

Marco Piazza, Sales Executive

Siemens PLM Software

Agenda



The PLM Challenge

The HD-PLM Vision

PLM Software Portfolio

Industry Focus

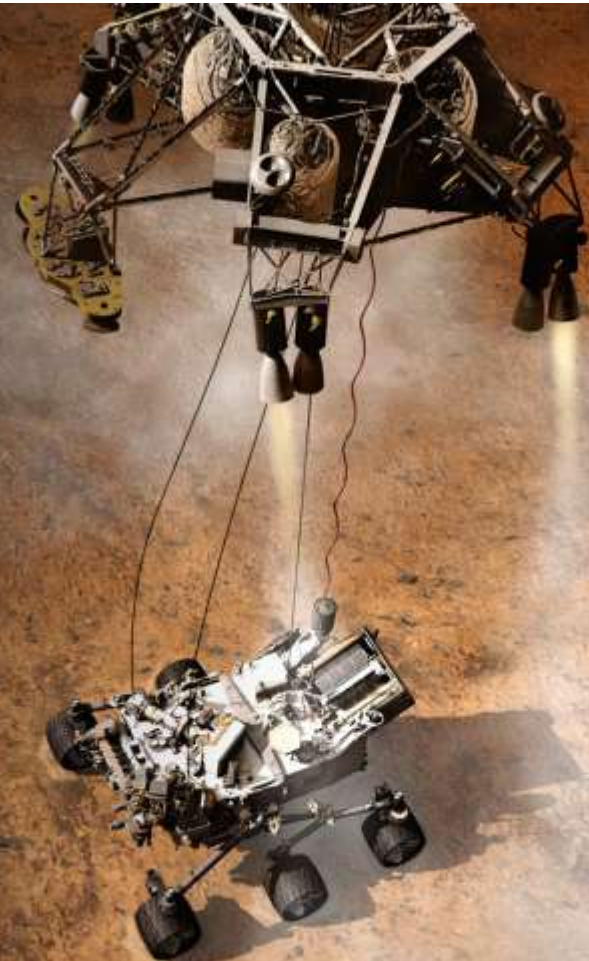
Customer Success

Siemens Advantage

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.



New Challenges Impact Product Development

Increasing demand on PLM tools and support

More People Collaborating



Searching for More Information



With Less Margin for Error



Making More Complex Decisions



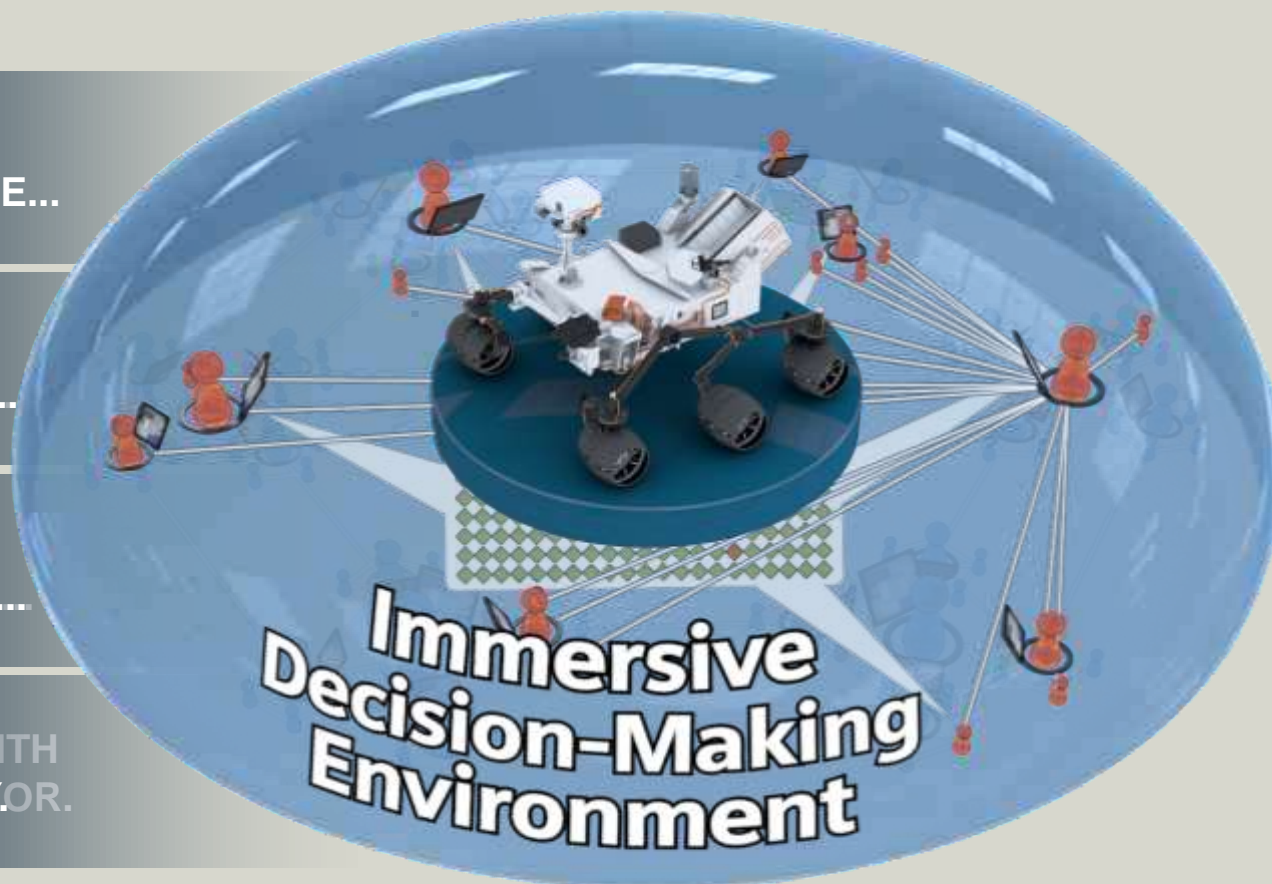
PLM Must Change to Conquer Complexity

**MORE PEOPLE
INTRINSICALLY AWARE...**

**RECEIVING THE
RIGHT INFORMATION...**

**MAKING INTEGRATED
SYSTEMS DECISIONS...**

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



The Only Way to Get There...

Continued investment into core PLM

The necessary breadth, depth and scale to make accurate and timely decisions



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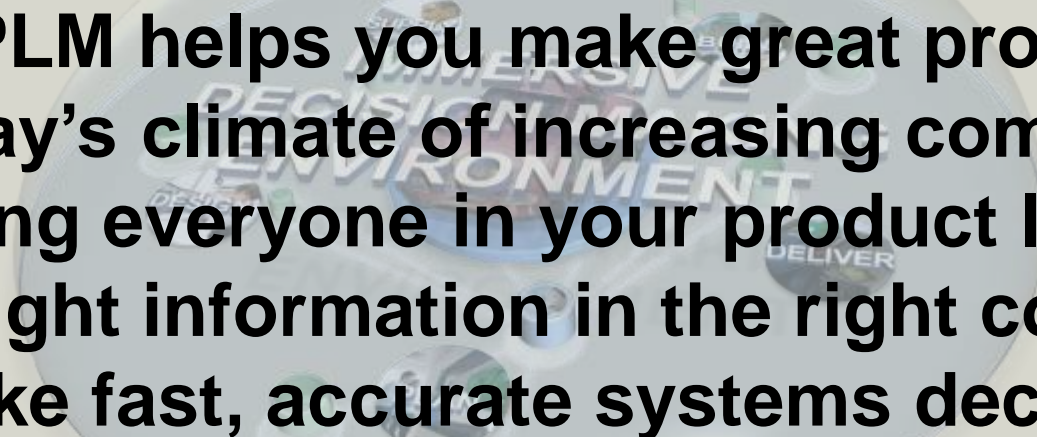
HD-PLM

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

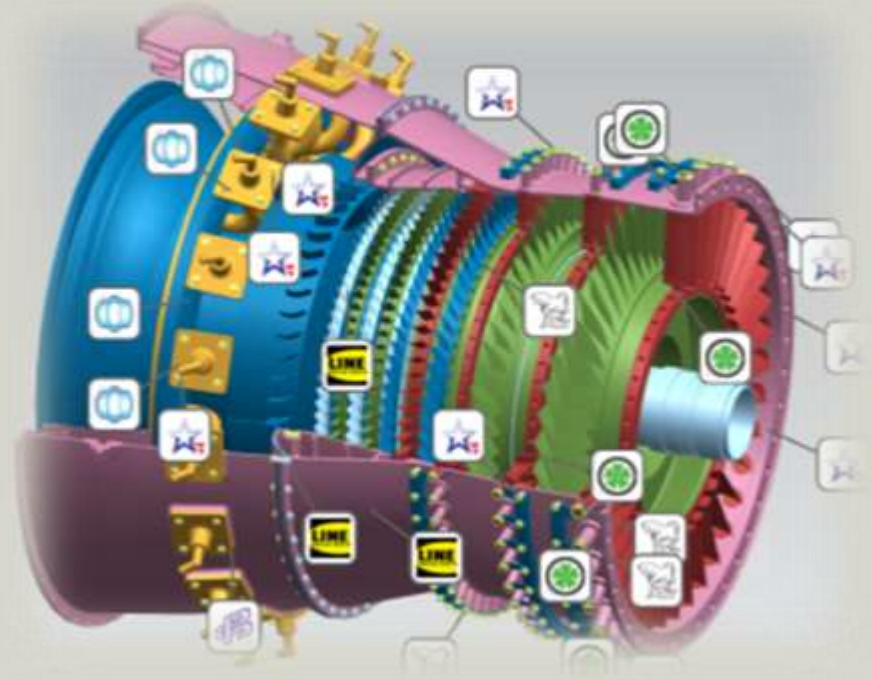
Understanding semantics is key to realizing HD-PLM

**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

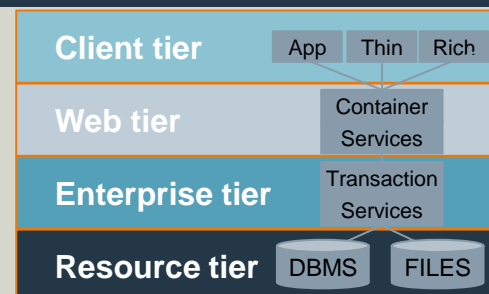
Openness



Open Culture
Open Data
Open Products
Open Communities

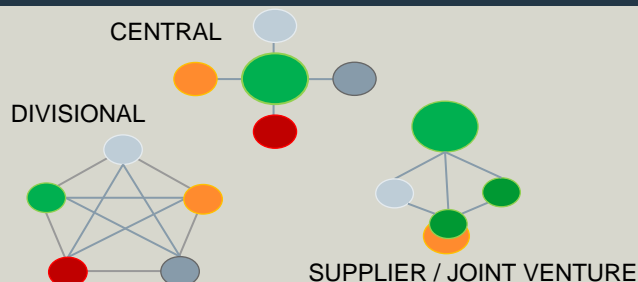
Interoperability of systems and data

Performance and Scalability



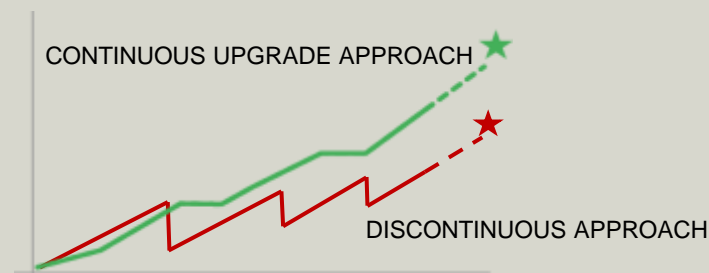
Technology and deployment

Robustness



Flexible Deployment Options

Investment Protection



Upward compatibility

HD-User Experience

Information the way you need it

Intelligently Integrated
Information

Future Proof
Architecture

HD-User
Experience

Personal

Personalized user
experience for role and task

Proactive

Information actively delivered
for decision making

Intuitive

Clear, discoverable UI to
simplify understanding

Everywhere

Information and capability
available anytime, anywhere



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Siemens PLM Software Portfolio

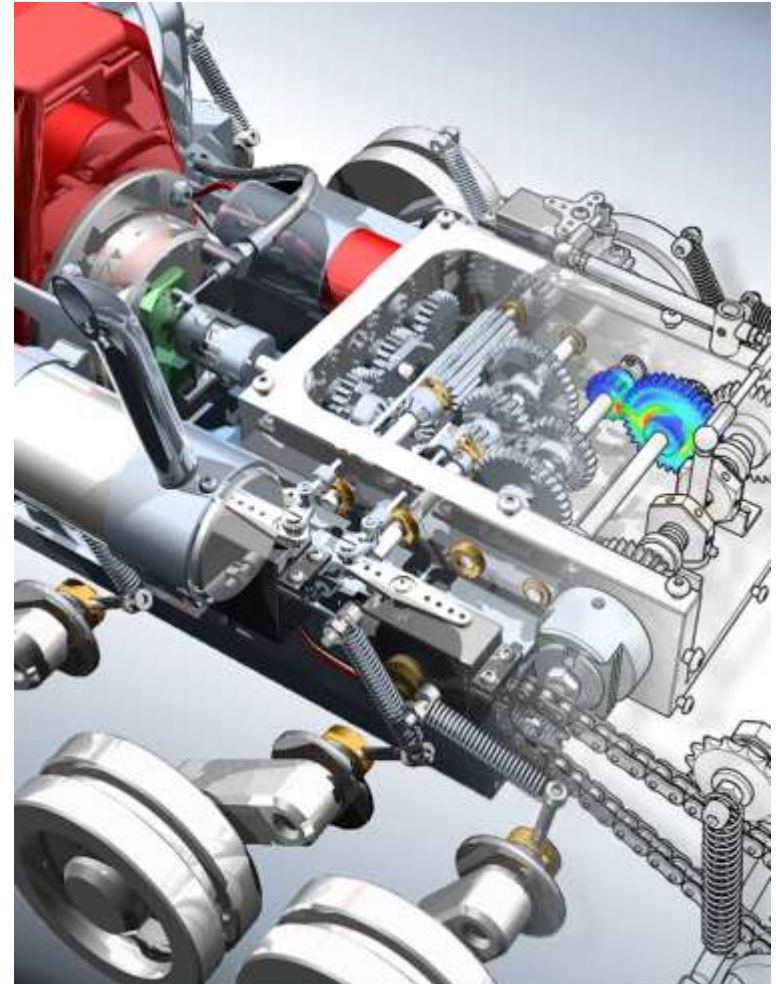
Broad suite of solutions for the entire product lifecycle

Business Segment	Product Brand	Value
Product Engineering	NX for Design NX for Simulation	Design, simulate and manufacture better products faster.
Manufacturing Engineering	NX for Manufacturing Tecnomatix	Right first time planning for flawless launches.
Lifecycle Collaboration	Teamcenter	Innovate and collaborate more intelligently.
Mainstream Engineering	Solid Edge, Femap, CAM Express	Accelerate design for faster time to market
Specialized Engineering	Fibersim, Syncrofit, SDE, QPE	Solve your most complex engineering challenges.
Simulation and Test Solutions	LMS Imagine.Lab, LMS Virtual.Lab, LMS Test.Lab	Simulate and test to develop products right, first time.

NX Advantages

The most integrated, flexible and efficient solution

- **Unified Environment** – Most complete solution covering design, analysis and manufacturing (CAD, CAE, CAM)
- **Teamcenter Inside** – Seamlessly managed environment for product simplifies of product knowledge management
- **Open, Flexible Modeling** – NX with synchronous technology enables true multi-CAD design with history-free, feature-based or freeform modeling
- **Design Reuse Tools** – Knowledge-driven automation through reuse libraries and process templates



Teamcenter Advantages

The backbone for immersive decision support

- **Unified suite of applications** – Supporting every phase of the product lifecycle
- **Single source of knowledge** – Integrating multiple sources of product and process information
- **Global collaboration environment** – Connecting distributed people with the right information in the right context in time
- **Open and scalable platform** – a proven, scalable, open PLM platform that customers can easily extend as needed



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Customer Success

Siemens Advantage

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

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The PLM Challenge

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Key Technologies

PLM Software Portfolio

Industry Focus

Customer Success

Siemens Advantage

Customer Value

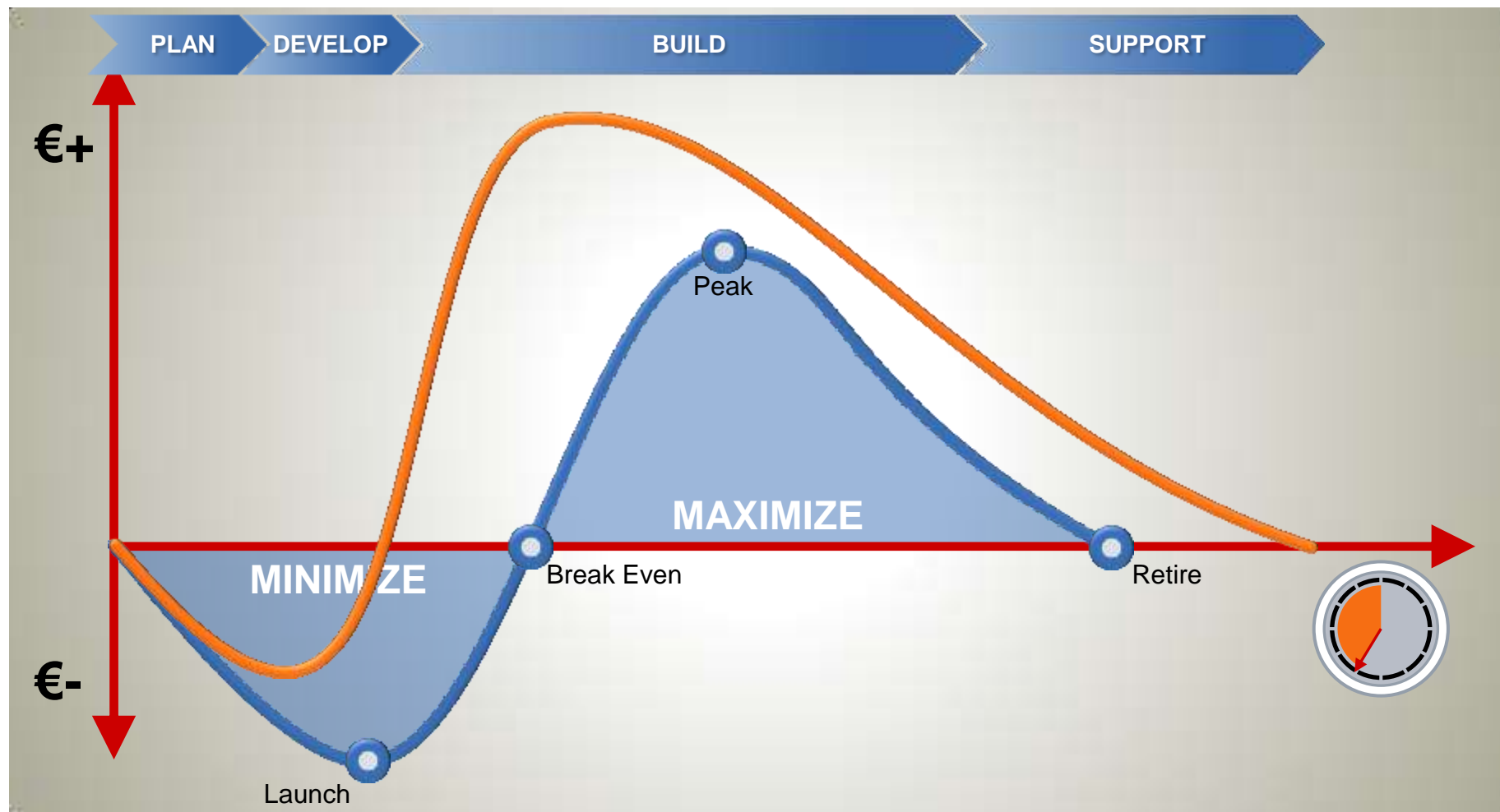
Helping give our customers a competitive edge

- Daimler
- BAE Systems Submarine Solutions
- Johnson Controls
- Boeing
- Procter & Gamble
- General Motors
- Space Systems/Loral
- Local Motors
- L'OREAL
- JSC KUZNETSOV
- Hi-P (Shanghai) Precision Tooling Co.

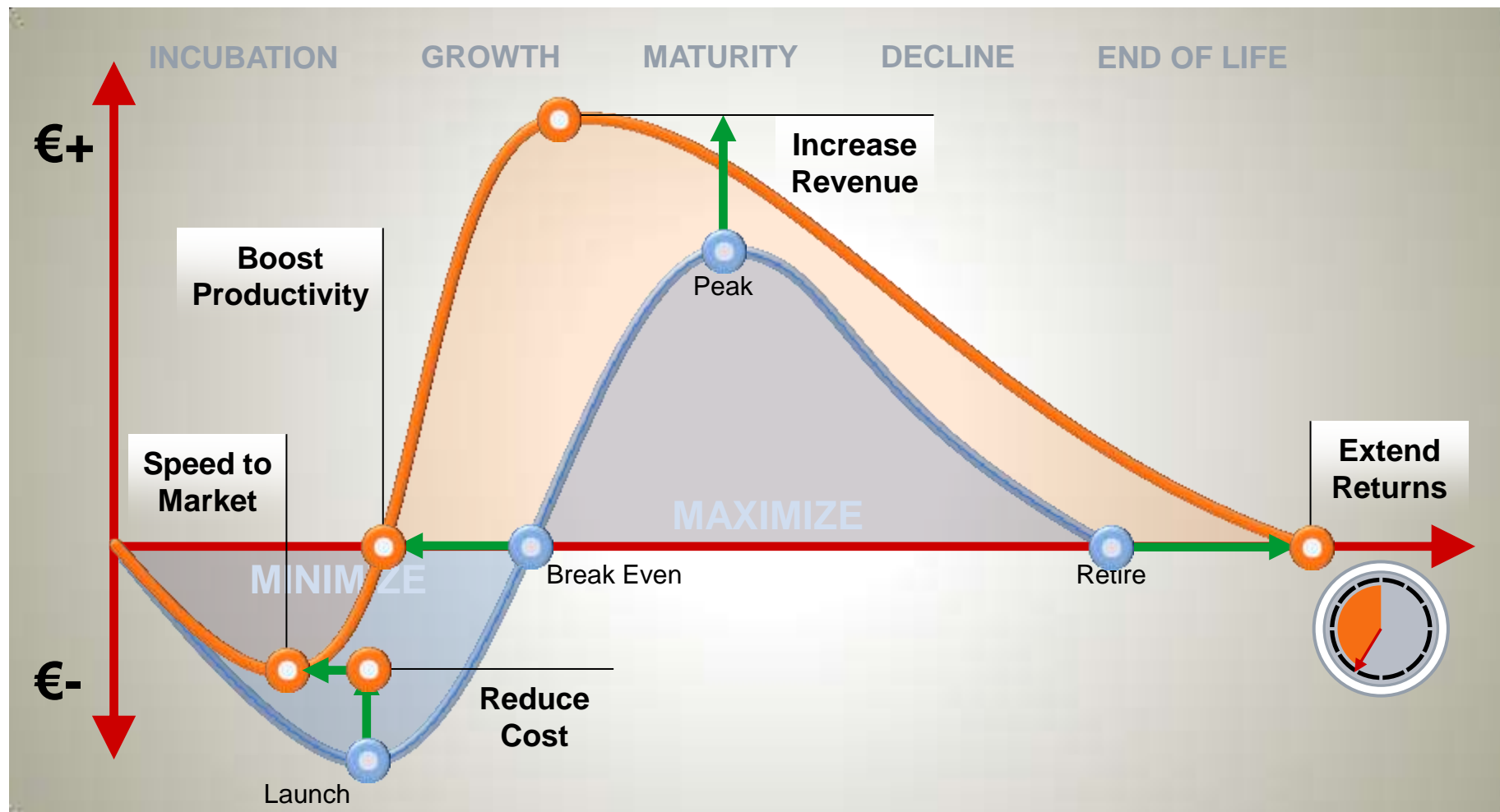
“Our 10-year agreement reinforces the clear objective of Daimler AG to use the most advanced technology in the industry.”

DAIMLER

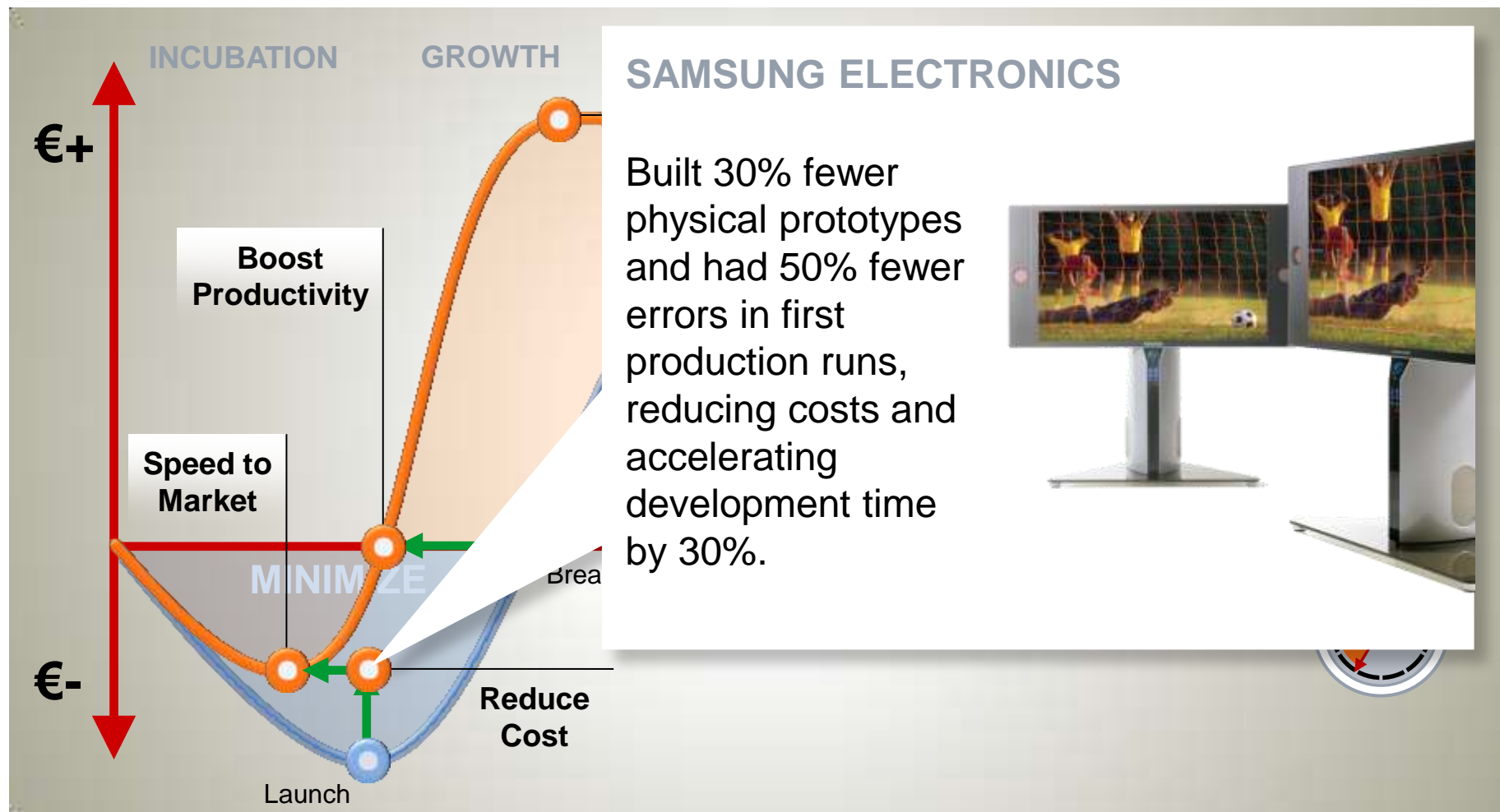
The PLM Value Curve



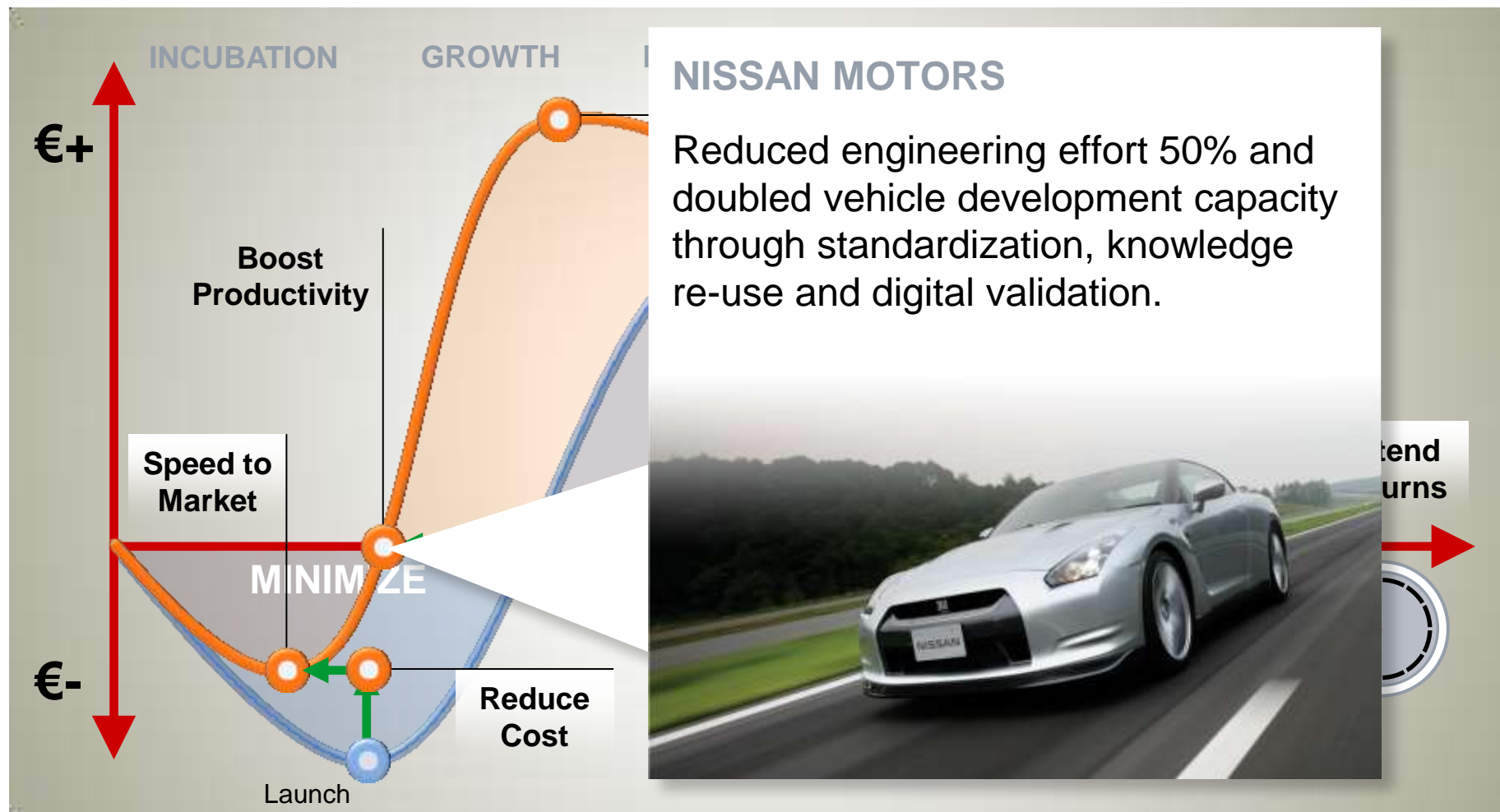
The PLM Opportunity



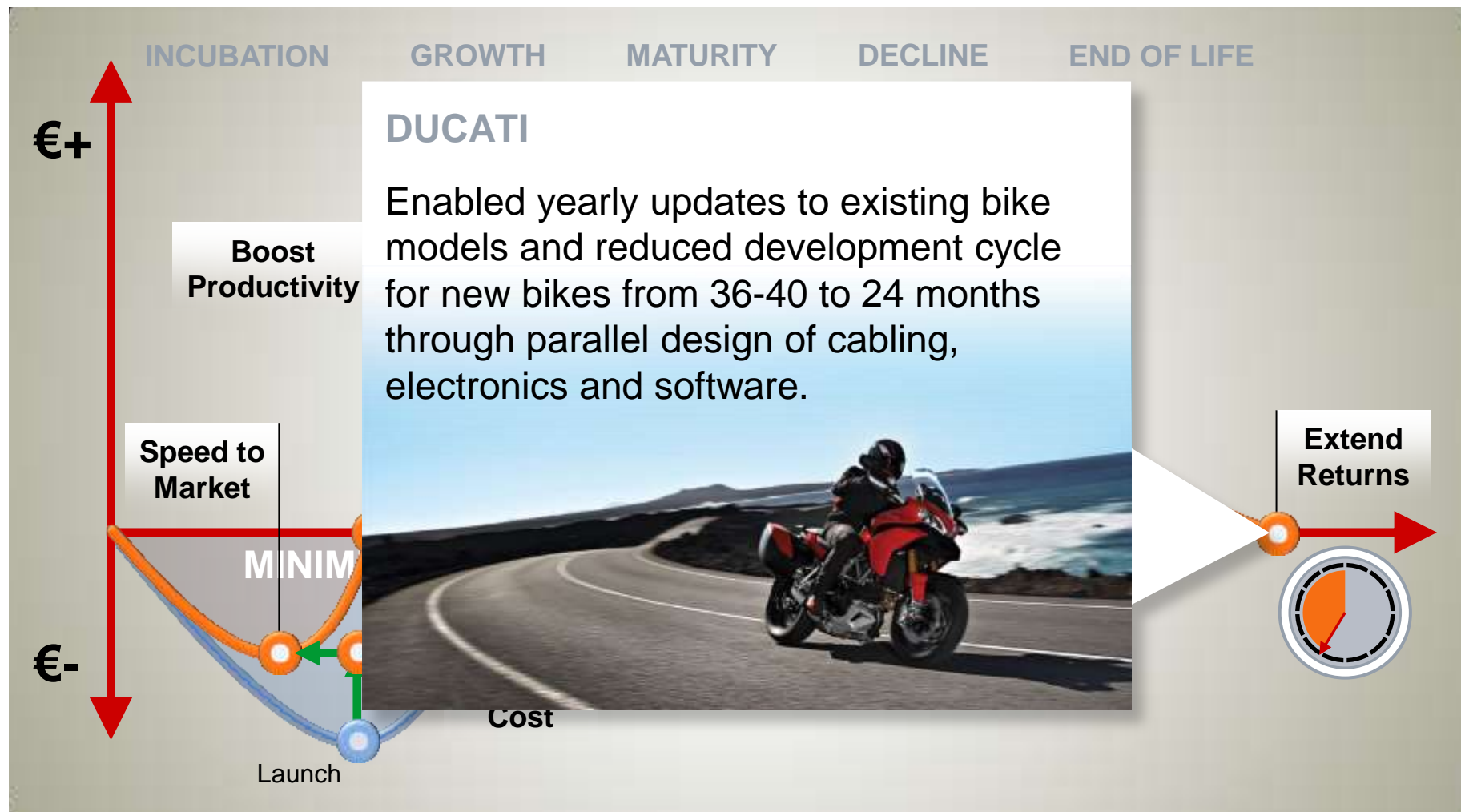
Customer Success



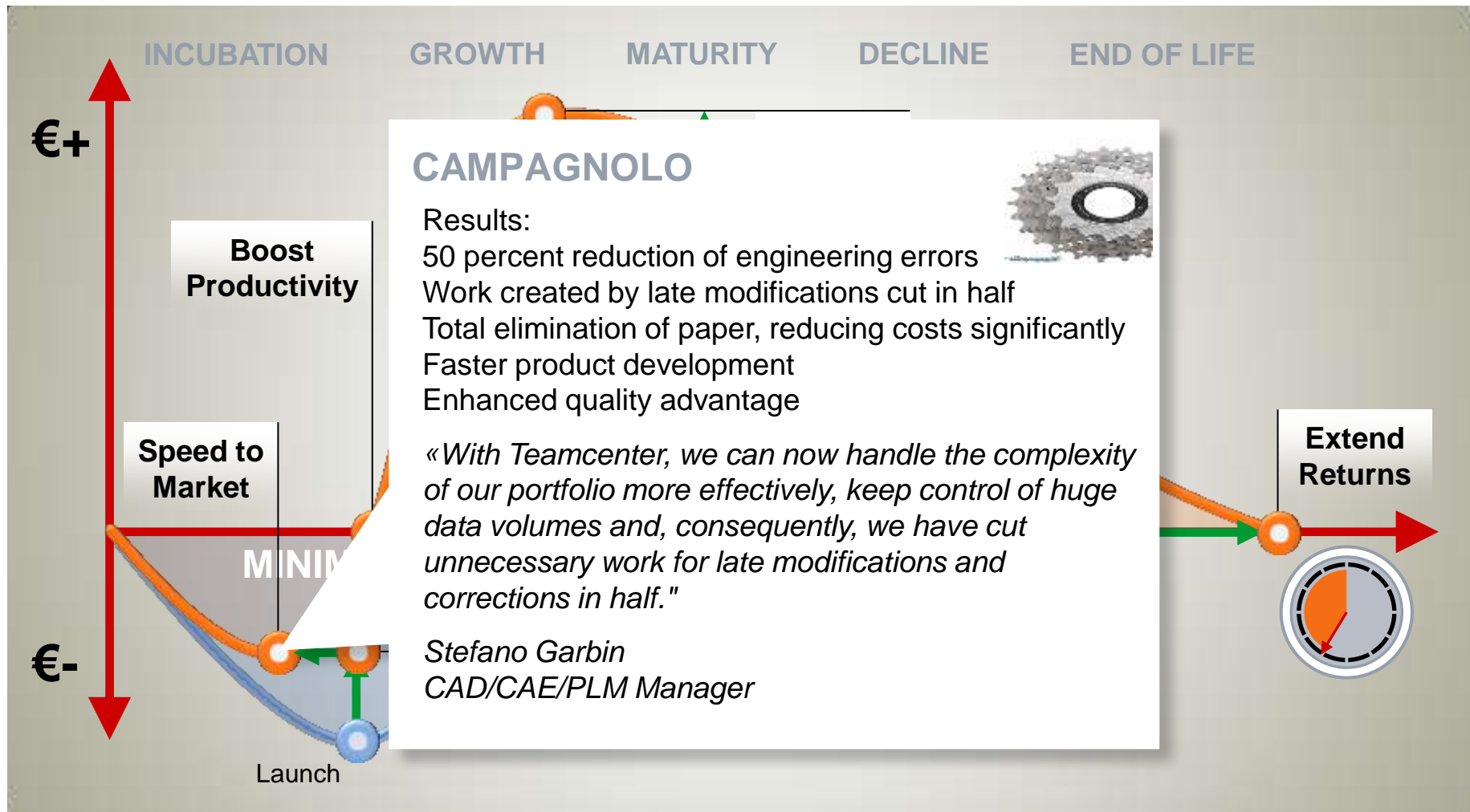
Customer Success



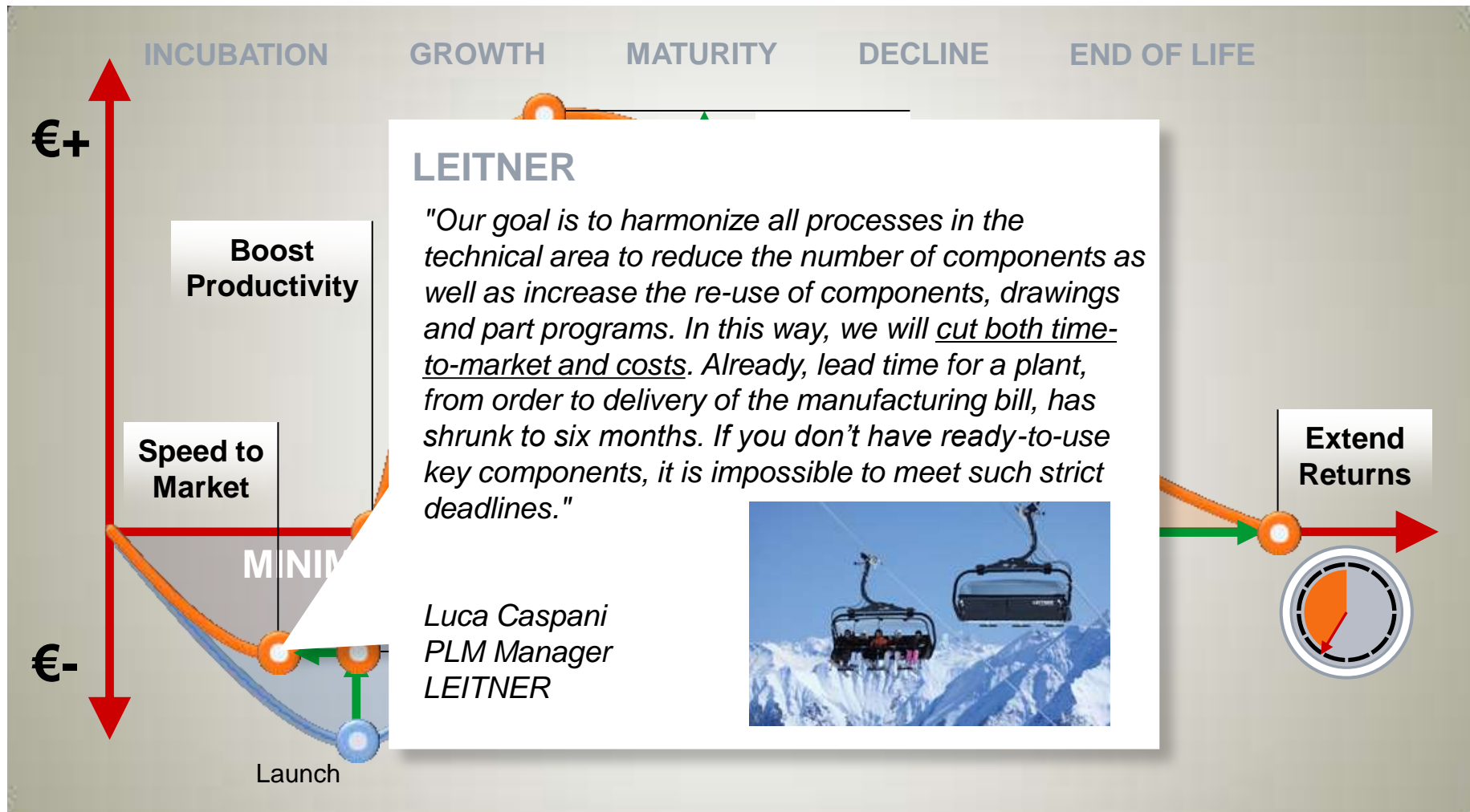
Customer Success



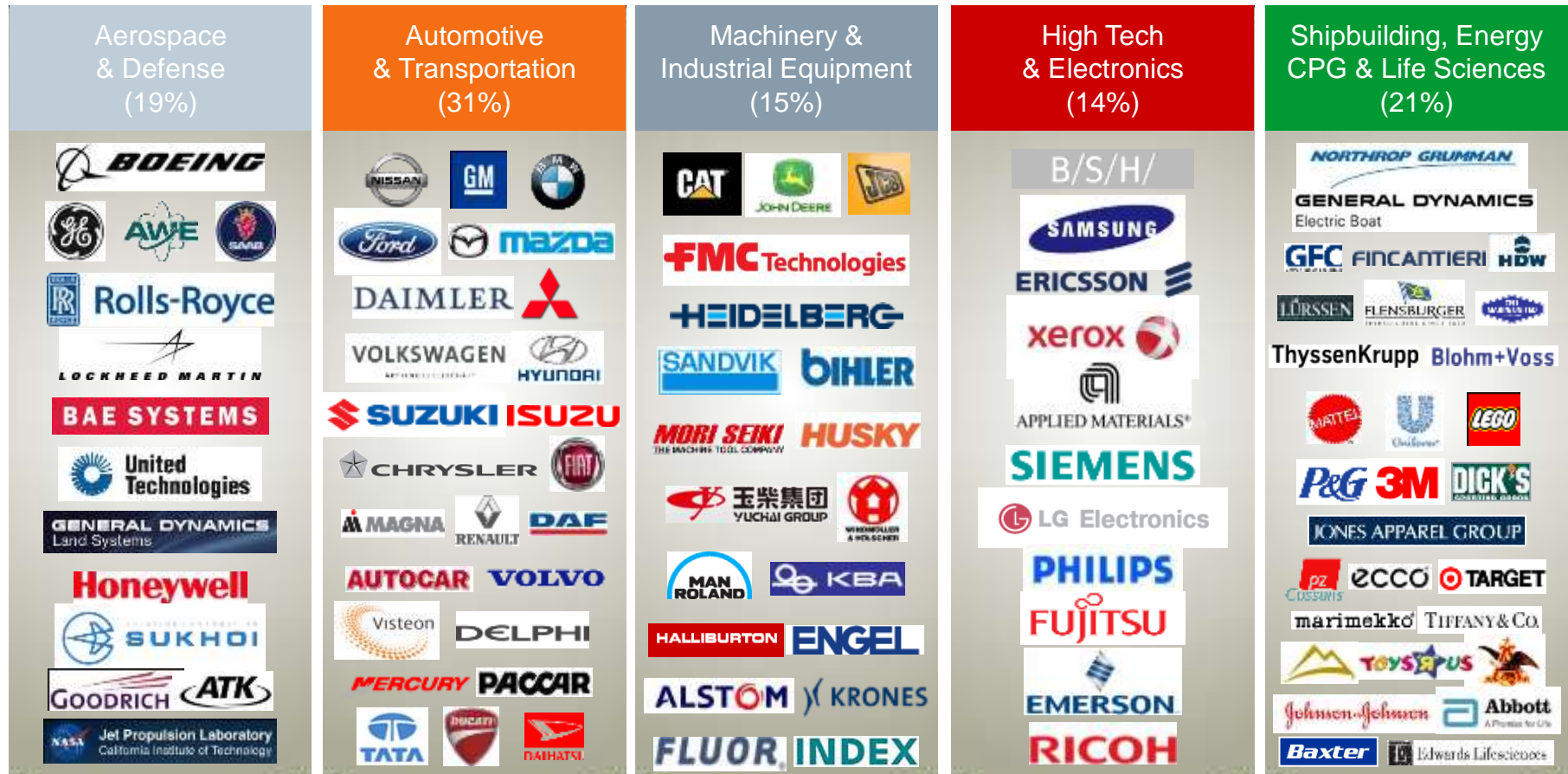
Customer Success



Customer Success



77,000 Customers and 9M Licensed Seats



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

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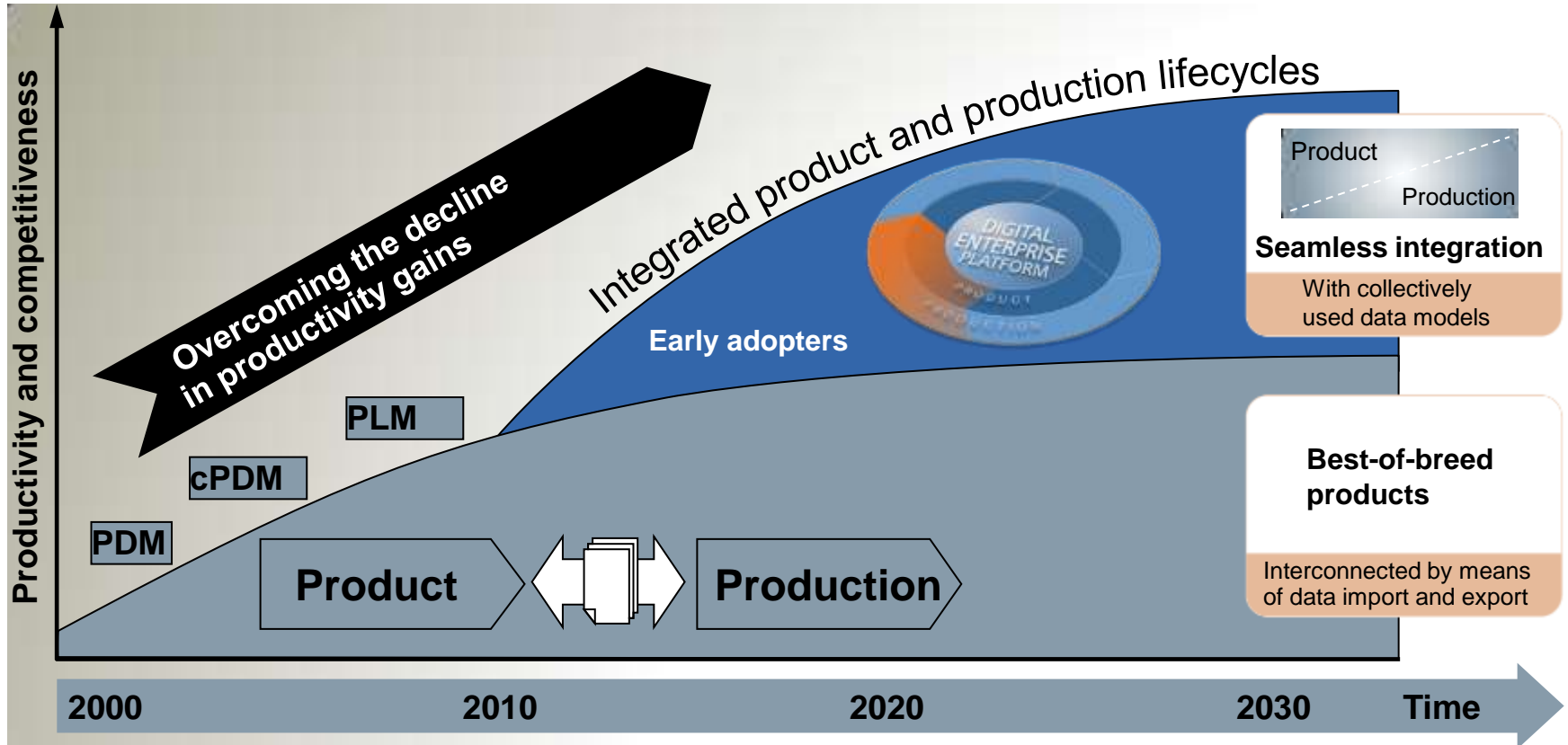
Siemens Advantage



An Integrated Technology Company.

"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%

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

Grazie per l'attenzione

marco.piazza@siemens.com