



RUGGEDCOM

Because rugged is
more than our name.

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What is in a name?

If the name is RUGGEDCOM, there is quite a bit behind it, especially for operators of critical infrastructure networks like utilities.




**First and foremost
is reliability,
especially given the
increasing threats,
risk and demands that
utilities are facing.**





Customers want and expect one thing from utilities above all else. Reliable power that keeps the lights on, homes safe, businesses running and communities thriving.

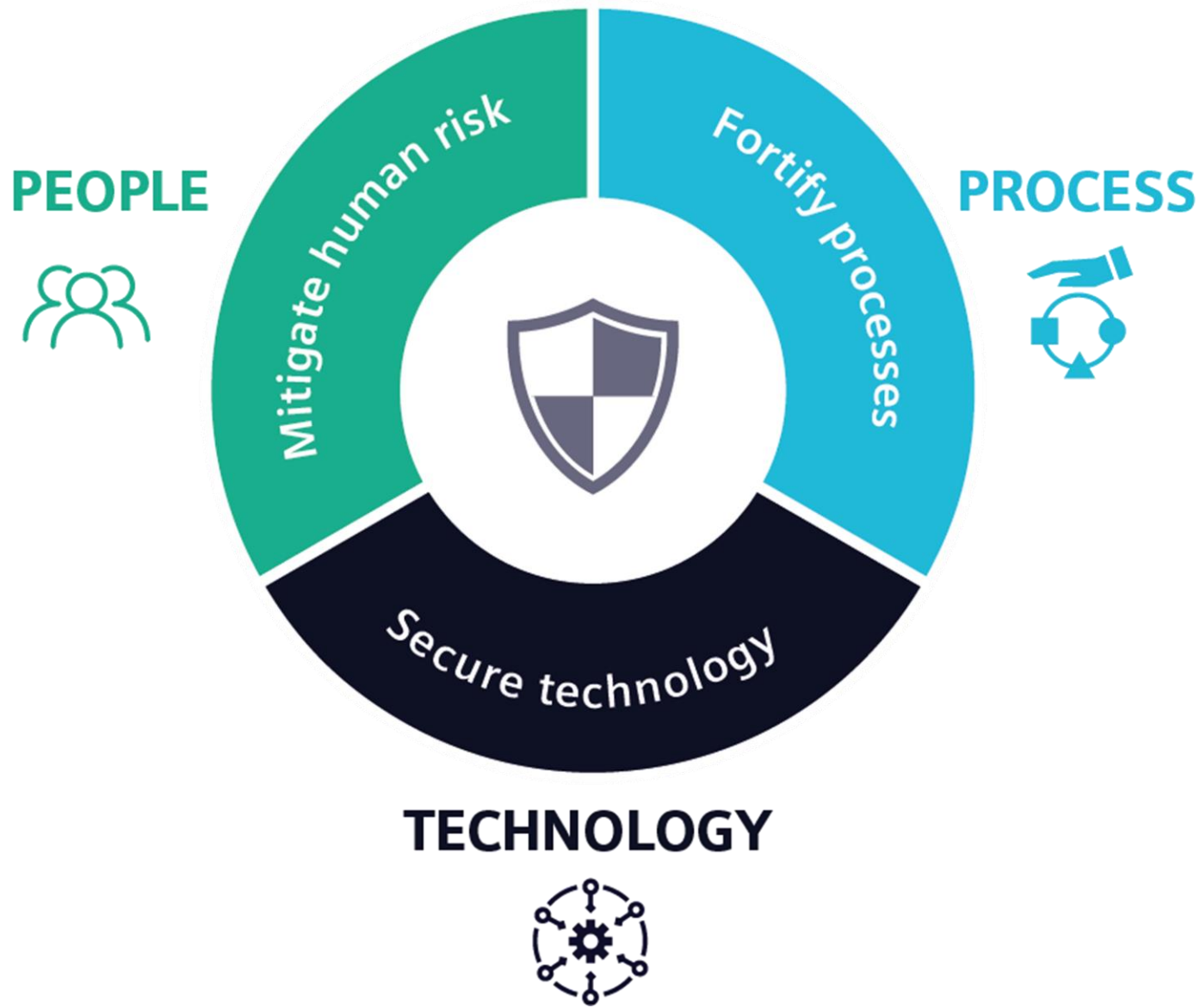
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RUGGEDCOM products are tough, dependable, and perform under the harshest conditions. They are quality engineered and built from the most durable components to perform flawlessly, regardless of what Mother Nature throws your way.

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There are also significant, daily and growing, threats posed by bad actors who want to take utility operations (and their reputations) down.



RUGGEDCOM helps utilities keep the bad guys out by **fortifying their cyber defenses** through a multi-layered approach covering and protecting people, processes and technologies.

With the stakes so high, utilities are under constant pressure.

They want and deserve the **peace of mind** that only comes from **working with the best.**

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Behind the
RUGGEDCOM name
and reputation for
product performance is
a **cadre of subject
matter experts** who
deliver the end-to-end
support that operators
appreciate and rely on.

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RUGGEDCOM and its vast suite of products and support services are part of Siemens, a global giant with considerable resources and a stellar reputation for solving tough problems and delighting customers. Leading utilities know they are in good hands working with RUGGEDCOM.

RUGGEDCOM also represents and **delivers VALUE**. Every company wants to get the most bang for their buck.

This includes utility operators who answer to a multitude of stakeholders, including regulators and ratepayers.



Designed and Tested to withstand the harshest environments!



Because RUGGEDCOM products are **DURABLE**, they stand the test of time.

They are also easily upgradable which helps negate the considerable costs and time that come with buying all new equipment.

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The long lifespan of RUGGEDCOM products helps drive down the overall cost of ownership, which is critical for fiscally responsible organizations that need to stay on budget.



If the last year has taught us anything, it's this... **life can throw you more than a few unexpected curves.**

Utilities, their teams and operations can't afford to be caught flat-footed.

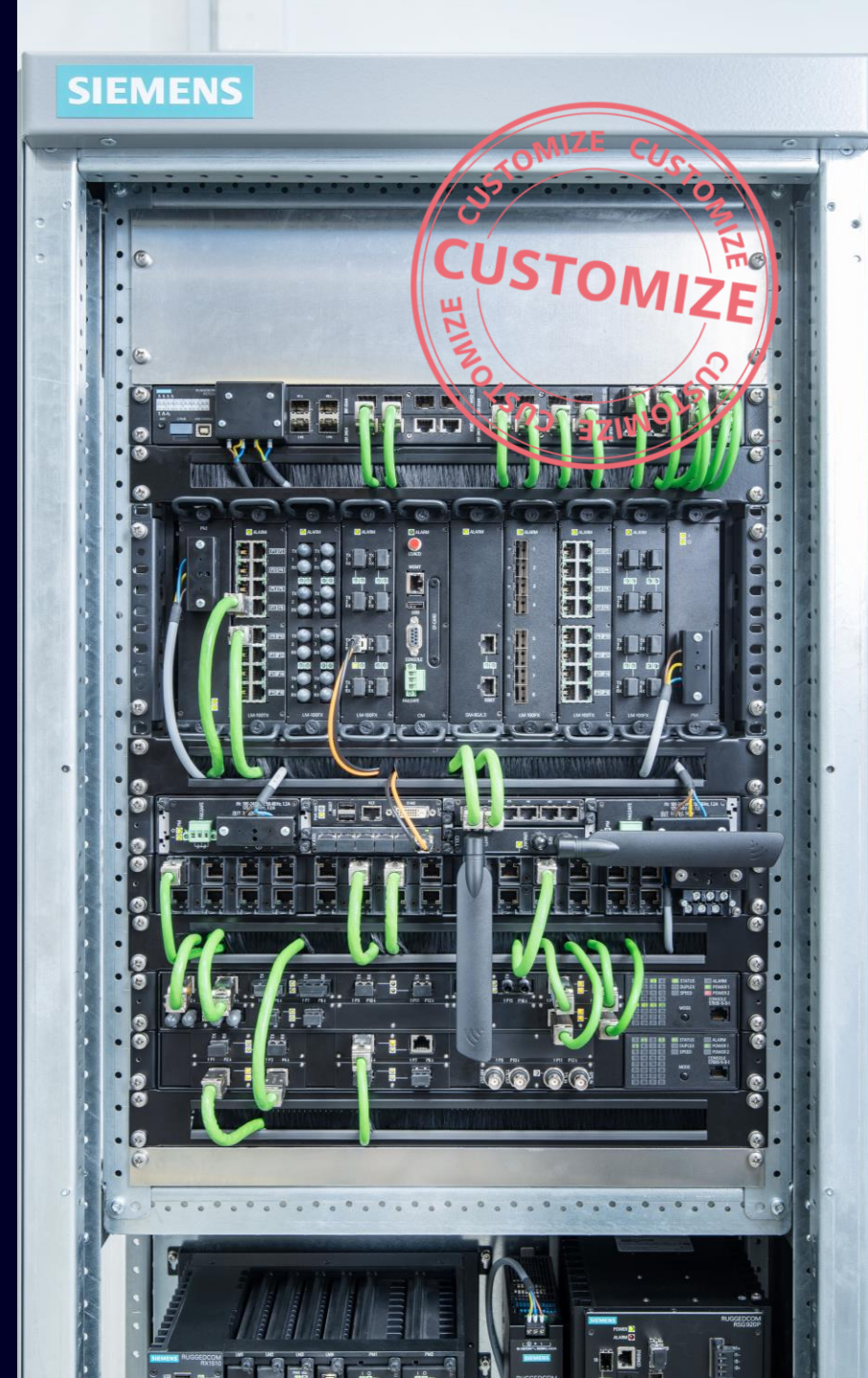


And because the pace of change is only speeding up, RUGGEDCOM delivers the **FLEXIBILITY** utility operators demand.

Utility operator flexibility comes from the fact that RUGGEDCOM products and solutions:

- Have an open design architecture for plug and play capability.
- Fit and work in existing or new applications. Meaning we meet you where you're at **and** where you're going.

This all leads to being able to provide customized solutions to meet and exceed your needs.



All of these
important attributes
and considerable
benefits don't come
from just our name.

**It's who we are and
what we do!**


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Siemens' RUGGEDCOM has become a utility industry leader for communication solutions with the largest installed base that's grown over the last 20 years because we deliver on our word and have never taken our customers business for granted.

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Trust is earned and re-earned every day with every engagement, big and small.

**We've never
lost focus of
that... and we
never will.**



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