

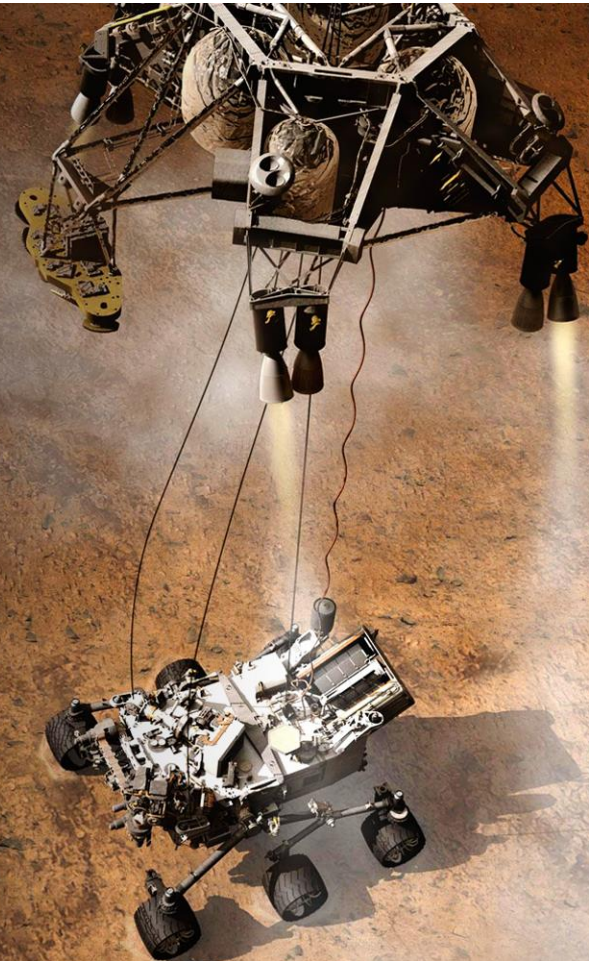


Smarter decisions, better products

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.



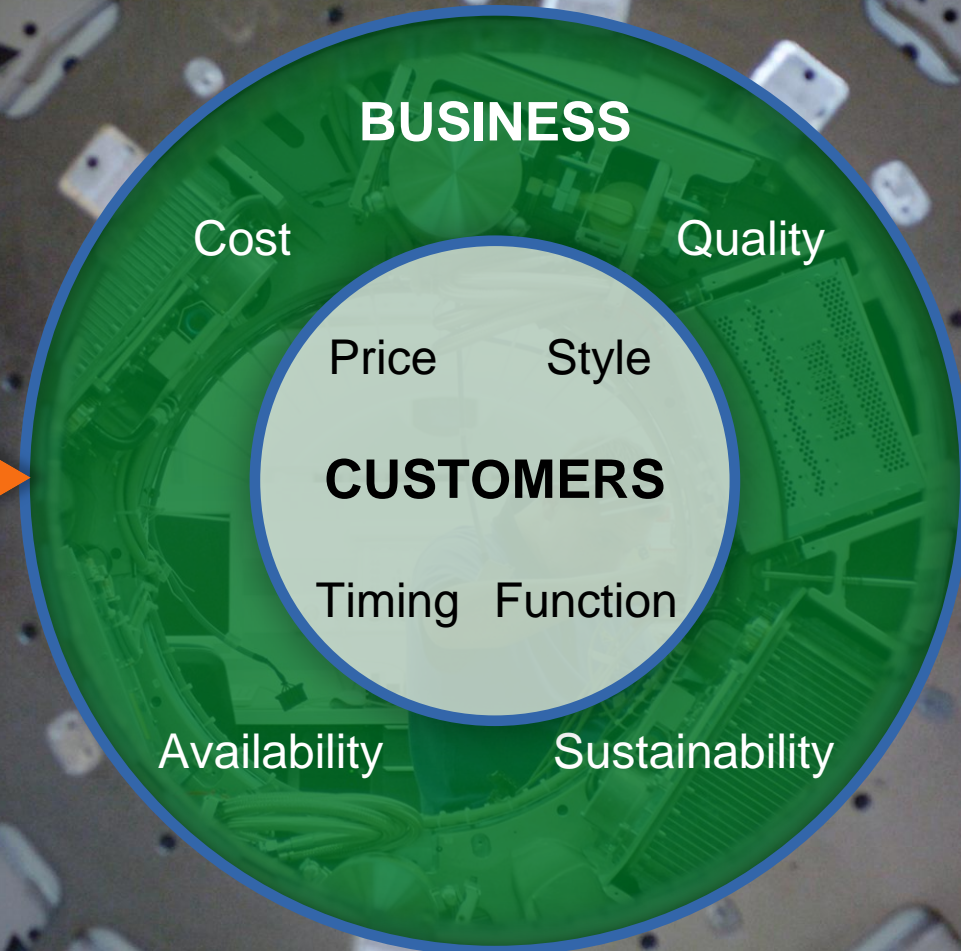
Making Successful Products Has Never Been More Complex...

**Multi-Disciplinary
Products**

**Digital Data
Explosion**

Globalization

**Less Margin
for Error**



PLM Must Change to Conquer Complexity

MORE PEOPLE
INTRINSICALLY AWARE...

RECEIVING THE
RIGHT INFORMATION...

MAKING INTEGRATED
SYSTEMS DECISIONS...

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

**Immersive
Decision-Making
Environment**



Our Vision for PLM

An Immersive Environment for Lifecycle Decision-making

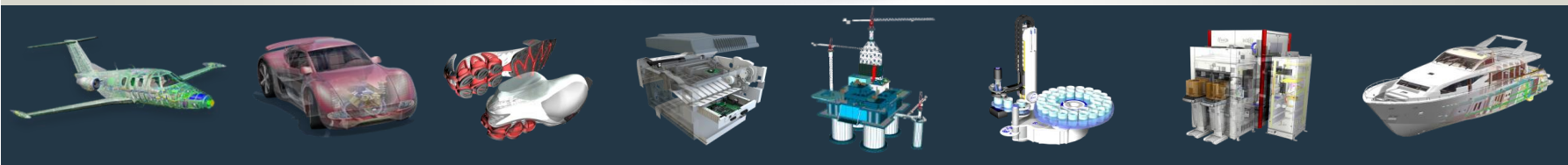
**Intuitive,
transparent
environment
for all users**

**Data gathered
and filtered
from multiple
sources**



**Open apps
to evaluate
full product
content**

**Information
delivered
in context of
users' jobs**



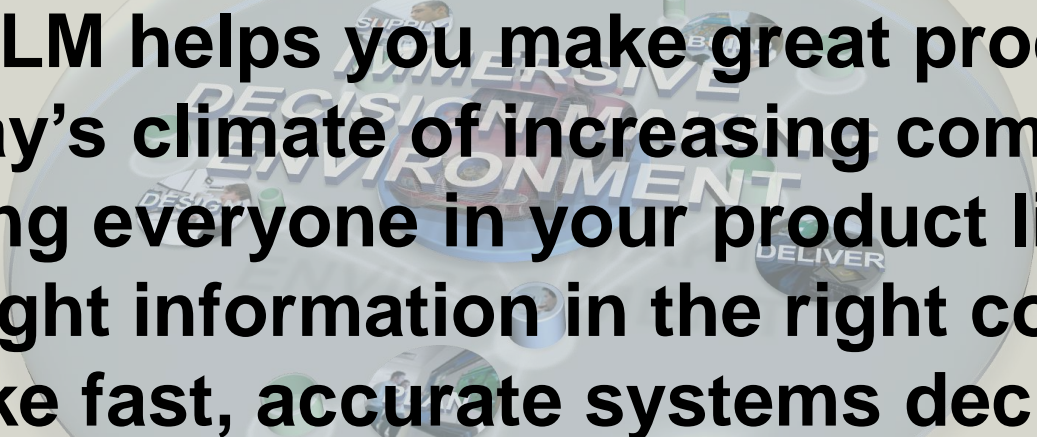
HD-PLM

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

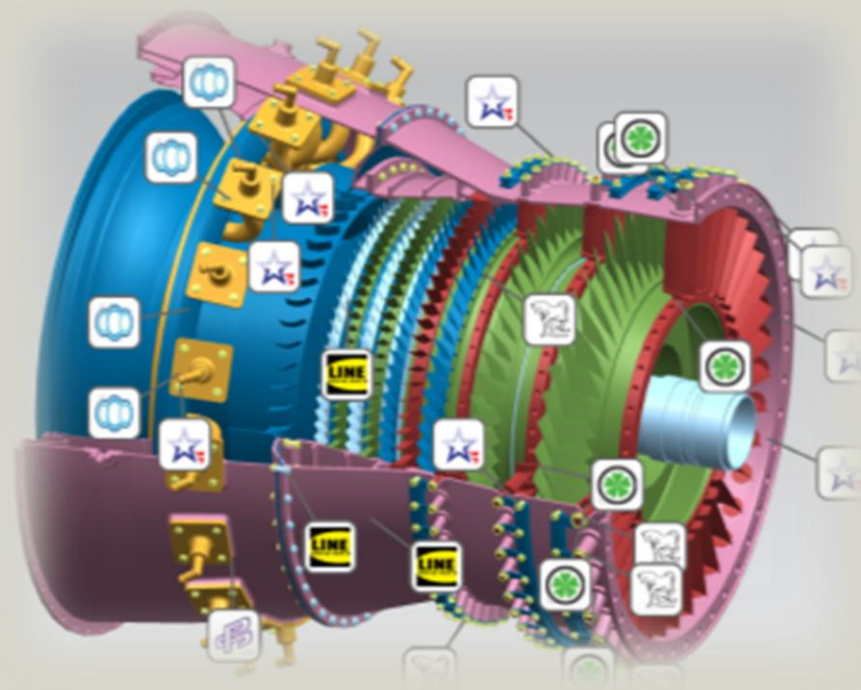
Understanding semantics is key to realizing HD-PLM

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

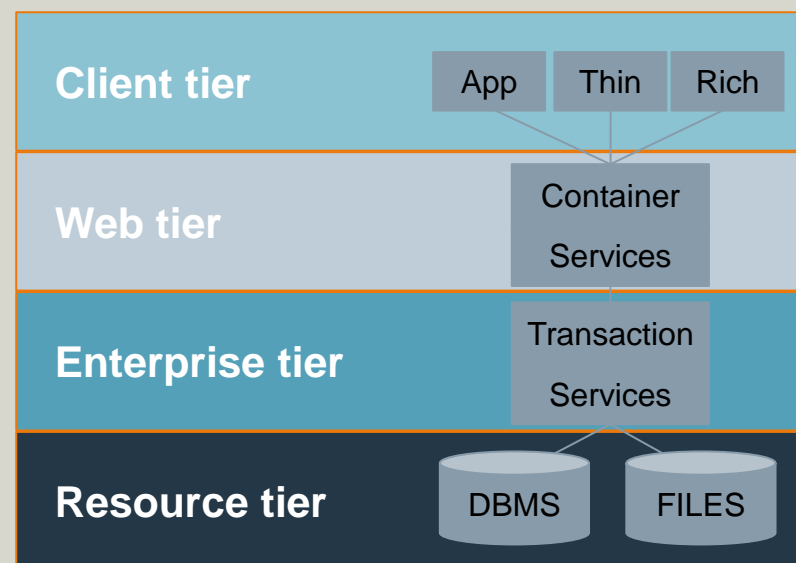
Continually adapting to change is key

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

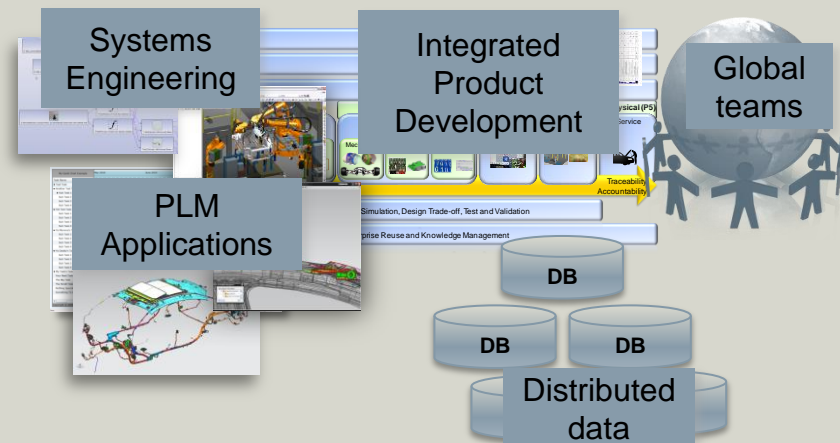
- Ensure everyone in your process gets information in a form best suited to their job, in the simplest and fastest way possible
- The user experience challenge:

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

PLAN



TEAMCENTER | NX

Requirements Management
Systems Engineering
Program Management
Conceptual Design

DEVELOP



**TEAMCENTER | NX
TECNOMATIX**

Product Design
Product Simulation
Product Data Management
Manufacturing Planning

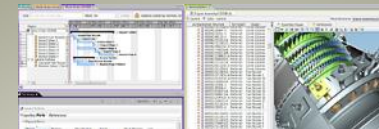
BUILD



**TEAMCENTER | NX
TECNOMATIX**

Manufacturing Engineering
Plant Optimization
Production Planning

SUPPORT



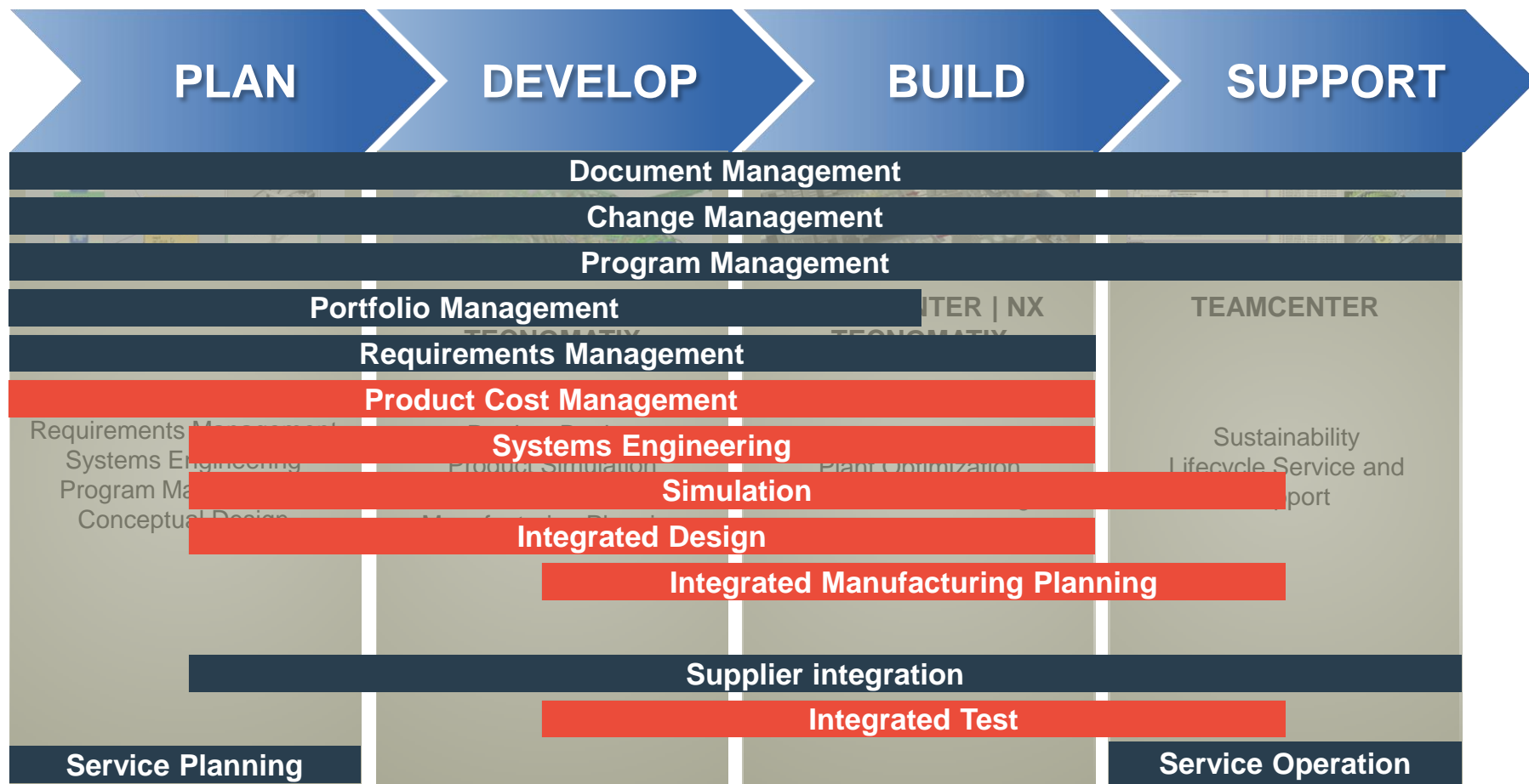
TEAMCENTER

Sustainability
Lifecycle Service and
Support

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

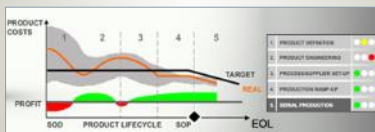
DEVELOP

BUILD

SUPPORT



TEAMCENTER | NX



PERFECT COSTING

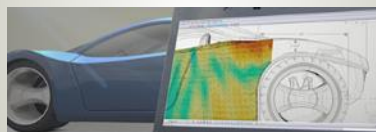
Product Cost Management

LMS

Mechatronic Simulation



**TEAMCENTER | NX
TECNOMATIX**



KINEO

Motion Simulation

LMS

Behavioral Simulation

VISTAGY

Composite Engineering



**TEAMCENTER | NX
TECNOMATIX**



KINEO

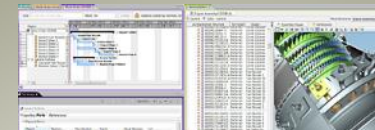
Motion Simulation

LMS

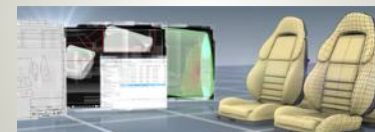
Physical Testing

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



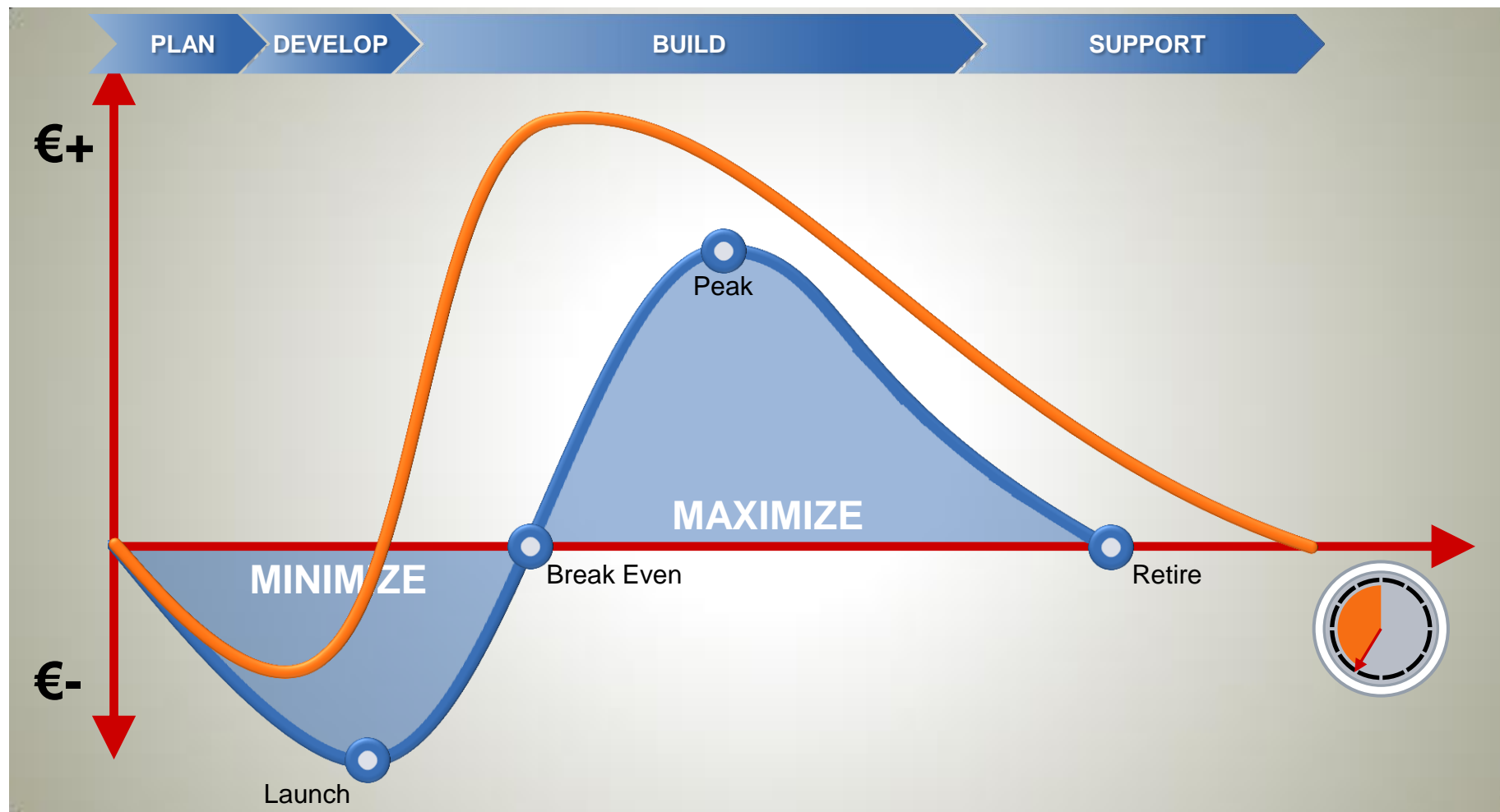
Sustainability, Cost,
Globalization, Safety

Medical Devices and Pharmaceuticals

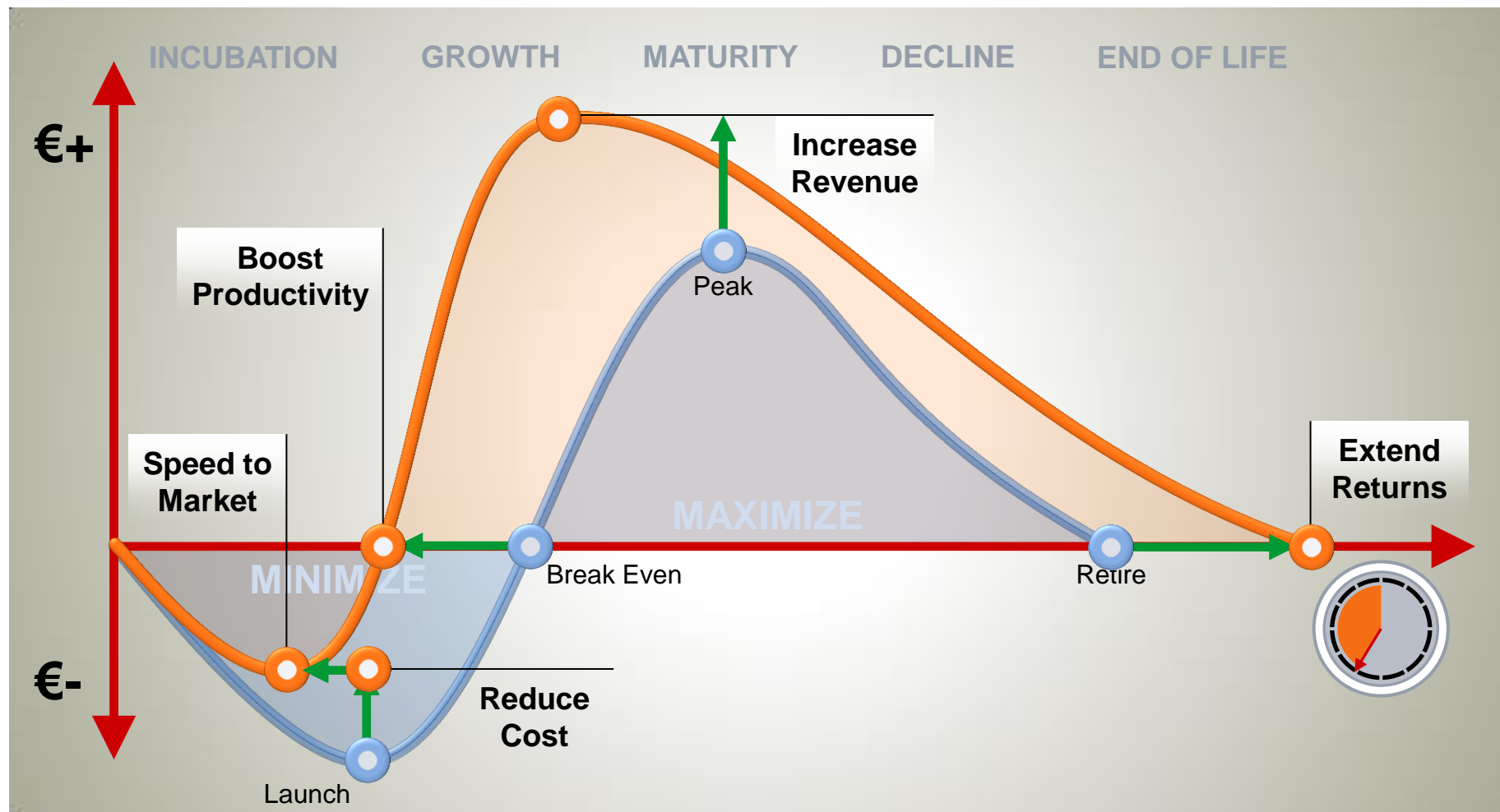


Profitability, Complexity,
Globalization, Regulatory

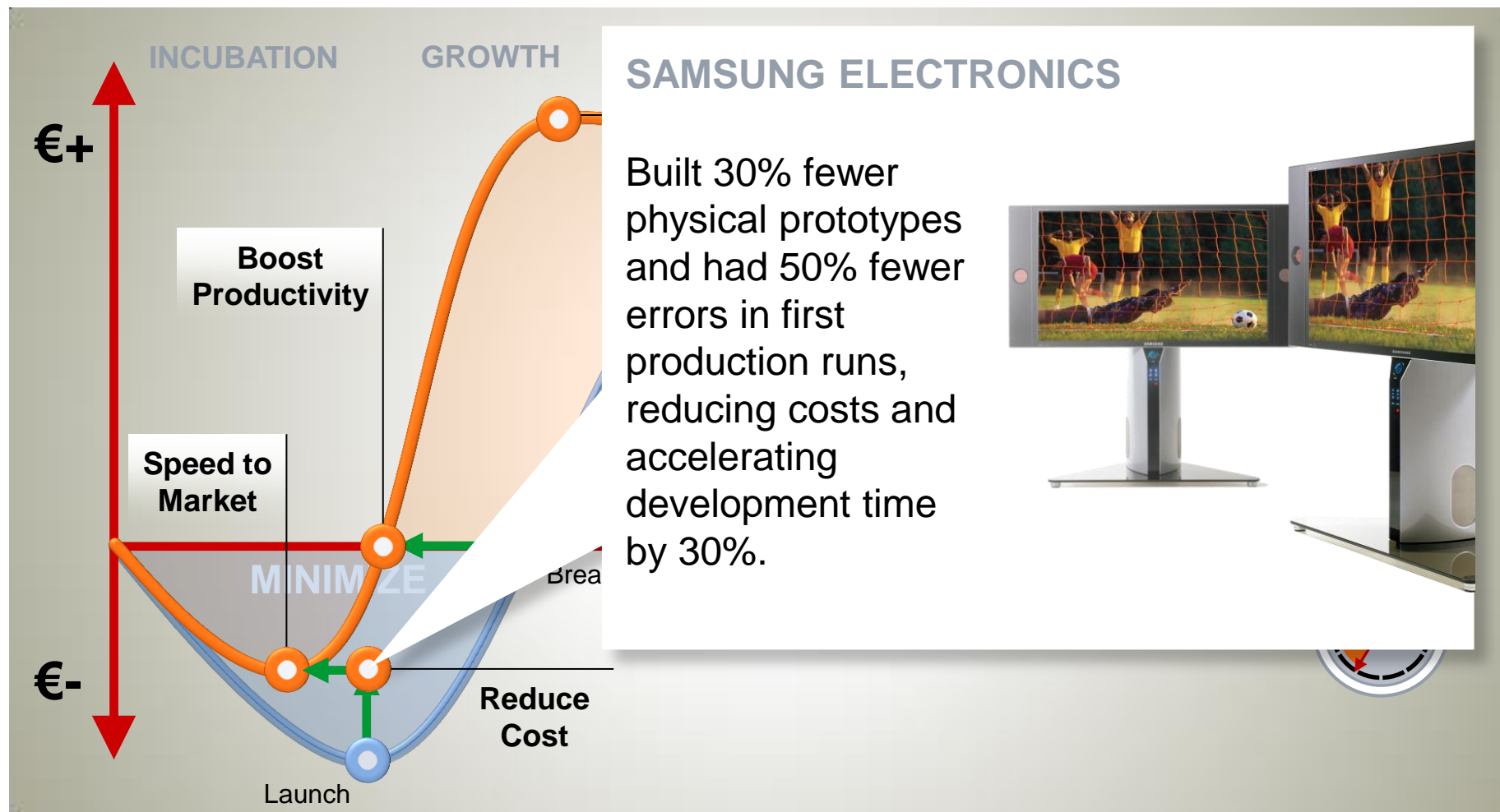
The PLM Value Curve



The PLM Opportunity



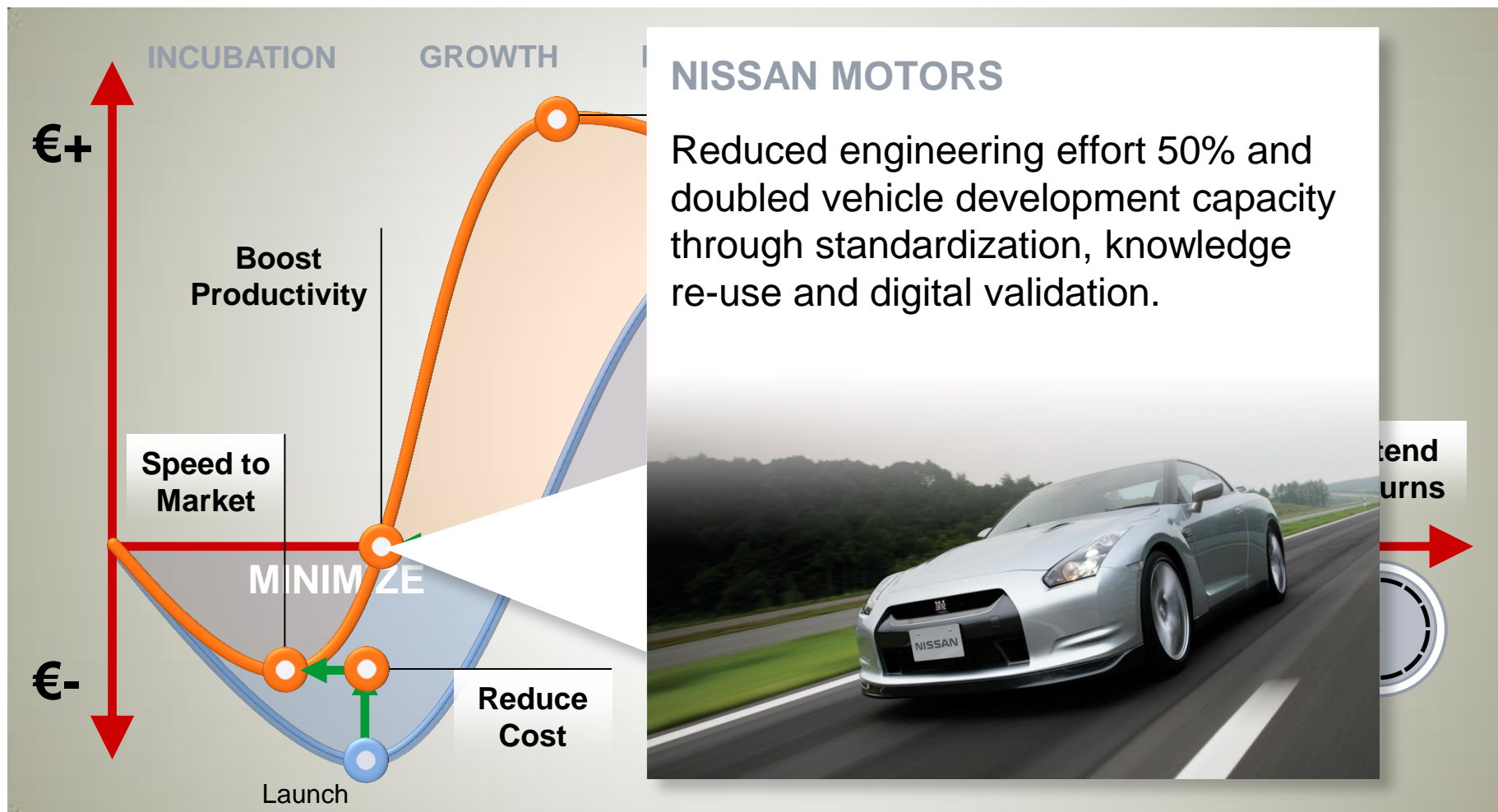
Customer Success



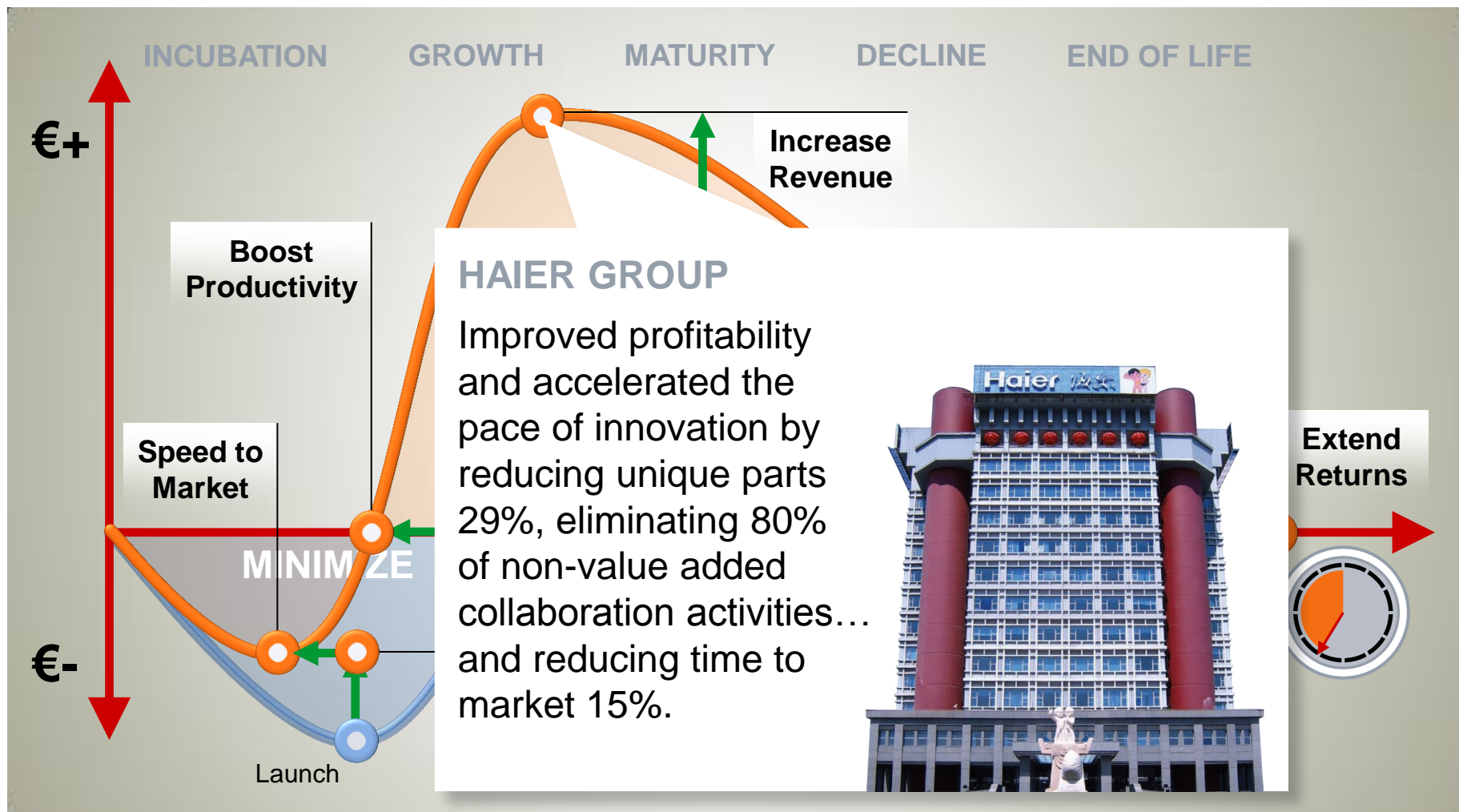
Customer Success



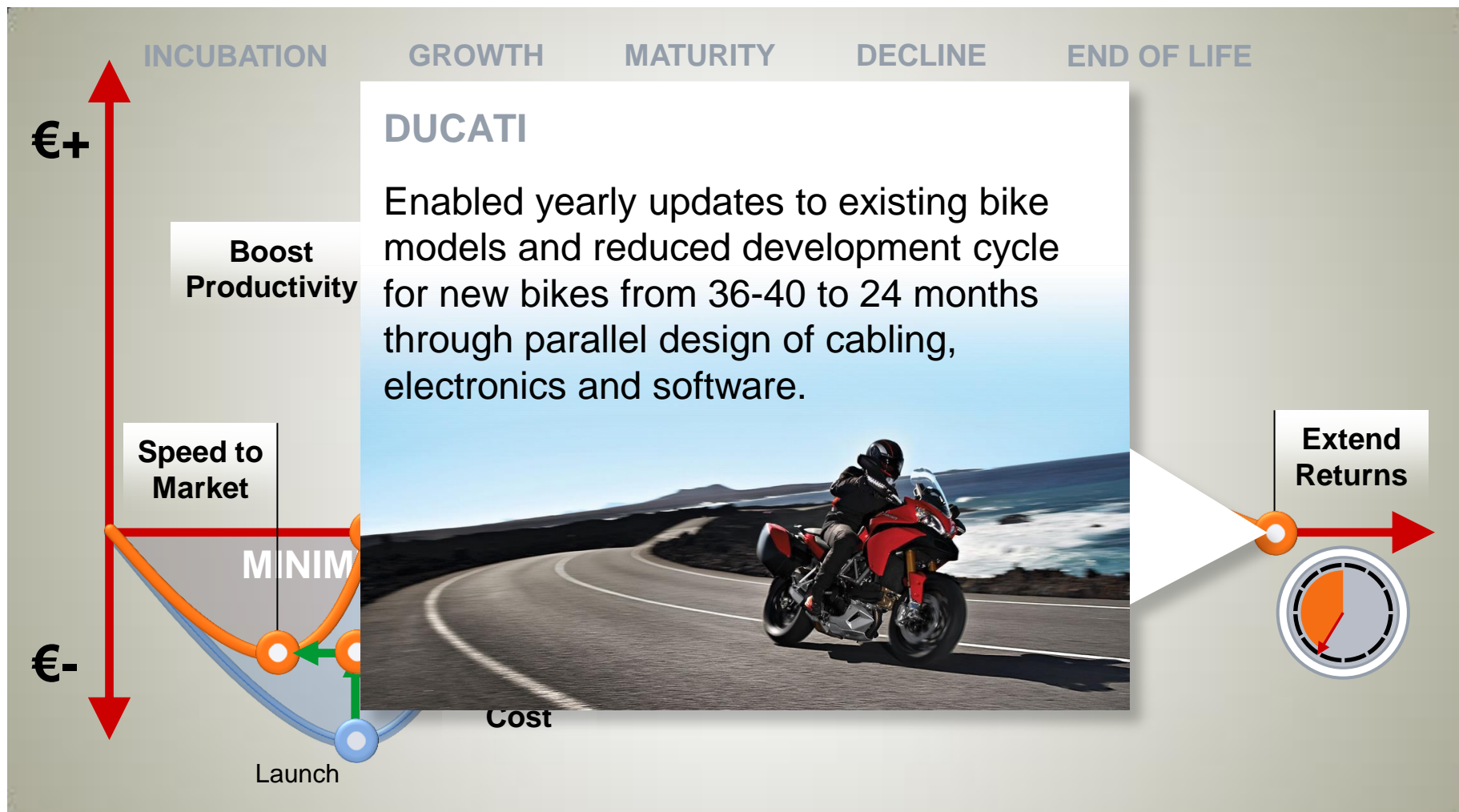
Customer Success



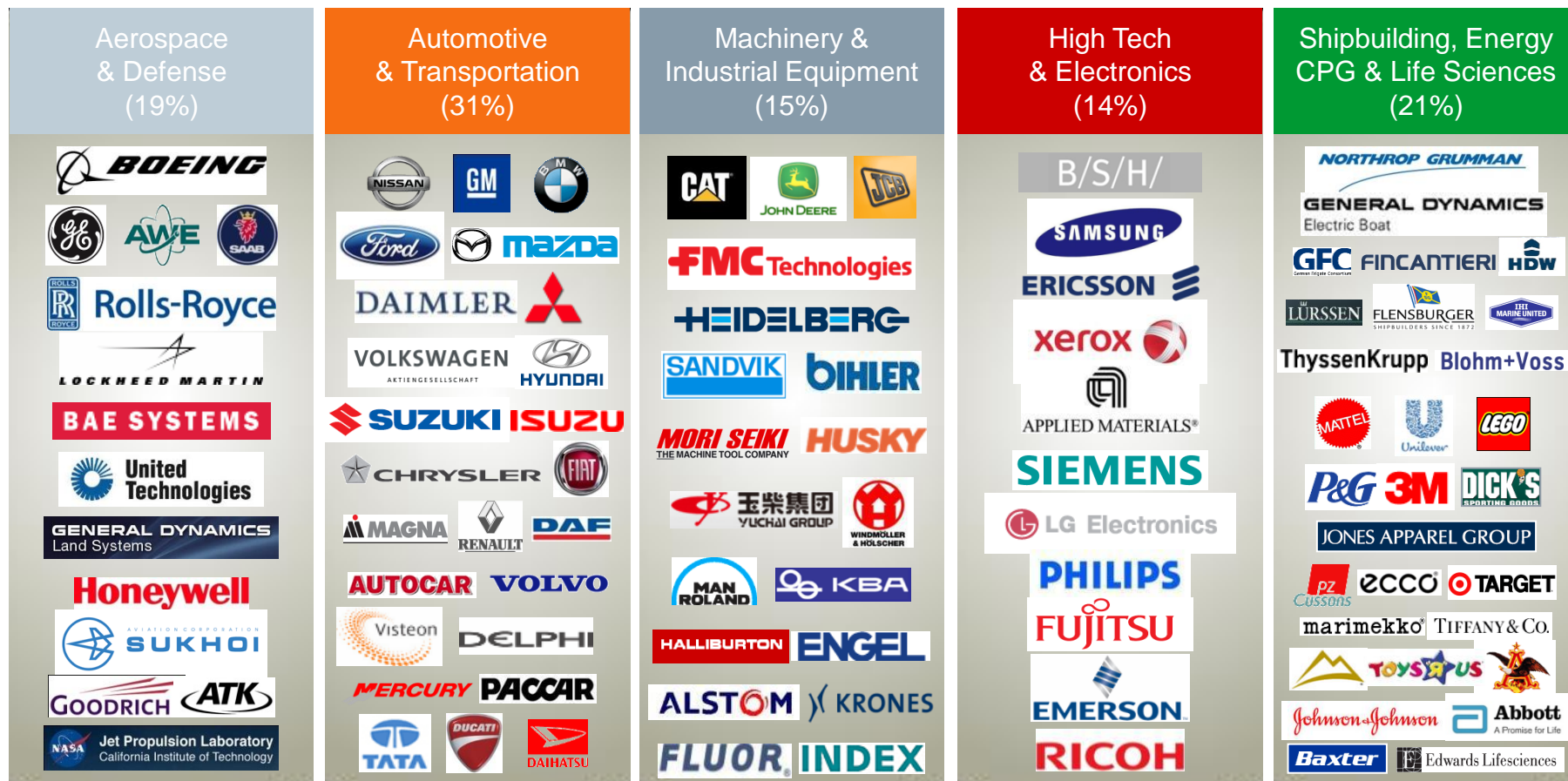
Customer Success



Customer Success



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



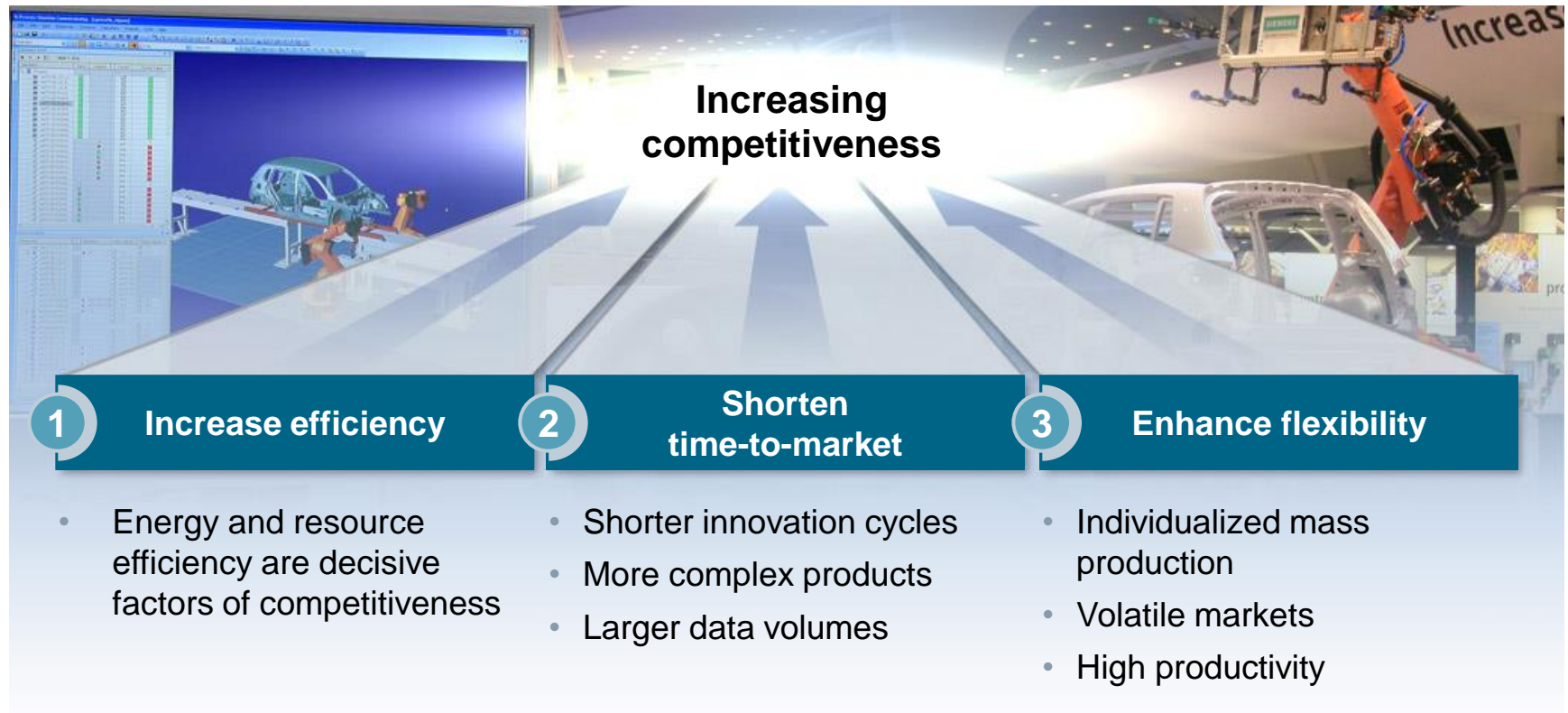
Siemens Organization: Four Sectors Covering the Global Challenges



An Integrated Technology Company.

Our challenge

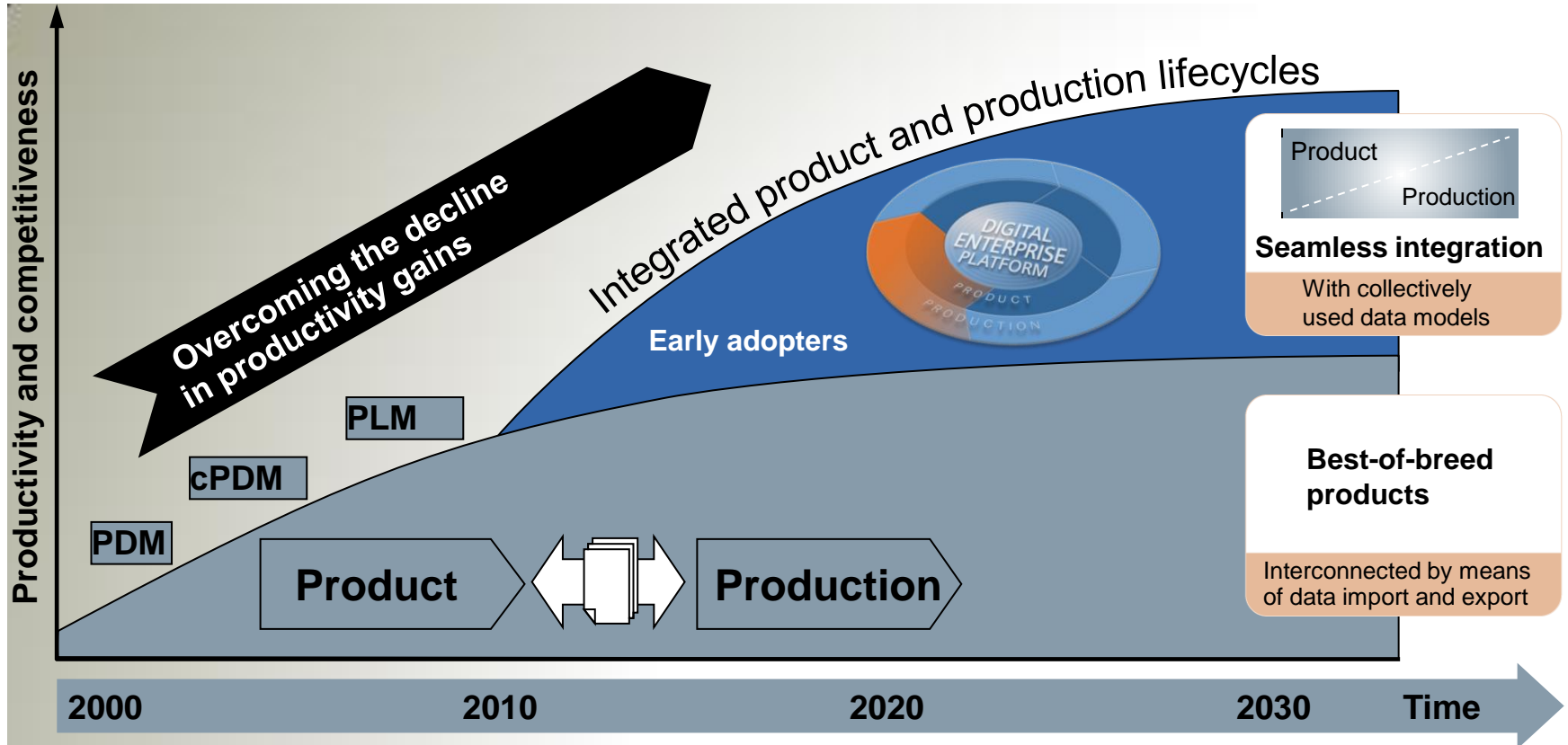
Manufacturing is changing faster than ever before



Increasing importance of manufacturing industry in all national economies

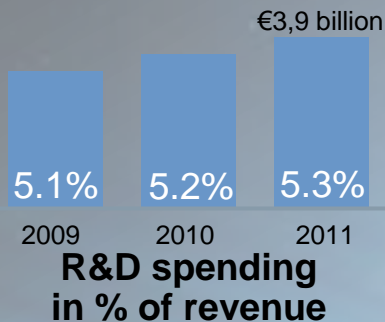
"Digital Enterprise Platform"

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

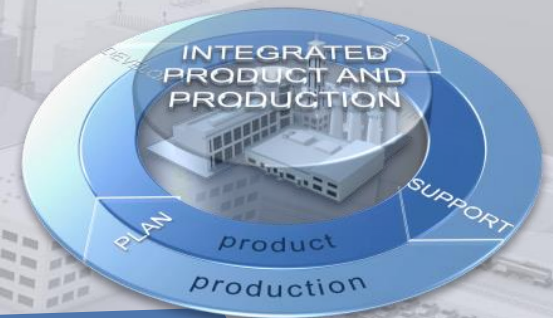
Research & technology based projects, consulting, patents and standardization
Best-practice sharing among Divisions, Business Units and Departments

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