

**SIEMENS**



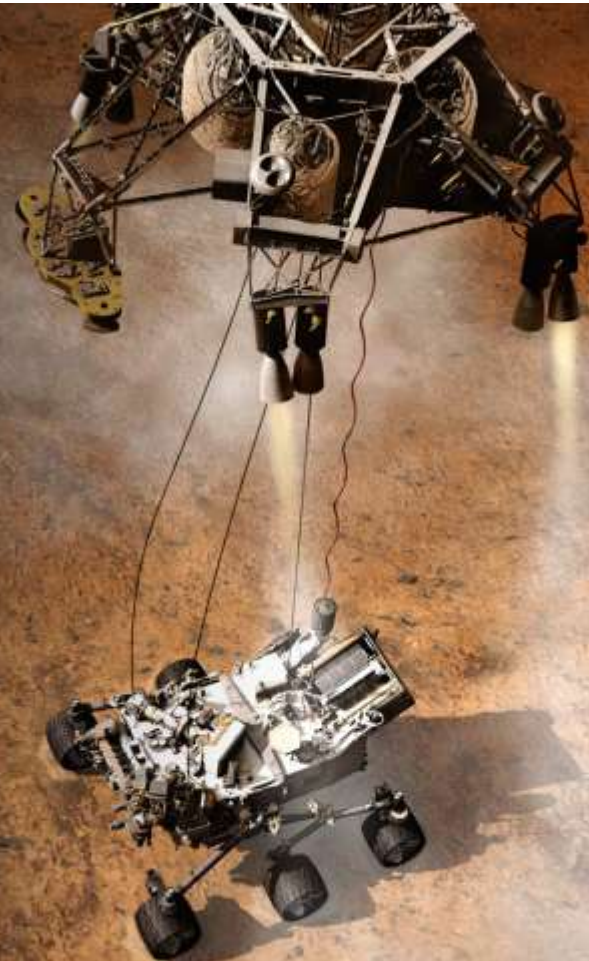
Gian Luca Sacco - *Marketing Director South & Central Europe*

# Smarter decisions, better products

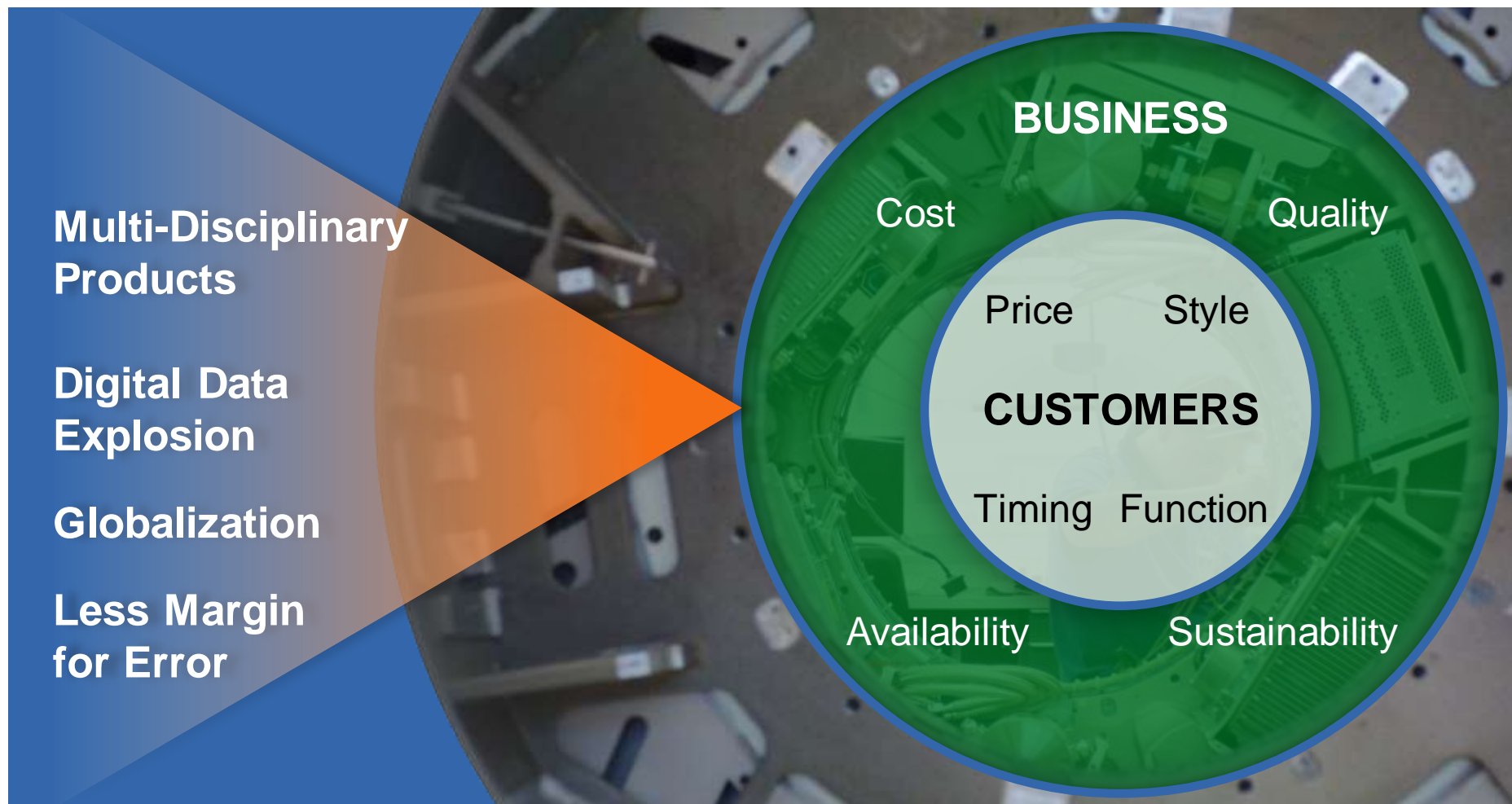
## Today's Product Challenges are More Difficult Than Ever Before...

# Landing on Mars is one of the hardest jobs on Earth.

On August 5, the Mars rover Curiosity landed successfully on the surface of Mars. There was only one chance to get it right. For this unprecedented challenge, NASA employed Siemens PLM software solutions. The development team at NASA's Jet Propulsion Laboratory digitally designed, tested, assembled, and simulated the entire Mars rover before a single physical prototype was created.



# Making Successful Products Has Never Been More Complex...



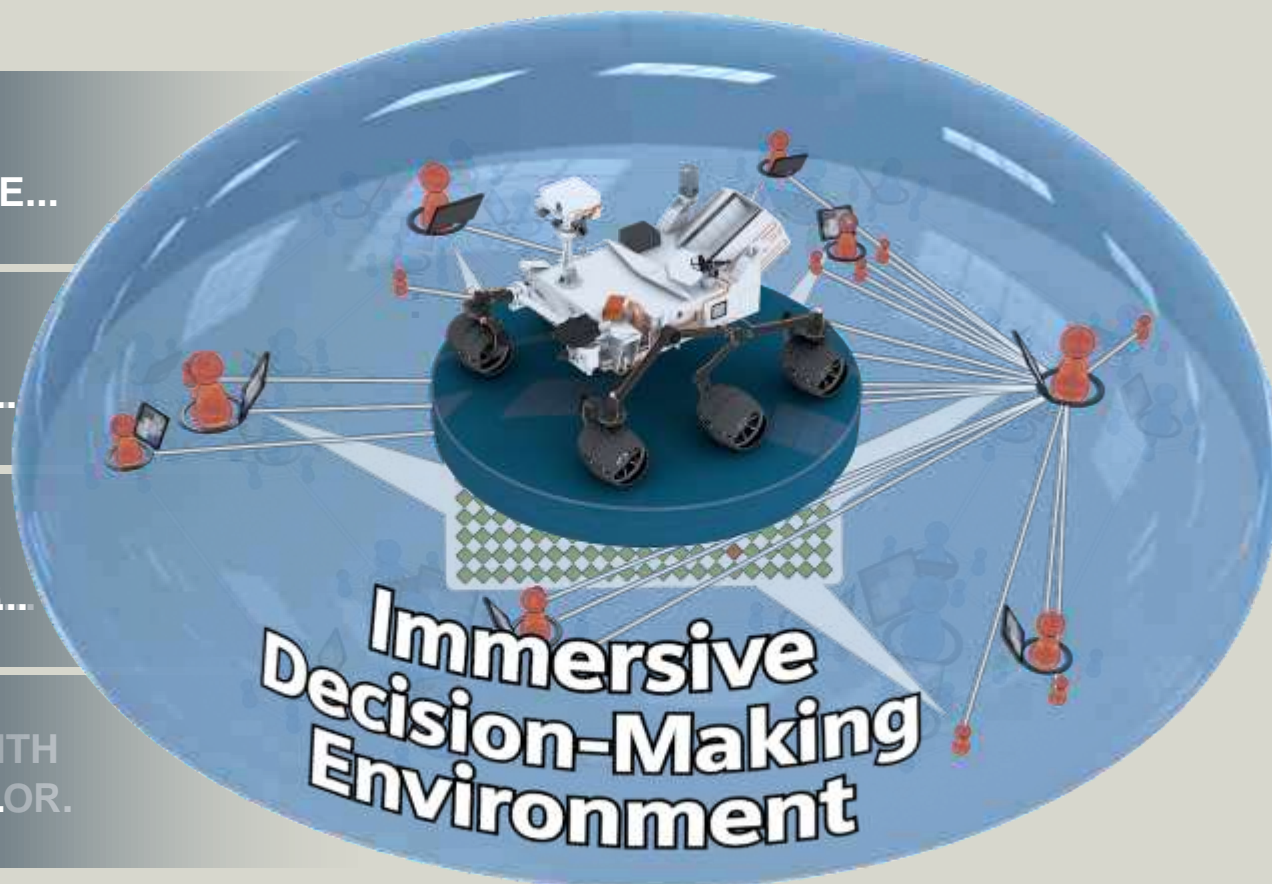
# PLM Must Change to Conquer Complexity

MORE PEOPLE  
INTRINSICALLY AWARE...

RECEIVING THE  
RIGHT INFORMATION...

MAKING INTEGRATED  
SYSTEMS DECISIONS...

ON TIME WITH ~~SURE~~ WITH  
GREATER ACCURACY.~~OR.~~



# Our Vision for PLM

An Immersive Environment for Lifecycle Decision-making

Intuitive,  
transparent  
environment  
for all users

Data gathered  
and filtered  
from multiple  
sources



Open apps  
to evaluate  
full product  
content

Information  
delivered  
in context of  
users' jobs



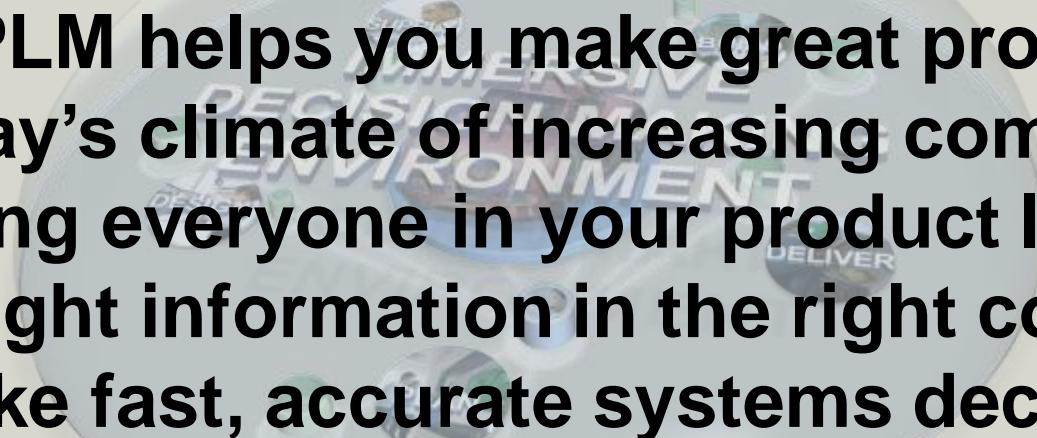
# HD-PLM

Our Strategy for Smarter Decisions, Better Products

Intelligently Integrated  
Information

Future Proof  
Architecture

HD-User  
Experience



**HD-PLM helps you make great products in today's climate of increasing complexity by giving everyone in your product lifecycle the right information in the right context to make fast, accurate systems decisions.**

# HD-PLM Investments

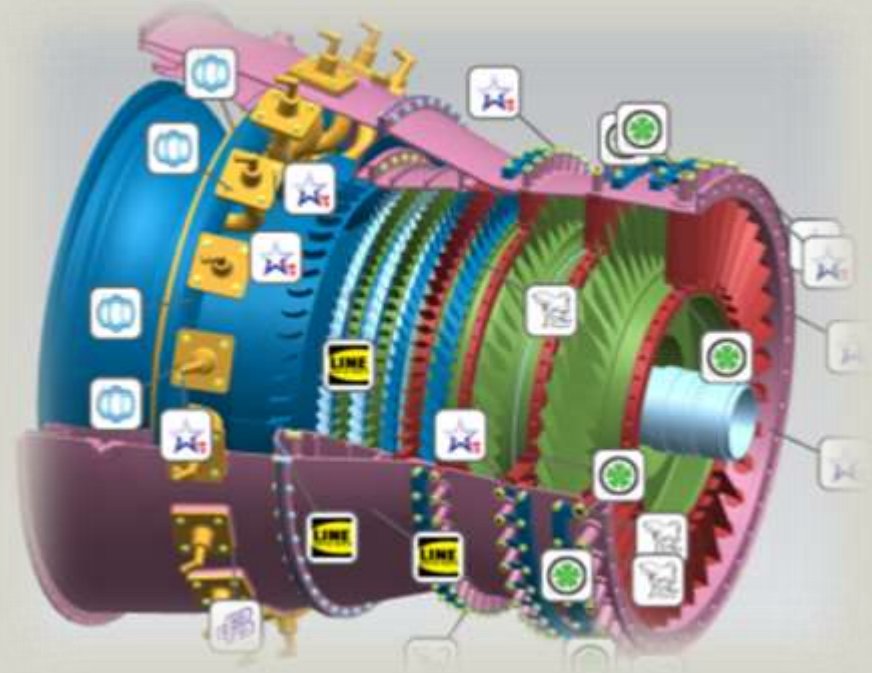
Understanding semantics is key to realizing HD-PLM

## Intelligently Integrated Information

## Future Proof Architecture

## HD-User Experience

Extract value from large volumes of complex data to provide users only the information required to make accurate decisions



# HD-PLM Investment

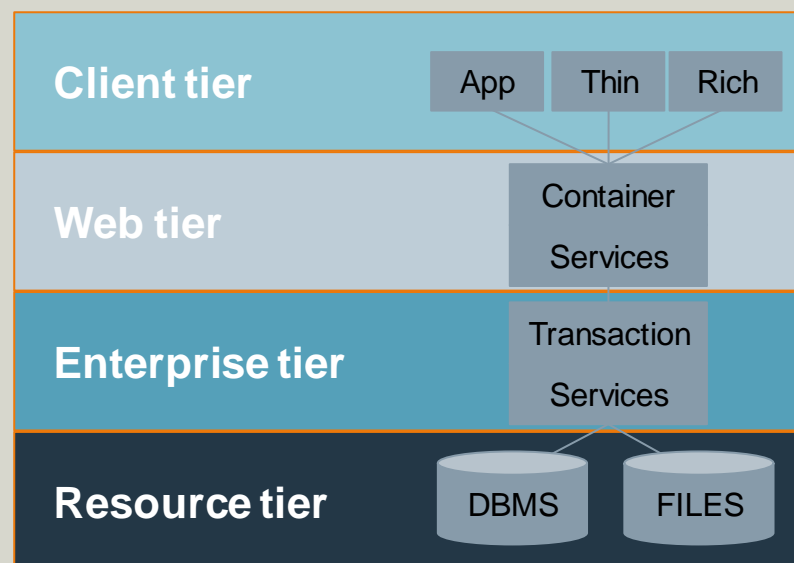
Continually adapting to change is key

Intelligently Integrated  
Information

Future Proof  
Architecture

HD-User  
Experience

Protecting your investment in our solutions, minimize your total cost of ownership and help you take advantage of change.



# HD-User Experience

Information the way you need it

Intelligently Integrated  
Information

Future Proof  
Architecture

HD-User  
Experience

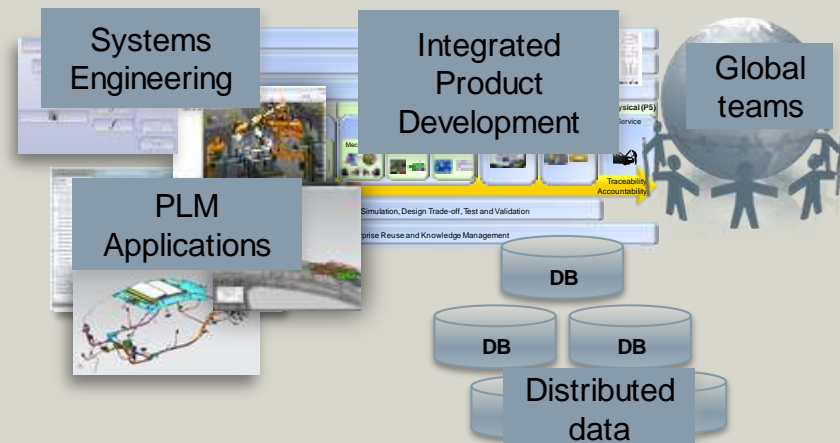
- Ensure everyone in your process gets information in a form best suited to their job, in the simplest and fastest way possible
- The user experience challenge:

**Decision Simplicity**

Multi-Disciplinary  
Products  
Digital Data  
Explosion  
Globalization  
Less Margin  
for Error

Find  
Review  
Decide  
Act

**Information Complexity**



# Our Portfolio

Spanning the lifecycle from concept to retirement

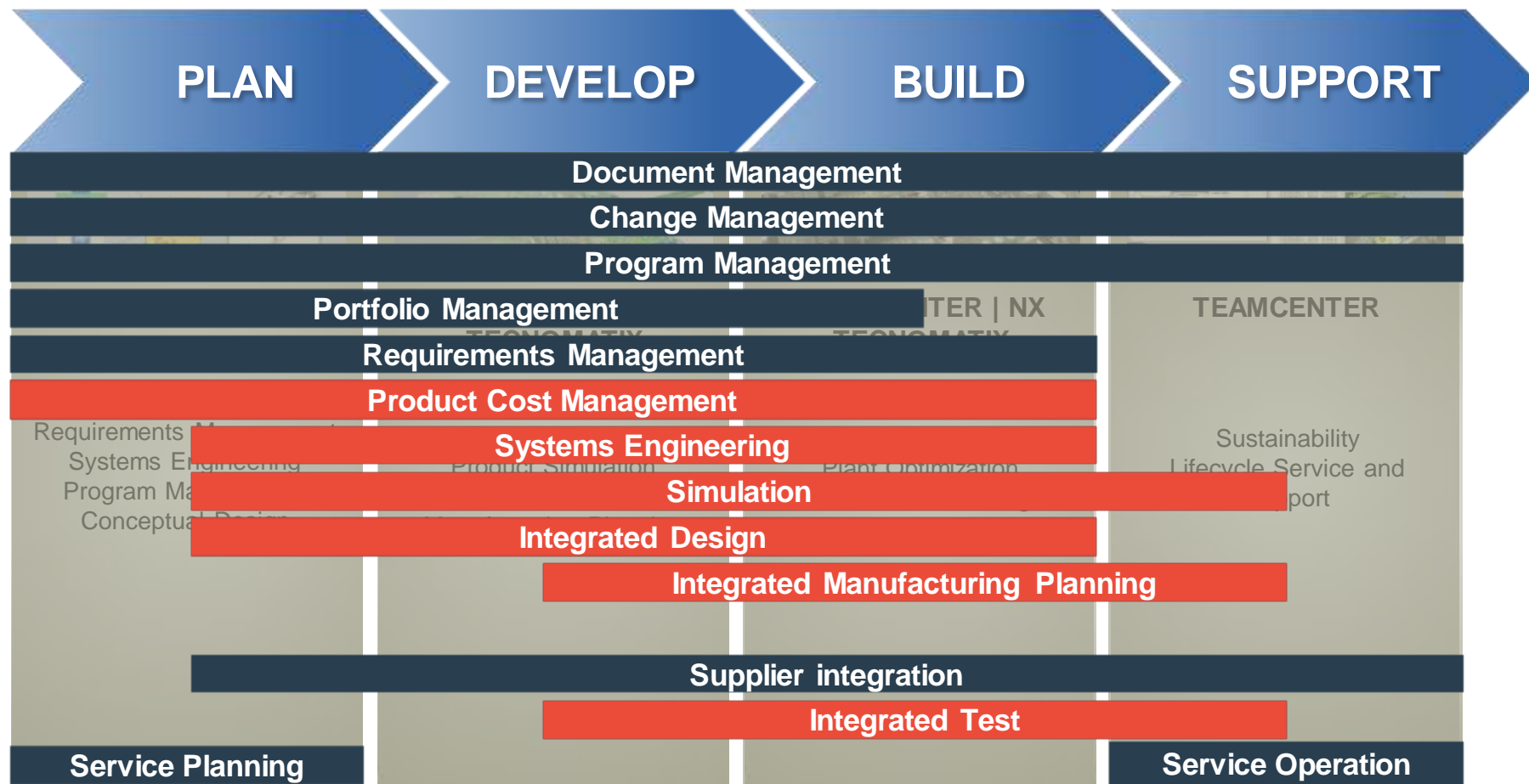
## Product Lifecycle Management



# Our Portfolio

Spanning the lifecycle from concept to retirement

## Product Lifecycle Management



# Our Portfolio

Spanning the lifecycle from concept to retirement

## Product Lifecycle Management

PLAN

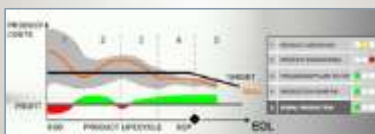
DEVELOP

BUILD

SUPPORT



**TEAMCENTER | NX**



**PERFECT COSTING**

Product Cost Management

**LMS**

Mechatronic Simulation



**TEAMCENTER | NX  
TECNOMATIX**



**KINEO**

Motion Simulation

**LMS**

Behavioral Simulation

**VISTAGY**

Composite Engineering



**TEAMCENTER | NX  
TECNOMATIX**



**KINEO**

Motion Simulation

**LMS**

Physical Testing

**PERFECT COSTING**

Cost Optimization



**TEAMCENTER**



**VISTAGY**

Quality Planning

# Industry Solutions

Driving real business productivity

## Aerospace and Defense



Execution,  
Globalization, Complexity,  
Maintainability

## Automotive and Transportation



Environment, Information,  
Globalization, Safety

## Consumer Products and Retail



Brand Image, Market  
Speed, Environment, Cost  
Reduction

## Electronics and Semiconductor



Sustainability, Information,  
Globalization, Quality

## Energy and Utilities



Sustainability, Information,  
Globalization, Quality

## Industrial Machinery and Heavy Equipment



Innovation, Environment,  
Globalization, Service

## Marine



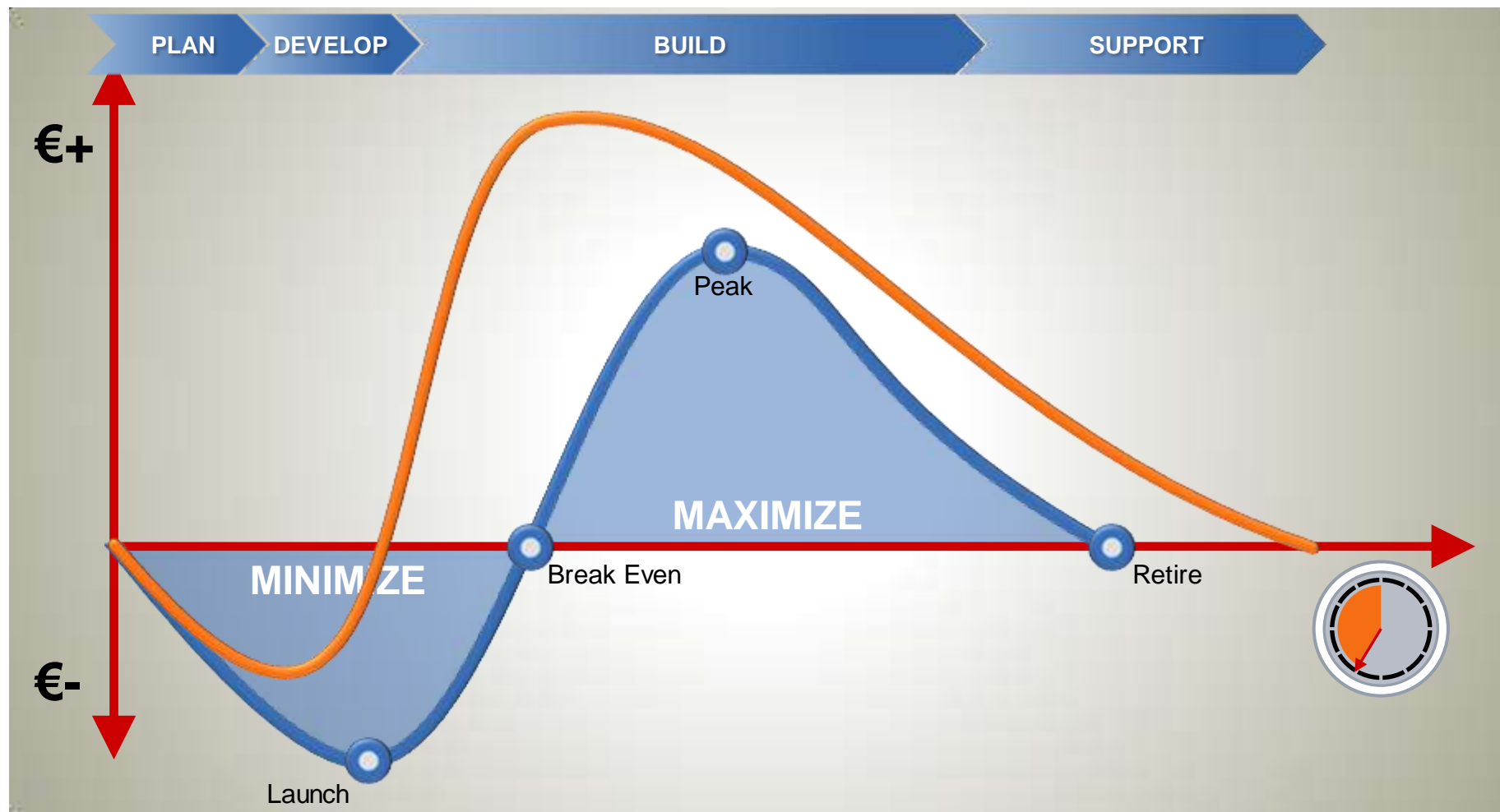
Sustainability, Cost,  
Globalization, Safety

## Medical Devices and Pharmaceuticals

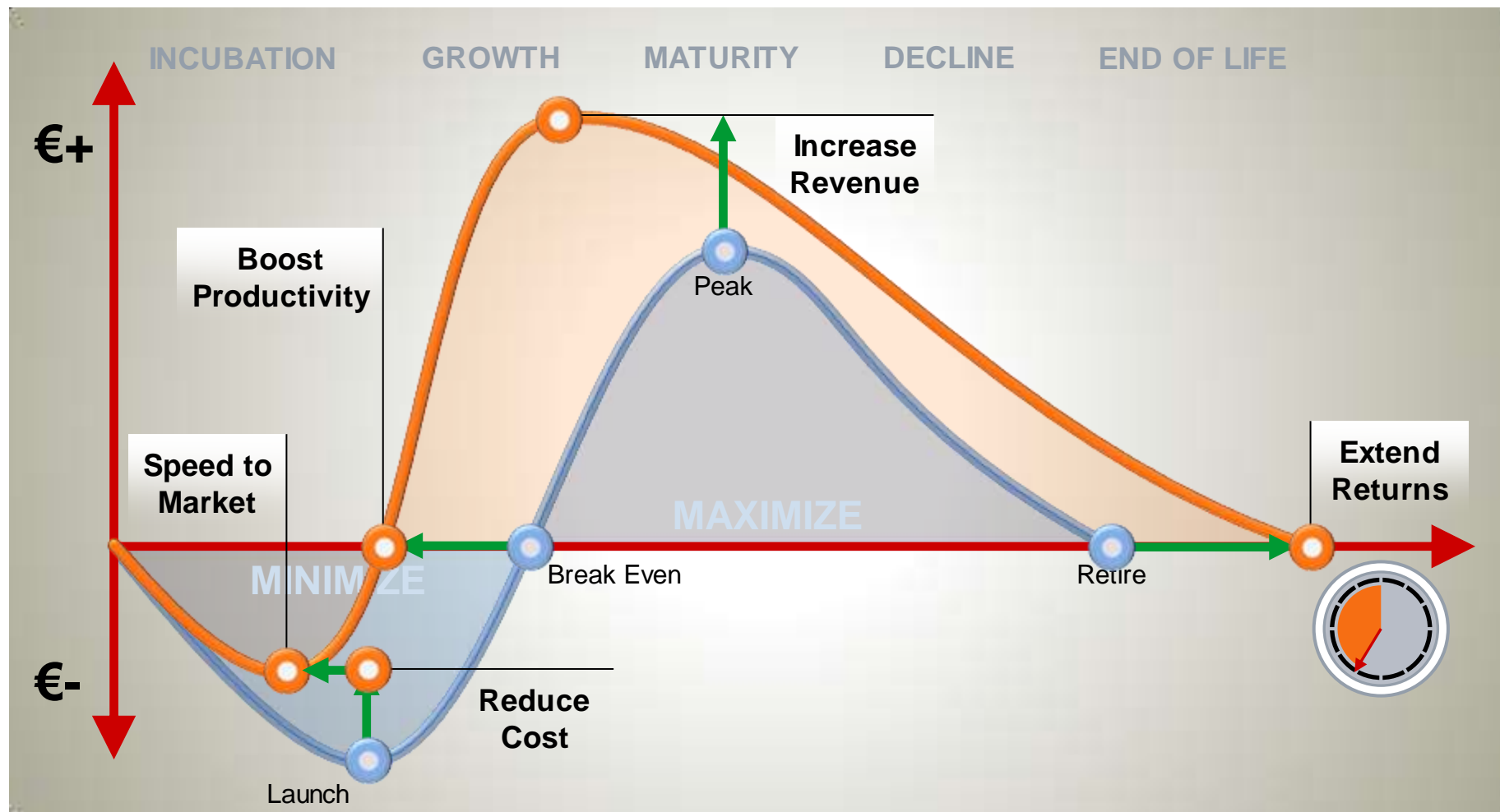


Profitability, Complexity,  
Globalization, Regulatory

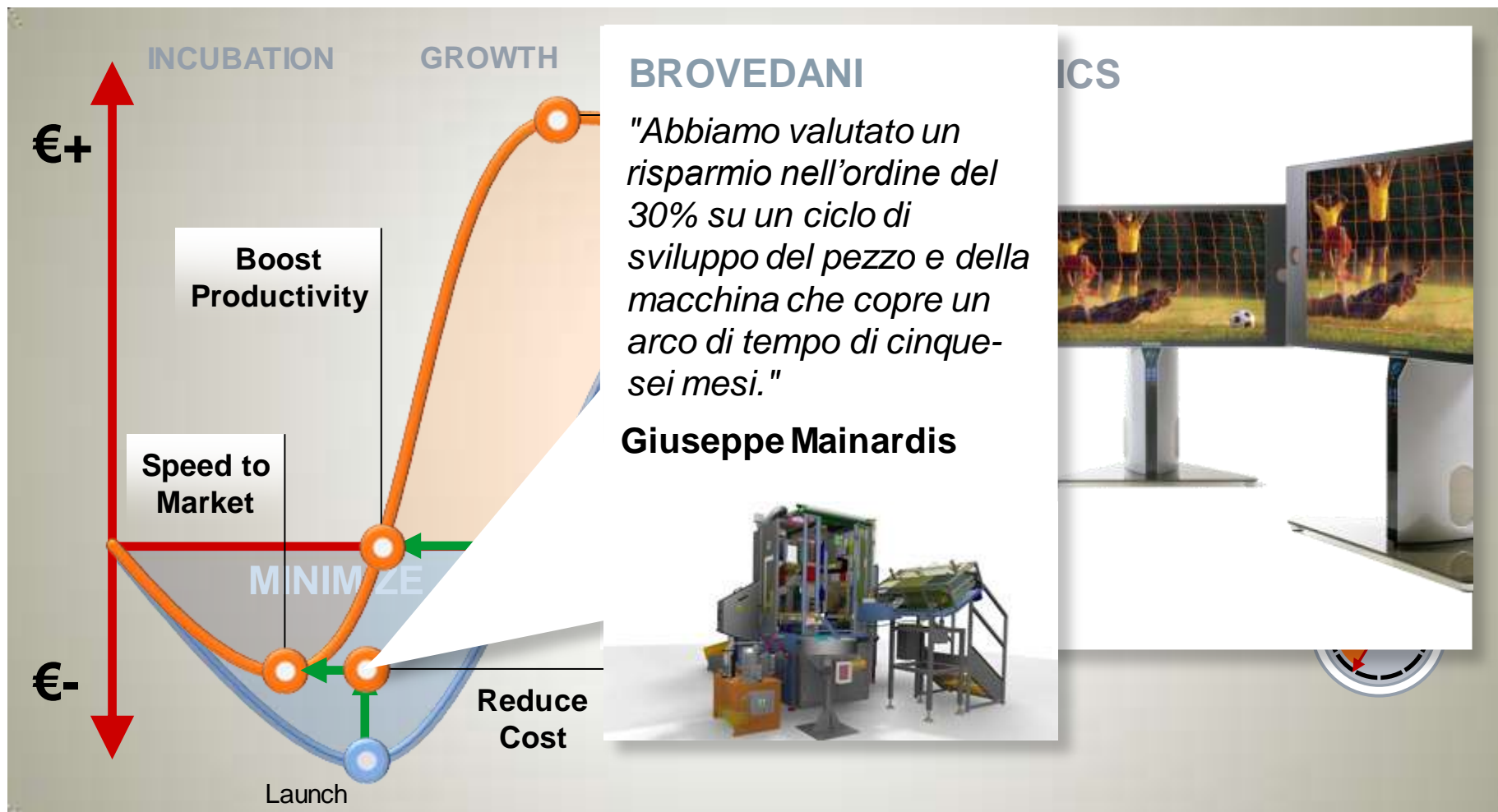
# The PLM Value Curve



# The PLM Opportunity



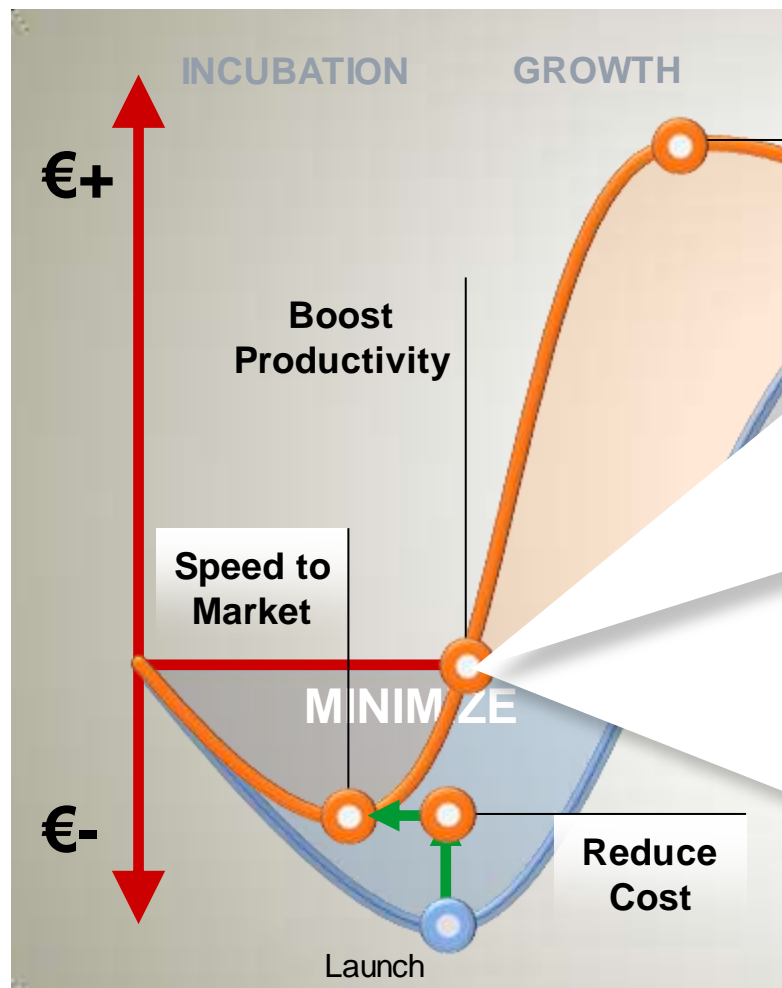
# Customer Success



# Customer Success



# Customer Success



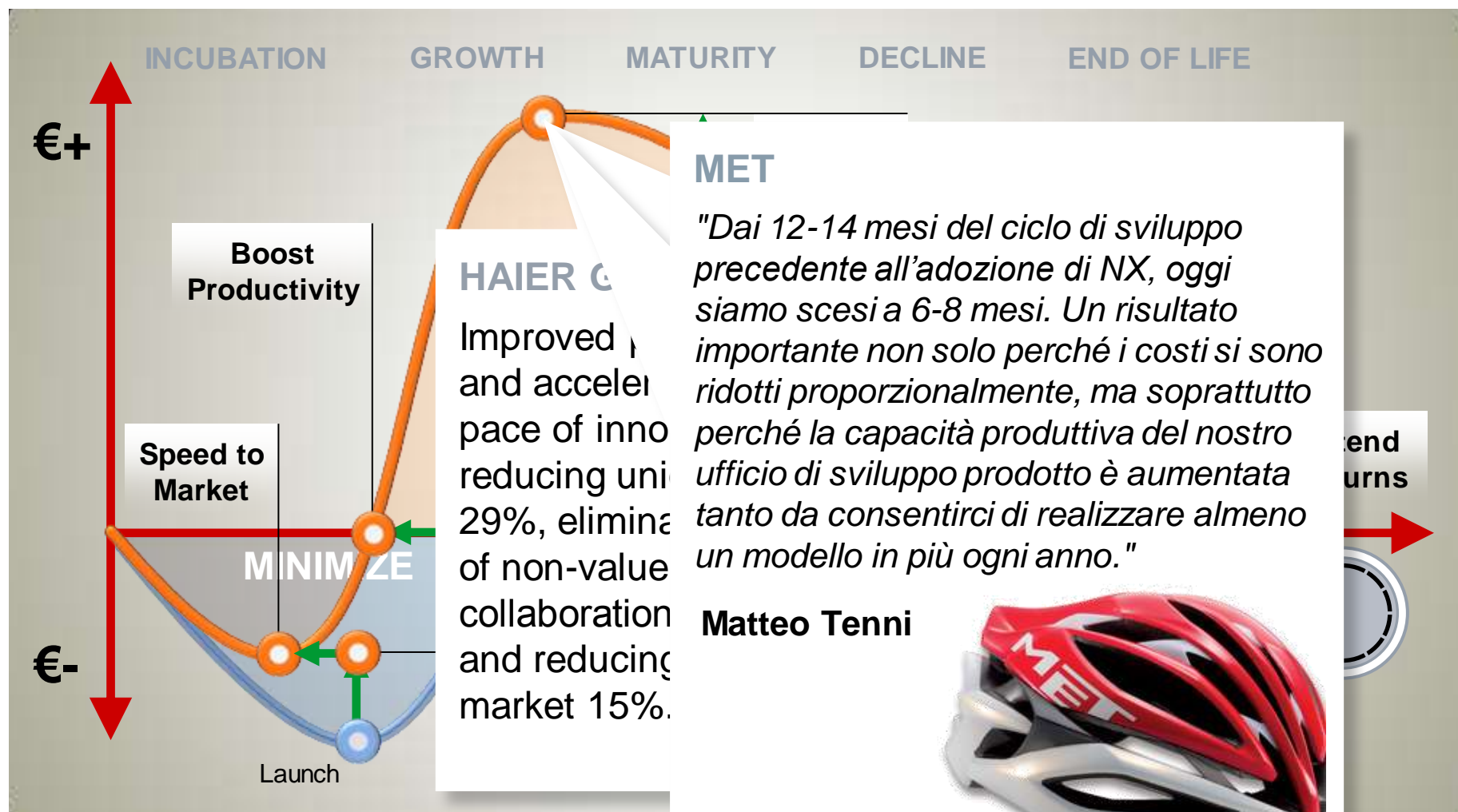
## LEITNER TECHNOLOGIES

*"La soluzione PLM ha dato un contributo fondamentale per vincere il bando perché, fra tanti benefici, ci ha permesso di presentare il progetto al cliente in modo virtuale con un rendering molto sofisticato, mostrando un processo estremamente dettagliato e inserito nel contesto ambientale definitivo."*

**Christian Allegrini**



# Customer Success



# Customer Success



## Bonus Track

### RIELLO

Rulestream come motore per la codifica di regole e normative tecniche e per la formalizzazione dei processi aziendali.

#### Risultati:

- Razionalizzazione delle competenze
- Standardizzazione dei processi e del know-how aziendale
- Riduzione dei tempi di ciclo dall'offerta alla fornitura



### INTERTRACO

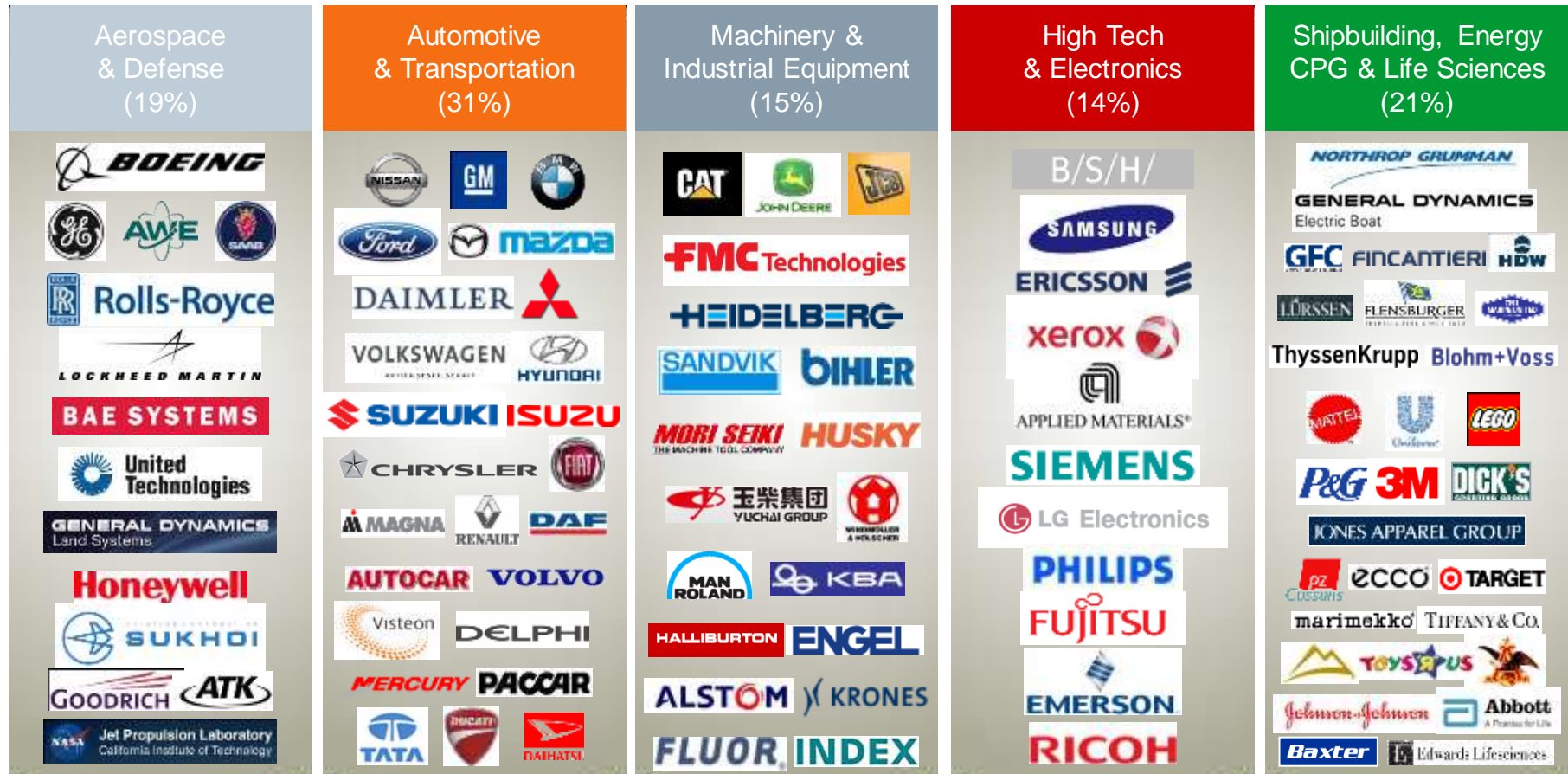
Adottare macchine e strumenti avanzati per operare in modo efficiente e veloce  
Gestire 7-8 mila part number con migliaia di disegni e una logistica complessa.

#### Risultati:

- Solid Edge consente modifiche più rapide e maggiore riutilizzo
- Accesso ai dati per tutti gli utenti (tecnici e non) garantito da Teamcenter
- Drastica riduzione dei test fisici sui prodotti grazie all'accuratezza dell'analisi con Femap



# 77,000 Customers and 9M Licensed Seats



10,700 Academic Partners... training over 1 million students per year

# The Siemens Vision: Provide Answers to the Great Challenges of our Time

## Siemens – the pioneer in

- Energy efficiency
- Industrial productivity
- Affordable and personalized healthcare
- Intelligent infrastructures

Entrance of Gare Saint-Lazare metro station, Paris



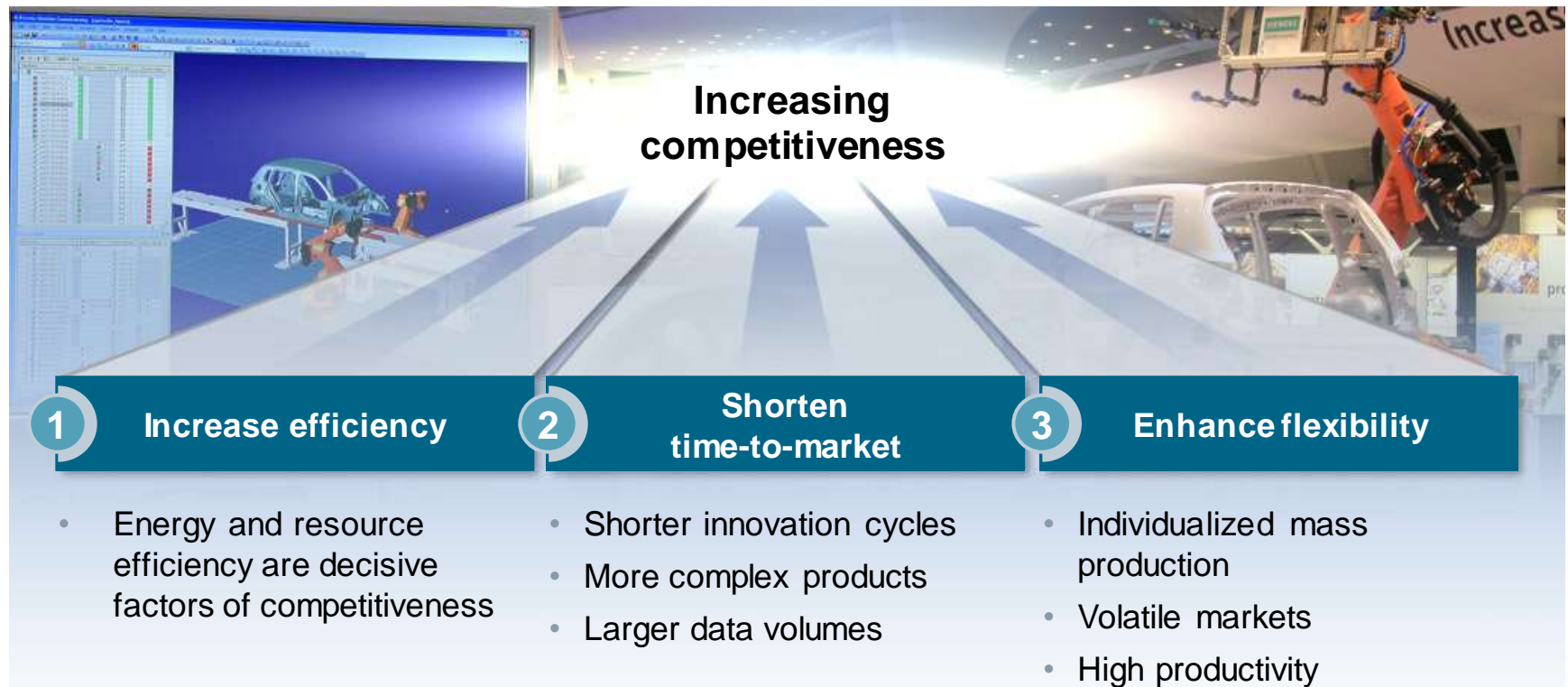
# Siemens Organization: Four Sectors Covering the Global Challenges



**An Integrated Technology Company.**

# Our challenge

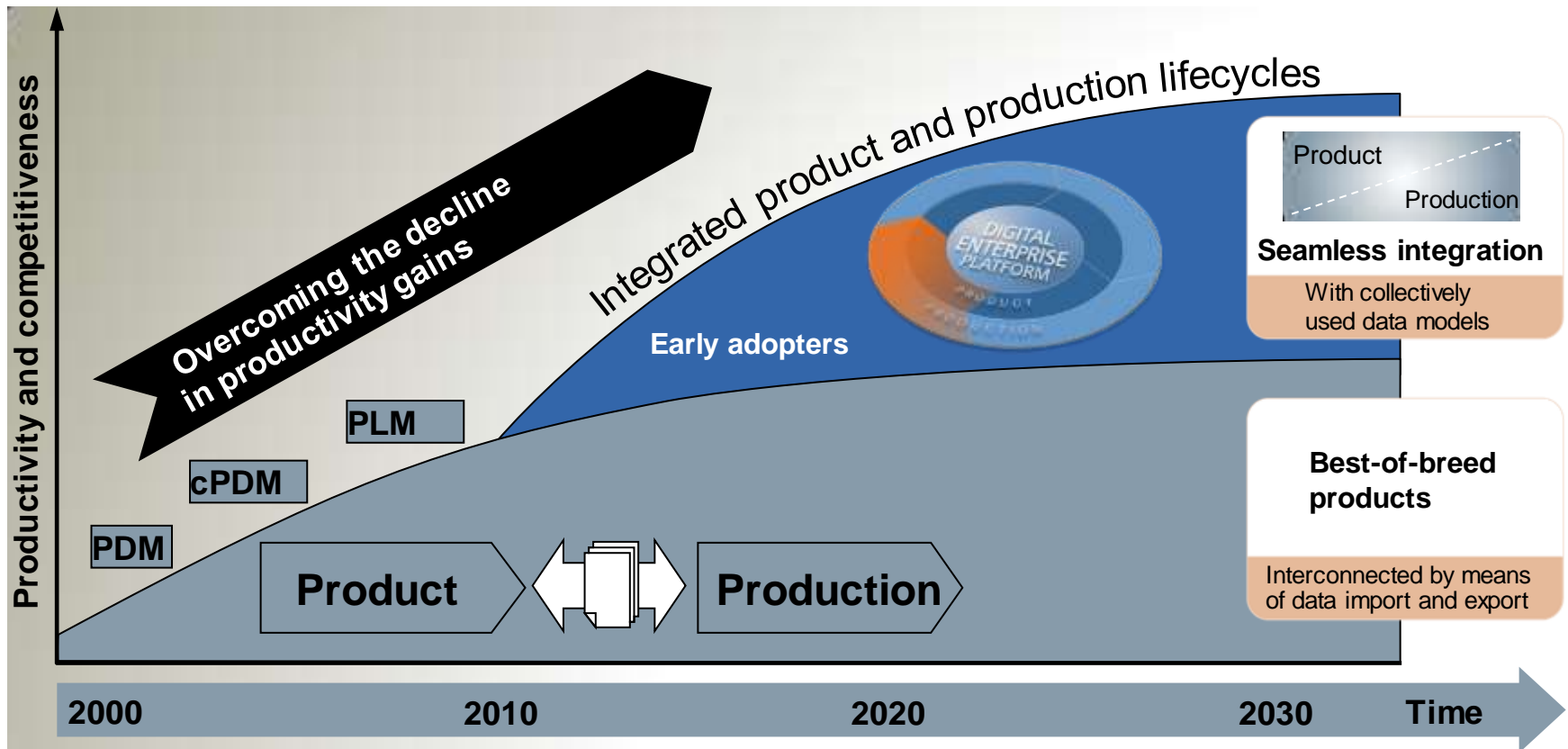
Manufacturing is changing faster than ever before



**Increasing importance of manufacturing industry in all national economies**

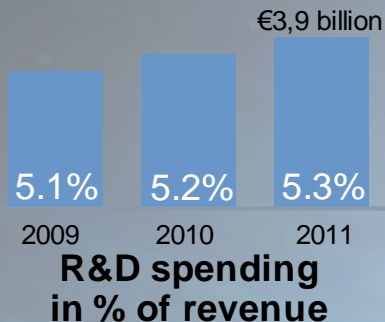
# "Digital Enterprise Platform"

Siemens is preparing the ground for Industry 4.0



Change of paradigm for the next productivity stage: integration of product planning and production can reduce time-to-market by 50%

# The Siemens Advantage: Corporate Technology, R&D



“By continuing to invest in innovation and development, and by the strategic expansion of our portfolio, we have achieved a technological leadership position. Siemens covers the entire industry automation spectrum and is the only supplier to offer this capability.”

Anton S. Huber, CEO Siemens Industry Automation

## Innovations of Products, Systems and Solutions

### Research Partners

Customers  
Universities  
Research Institutes  
Start-ups / VCs  
Suppliers

### Working areas:

Mechatronic Design  
PLM / Digital Factory  
Product Configurators  
Imaging & Visualization  
Systems Engineering  
Social Computing  
Structural Optimization

### Corporate Technology, Global Shared R&D

Research & technology based projects, consulting, patents and standardization  
Best-practice sharing among Divisions, Business Units and Departments

# Siemens Industry Software Strategy

Integrate product and production lifecycles

Create intelligent product and production lifecycle

- Merge virtual with physical worlds
- Establish a digital platform for integrated lifecycles
- Share knowledge between integrated lifecycles




PLM

MES

Plant Engineering

Automation Engineering

## Summary

- 
- Manufacturers face tougher challenges than ever
  - To conquer complexity, we're taking PLM to new levels
  - Our vision: an immersive decision-making environment
  - We're expanding the portfolio to realize this vision
  - We're delivering solutions attuned to industry needs
  - Customers continue to realize measurable benefits
  - Siemens is committed to being the leader in industry software

**Answers to the Great Challenges of Industry**

**SIEMENS**

**[www.siemens.it/plm](http://www.siemens.it/plm)**

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