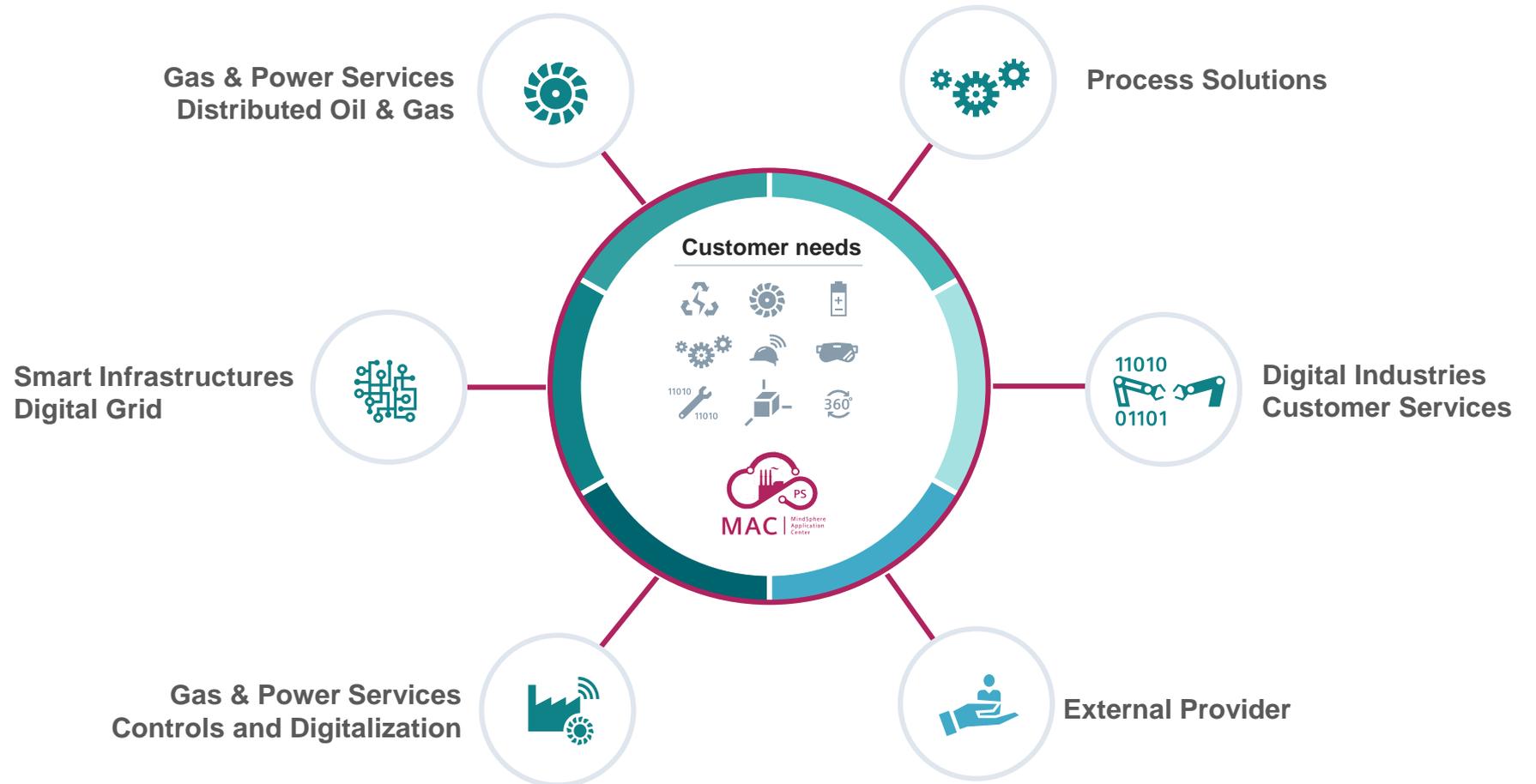
Individual customer needs are at the center of Discovery Sessions; the Digital Hub enables the right partners for the discussion



Success Story: Customer centricity through Discovery

We understand the specific needs of each customer and are able to combine expertise from multiple sources.

We create transparency and successfully bring the right knowledge into the discussion to offer the best customer centric solution – by involving Siemens experts or even external providers.



Success Story Co-creating a new solution

During Co-creations we jointly develop a Rapid Prototype and a Digital Roadmap with our customer

Success Story: Co-creating a new solution

Previous meetings with this customer showed little success because Siemens approached with the traditional portfolio sales mindset

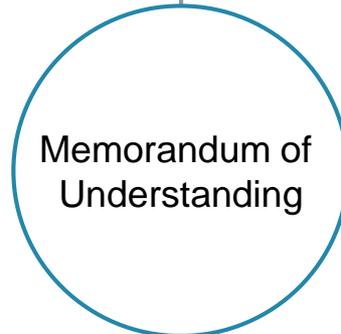
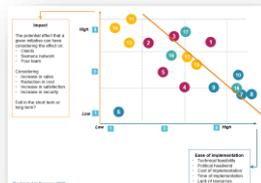
After one of these meetings, the customer actually wanted to continue with a competitor

That's when DigiHubBarcelona came in with a Discovery Session



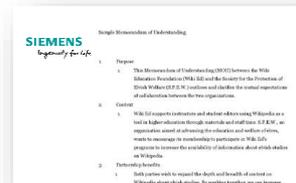
Analyzing needs

- Shared visions on Digitalization
- Showcasing
- Discovered the **need for a new solution** for Anomaly Detection in turbine operation

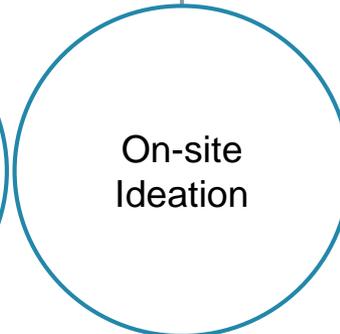


Partnership

Agreement on a way of working together for digital growth

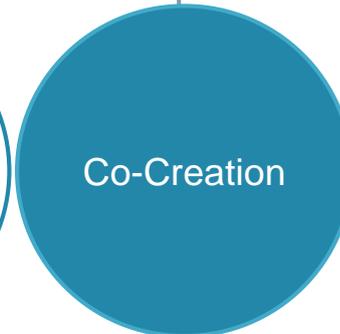


The Future of Energy



Ideate

Recap of Discovery
59 ideas captured
5 main focus points
2 value propositions



Build a solution

Prototype development on MindSphere
Live demo of prototype



What's next?

Define milestones for the pilot
Roadmap signed by management



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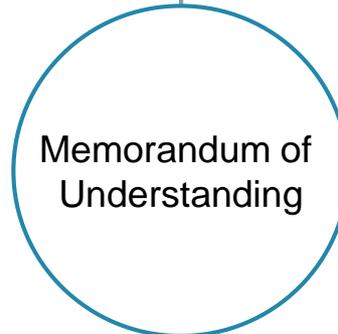
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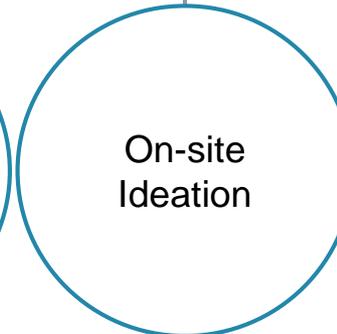
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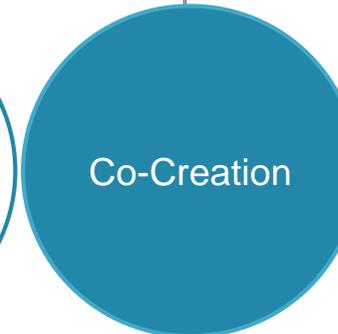
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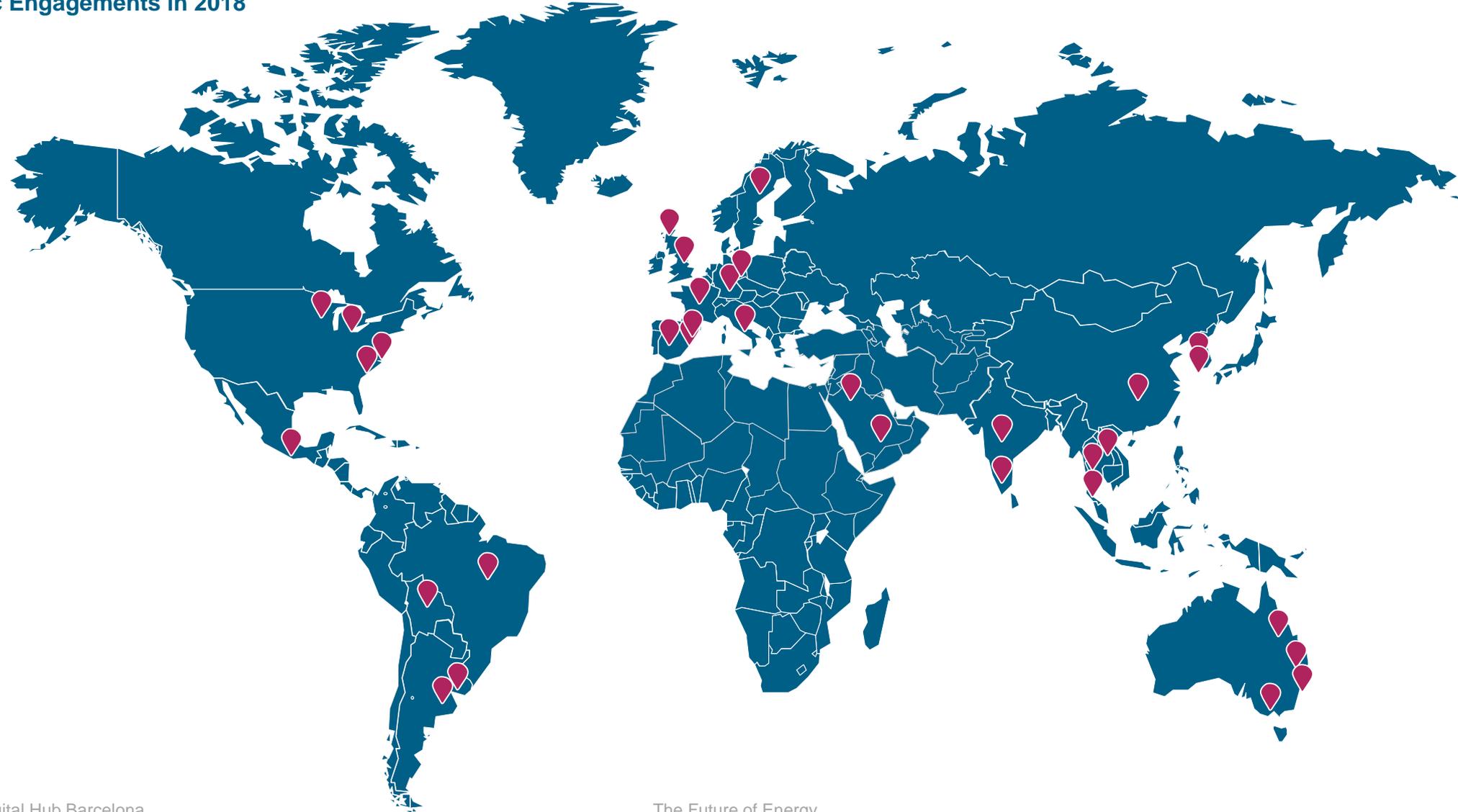
Siemens already is a **global leader** in Digitalization. We want to be in the forefront of Digitalization in the **energy sector** - and we will be - through the help of Siemens.

COO of customer

Together with our customers, over seventy Discovery and Co-creation exercises have been successfully completed in 2018

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Ingenuity for life

Strategic Engagements in 2018



How about scheduling a Discovery Session with the Digital Experts from the Digital Hub in Barcelona?



Reach out to us!  



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