Siemens Information Systems Ltd. *At the core of competence* 



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Merrill Lynch Great India Industrial Tour 21st March 2006

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This presentation contains forward-looking statements and information – that is, statements related to future, not past, events. These statements may be identified either orally or in writing by words as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates," "will" or words of similar meaning. Such statements are based on our current expectations and certain assumptions, and are, therefore, subject to certain risks and uncertainties. A variety of factors, many of which are beyond Siemens' control, affect its operations, performance, business strategy and results and could cause the actual results, performance or achievements of Siemens worldwide to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. For us, particular uncertainties arise, among others, from changes in general economic and business conditions, changes in currency exchange rates and interest rates, introduction of competing products or technologies by other companies, lack of acceptance of new products or services by customers targeted by Siemens worldwide, changes in business strategy and various other factors. More detailed information about certain of these factors is contained in Siemens' filings with the SEC, which are available on the Siemens website, www.siemens.com and on the SEC's website, www.sec.gov. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in the relevant forward-looking statement as anticipated, believed, estimated, expected, intended, planned or projected. Siemens does not intend or assume any obligation to update or revise these forward-looking statements in light of developments which differ from those anticipated.



# **Agenda**

SISL Overview

SISL Business Model & Core Competencies

Innovation & Quality

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SISL Overview

SISL Business Model & Core Competencies

Innovation & Quality

#### Introduction to SISL

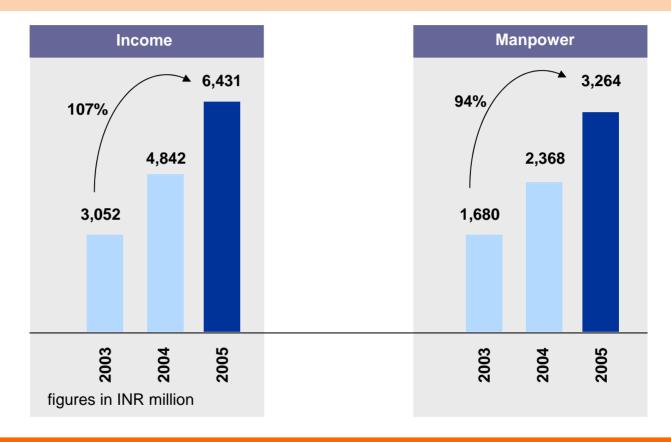




- System Integrator and Total Solution Provider to a Global Clientele
- Revenue driven by global demand
- Presence in niche areas in domestic market
- Portfolio structure50% Solutions; 50% SoftwareEngineering
- SEI CMMI Level 5
- SEI P-CMM Level 3
- Domain competencies
   Airports, Media, Financial
   Services, Telecom & Utilities

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# SISL :impressive performance and ambitious growth plans for the future

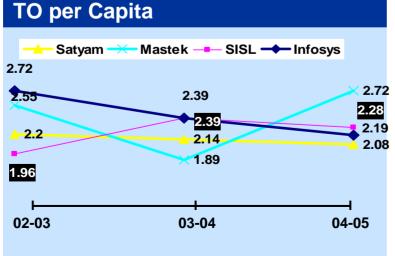


- SISL has consistently outperformed the industry
- SISL is ranked in Deloitte Technology Fast 50 2005 India & Technology Fast 500 2005 Asia Pacific



### Our competitive position





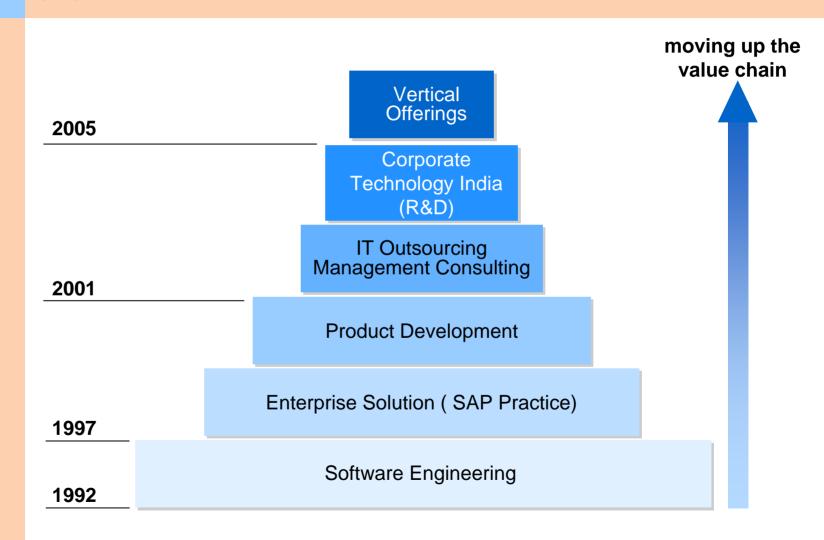
#### **Highlights**

- Ranked 15<sup>th</sup> in NASSCOM's Top 20
   IT Software & Services Exporters from India
- Declared winners of Deloitte
   Technology Fast 50 India 2005
   Program
- Best Partner award in India from SAP for 04-05

Strong opening in 05-06

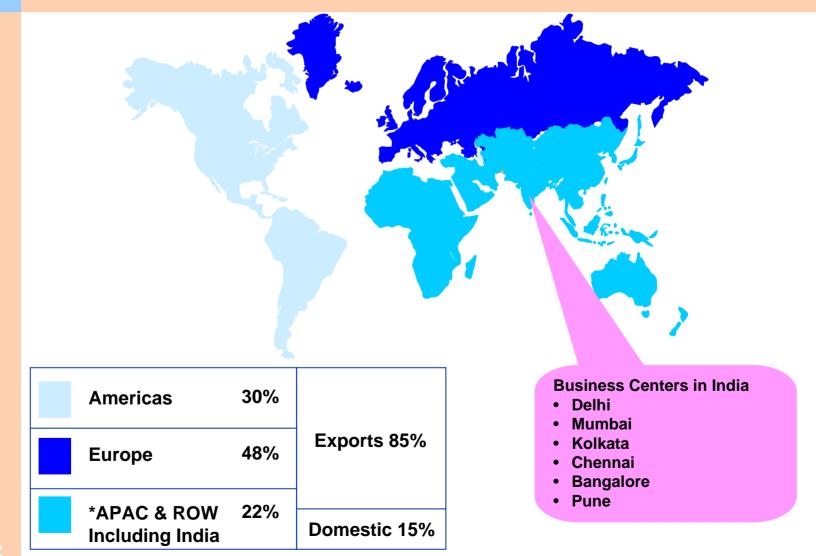
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# **Evolution of business in SISL: moving up the value chain**





## Global footprint: generating sales around the globe



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\*Fastest growing Revenue split, FY 2005

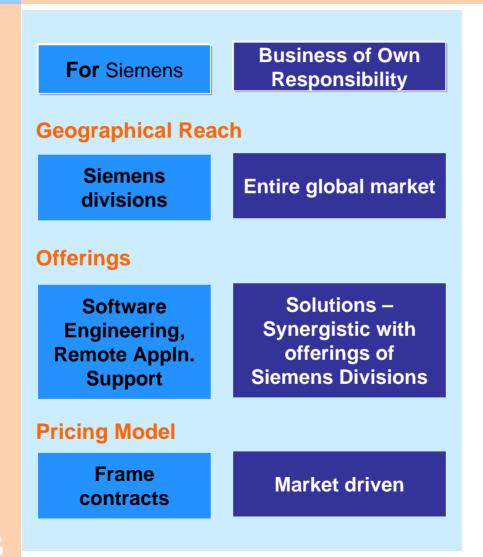
# Agenda

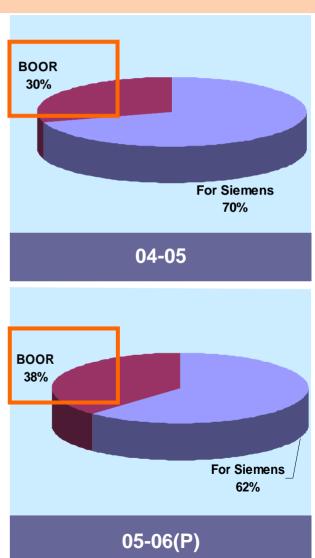
2 SISL Business Model & Core Competencies

**Innovation & Quality** 

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### **Our business model**





# Our structure: preserves our strengths & competencies and provides levers for growth

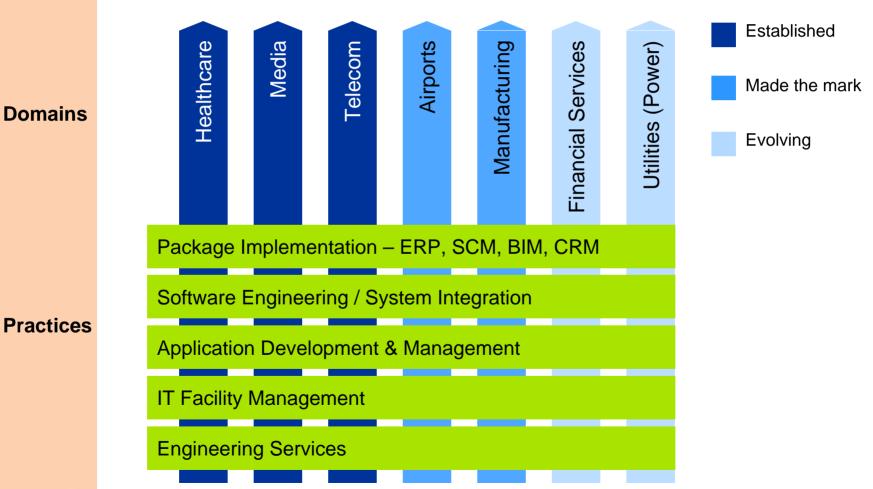
Engineering & ndustrial Application S/W Engg. Center	Communication Solutions  Business Application	Select Vertical Market
		Manufacturing
Product Dev. Healthcare	Network	Financial Service
Scientific Application		Utility
		Emerging Busine
	Scientific	Scientific

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**Extended Ent** 

**Systems** 

## A matrix structure with Consultancy led focus



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#### **Telecom**

#### **Solutions & Offering**

- Consulting revenue assurance, next generation OSS
- Operation & Business Support System (OSS/BSS) Offering: convergent mediation (Fulcrum), pre- paid & post paid Billing System GABS), network element performance analysis
- Messaging Solution: fleet management, SNMS

#### **Partner Products**

- Micromuse Netcool: NMS Integration
- Metasolv: OSS provisioning solution
- Cramer: OSS provisioning solution

#### **Customers**

- British Telecom
- Hutch India, Sri Lanka
- Reliance Telecom
- Sheba (Orascom Group)



## Manufacturing

#### **Solutions & Offering**

- Product life cycle management (PLM), knowledge based engineering
- Engineering services (CAD/CAM)
- Manufacturing execution services, Industrial automation
- Manufacturing automation
- Supply chain management

#### **Partner Products**

- Simatic IT
- Siemens control systems S7/PCS7
- SAP APO: supply chain management

#### **Customers**

- Boeing
- Nissan
- Motorola
- Tata Iron & Steel Co. (TISCO)



#### **Financial Services**

#### **Solutions & Offering**

- Industry Domain and Consulting led IT Services & Offshore Development center
- Business Process Management solutions for Insurance & Banks
- Partner product implementation in core & niche solutions in Financial Services

#### **Partner Products**

- LISS Systems for Policy Administration
- Staffware (Tibco) & FileNet for Workflow & imaging

#### **Customers**

- Barclays
- HDFC-Standard Life
- Employee Provident Fund
- Deutsche Bank



### **Airports Systems**

#### **Solutions & Offerings**

- IT Consulting for Greenfield airports
- Airport wide application deployment
- Integration services

#### **Customers**

- New Bangkok International Airport
- Bangalore International Airport
- Hyderabad Airport

#### **Partner Products**

UFIS: Airport Database

SAP: Enterprise Solutions

RESA: CUTE

SITA: CUTE



#### **Utilities**

#### **Solutions & Offering**

- Value based consulting
- Workflow, billing & customer care
- Network documentation & planning, network asset management
- Compliance & Reliability (NESRA)

#### **Customers**

- National Thermal Power Corporation
- BEST
- AEC

#### **Partner Products**

- SAP-IS-Utilities
- SICAD: Network asset management
   & consumer indexing
- NETOMAC (Siemens): Network analysis



### Siemens Information Systems Ltd.

Global network of innovation

# Agenda

2 SISL Business Model & Core Competencies

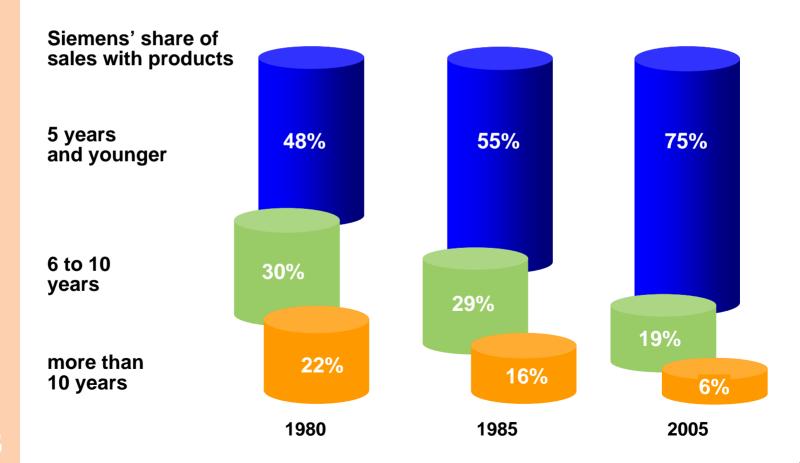
Innovation & Quality

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#### The Future lies in Innovation!

"The best way of predicting the future is to invent and shape it yourself!"

Heinrich von Pierer – Chairman of the Siemens Supervisory Board





# Corporate Technology India- CT(I) – driving innovation in SISL

- CT(I) is engaged in R&D
- Our partner in innovation. Lead the IP drive
- Established the IPR process for SISL
- CT(I) Academy collaboration with prestigious technical institutes: IITs, IISc & IIITs
- 35 scientists at work: PhDs & Post Grad form a significant part of the pie
- Research Program: Embedded systems for computer vision, Distributed computing, Software Engineering



## **Initial Success – Product Integrity at ITC India**

#### **Business Challenge**

Using traditional techniques it was very difficult to make sure right cigarette paper is used for the right brand as all papers are white.



#### **Proposed Solution**

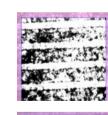
Light transmitted correlated to porosity – enabling differentiation of paper in real time

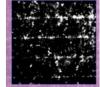






VS 120 Processing Unit



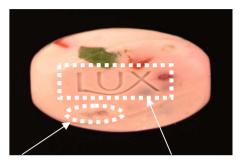


Benefit: right paper for the right brand

## Initial Success - Product Quality at HLL

#### **Business Challenge**

Very difficult to identify defects in molding using manual techniques or even 2D images

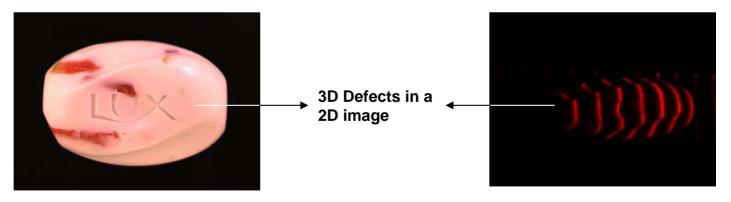


**Defect due to molding** 

**LUX Impression** 

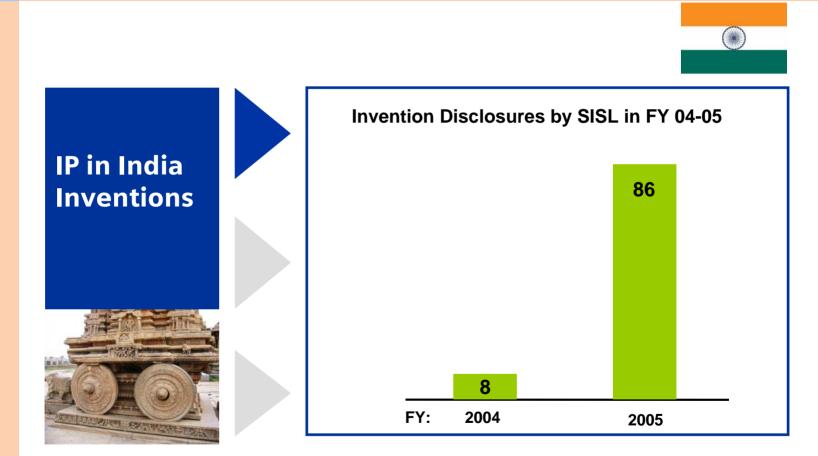
#### **Proposed Solution**

3D imaging using laser striping with a normal camera. Laser striping enhances the defects in the 3rd dimension



Benefit: Innovative, cost effective & robust solution with 100% detention

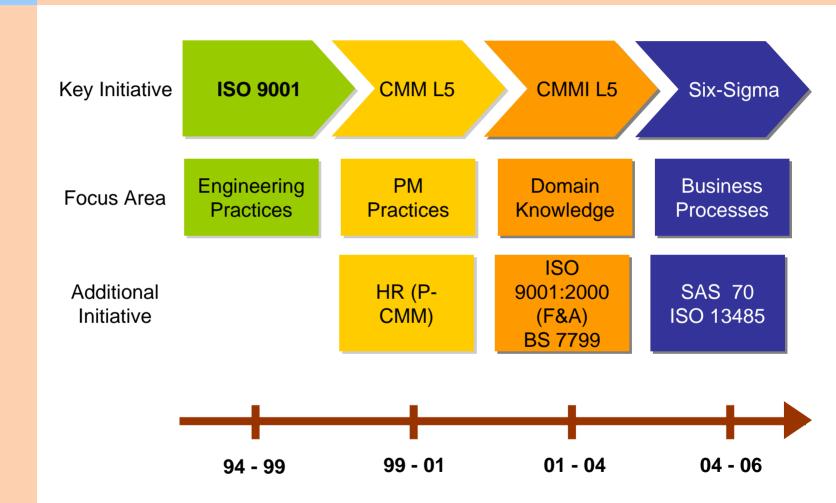
# Early success in exploiting the innovative potential of our employees



CT(I) leads the pack with 32 IDs in FY 04-05. Positive "rub-off effect" on other business groups of SISL

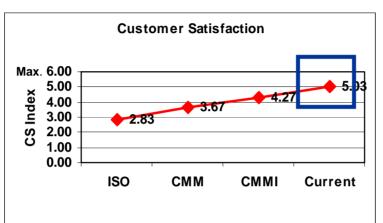


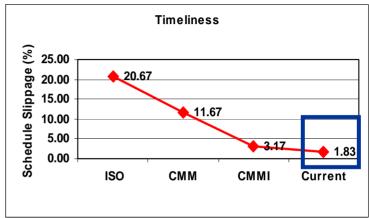
# SISL's Quality Journey

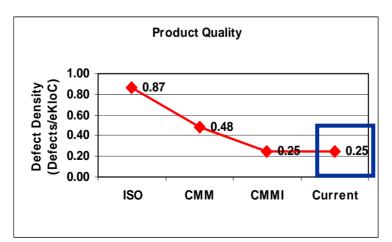


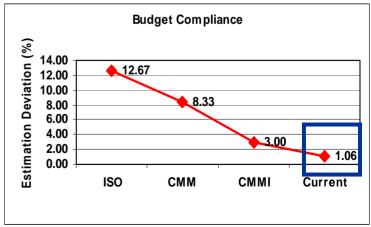


# Metrics - the only way to qualitative improvements`









### In conclusion

- Demonstration of quality growth through higher value delivery to the customer
- Consulting led Industry specific approach
- Innovation & Quality: the core values



#### Reconciliations and definitions

"Group profit from Operations" is reconciled to "Income before income taxes" of Operations under "Reconciliation to financial statements" on the table "Segment information." See "Financial Reports/Fiscal 2005, Quarter 4 / Financial Statements" at our Investor Relations website under www.siemens.com

"ROE" (Return on equity) margin for SFS was calculated as SFS' income before income taxes divided by the allocated equity for SFS. Allocated equity for SFS as of September 30, 2005 was € 983 million. See also Siemens' Form 20-F at our Investor Relations website under www.siemens.com

The allocated equity for SFS is determined and influenced by the respective credit ratings of the rating agencies and by the expected size and quality of its portfolio of leasing and factoring assets and equity investments and is determined annually. This allocation is designed to cover the risks of the underlying business and is in line with common credit risk management standards in banking. The actual risk profile of the SFS portfolio is monitored and controlled monthly and is evaluated against the allocated equity.

Siemens ties a portion of its executive incentive compensation to achieving economic value added (EVA) targets. EVA measures the profitability of a business (using Group profit for the Operating Groups and income before income taxes for the Financing and Real estate businesses as a base) against the additional cost of capital used to run a business, (using Net capital employed for the Operating Groups and risk-adjusted equity for the Financing and Real estate businesses as a base). A positive EVA means that a business has earned more than its cost of capital, and is therefore defined as value-creating. A negative EVA means that a business is earning less than its cost of capital and is therefore defined as value-destroying. Other organizations that use EVA may define and calculate EVA differently.

A reconciliation of EVA may be found on our Investor Relations website under www.siemens.com



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