

Hanover Fair 2010

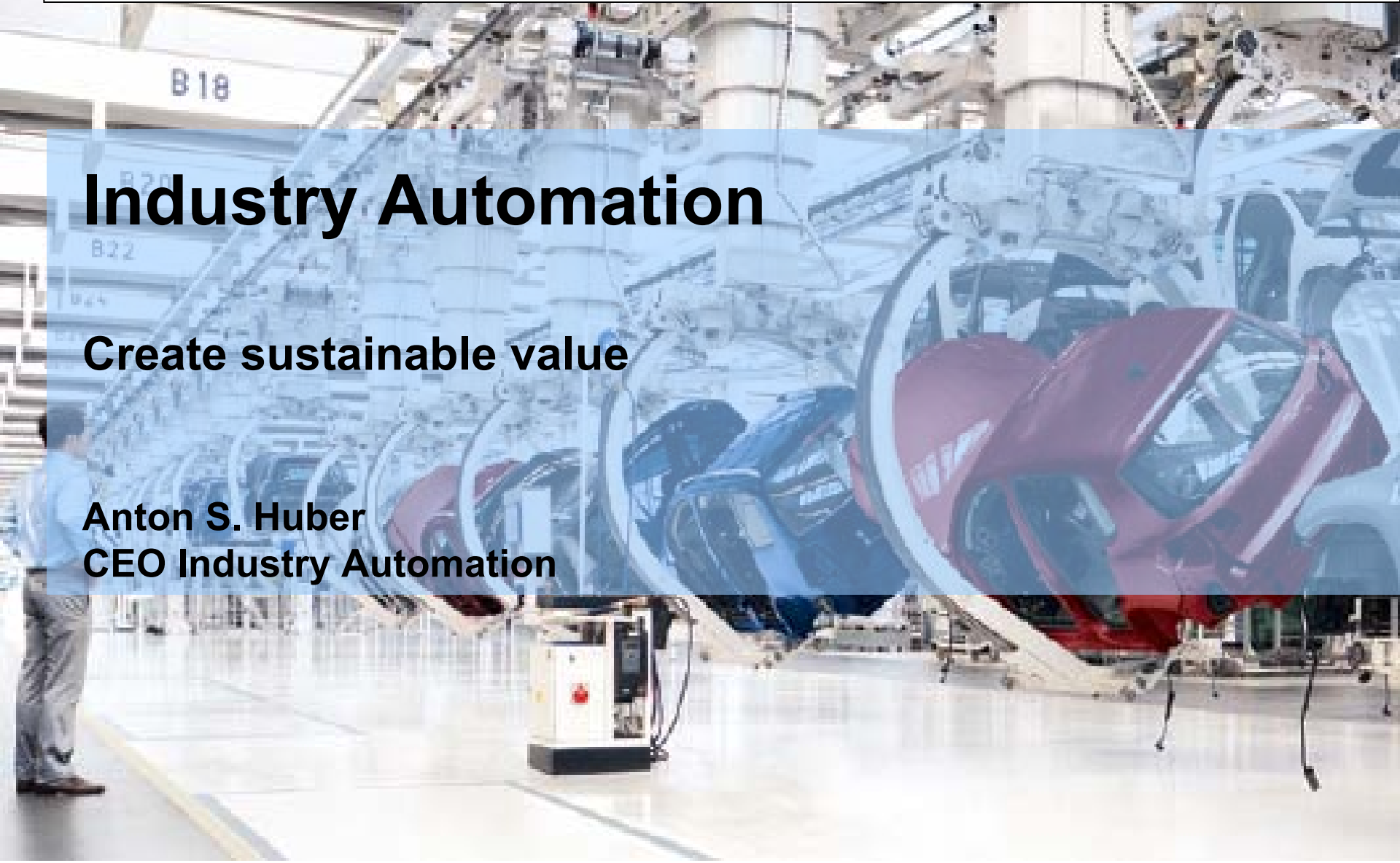
Pre-Press Conference, Nuremberg, March 16, 2010

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Industry Automation

Create sustainable value

Anton S. Huber
CEO Industry Automation



Industry Automation: Facts and figures

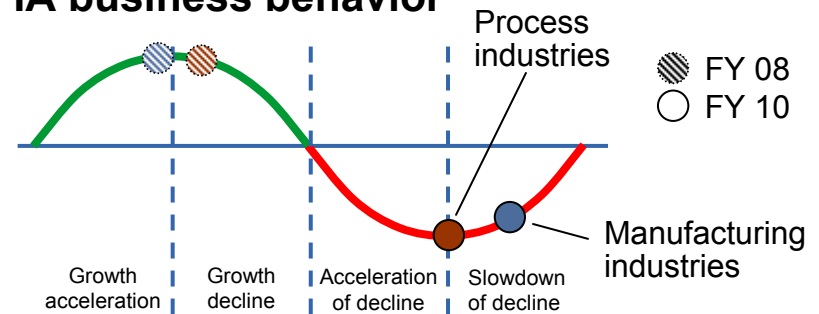
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Industry Automation

Fiscal Year 2009

New Orders: 5,571 €m (-24%)
Revenue: 5,763 €m (-19%)
Profit: 682 €m

IA business behavior



Industry Automation: Business development in endmarkets

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Manufacturing Automation



Process Automation



Petrochemical / chemical / pharmaceutical / F&B

Industry Software



Market Position: # 1
Key product: PLC

Short-term
growth tendency



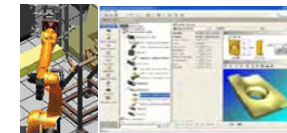
Market Position: # 5
Key product: DCS

Short-term
growth tendency



Market Position: # 2
Key product: CAx / cPDM

Short-term
growth tendency



Unique offering driving profit and growth

Industry Automation's technology supports the entire production workflow

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ERP

Enterprise Resource Planning (ERP)

MES

Manufacturing Execution System (MES)

Automation
Control Layer
Field Layer

Control System
Inbound Logistics



Control System
Primary Process



Control System
Secondary Process



Control System
Outbound Logistics



Industry Automation's portfolio: Addressing the key priorities of manufacturers



Totally Integrated Automation

ERP

PLM / MES

MC / CNC

PLC / DCS / HMI

Motors / Drives

Sensors

Productivity

Flexibility

Efficiency

Drive Technologies Industry Automation

Industry Automation portfolio



Process Control Systems



Operating Control
and Monitoring Systems



Industrial
Controls



Process
Instrumentation
and Analytics



Manufacturing
Execution
Systems



PLM
Software



RFID Systems



Industrial Communications

TIA is addressing productivity, flexibility and efficiency as today's key industry priorities

Manufacturing Automation: Leadership through innovation

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Key product Simatic PLC: Leveraging Simatic platform concept



- Simatic S7-1200: Strengthening PLC entry-level
- Introduced at Hanover fair 2009
- Highly modular and integrated design for seamless scalability
- Focus on ease-of-use

Process Automation: Continue growth path

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Key product DCS system Simatic PCS 7: More than 10,000 references today



DuPont
PVF
Fayetteville
USA



DSM
Fine Chemicals
Linz
Austria



DINA
Petrokemija
LDPE
Omislalj
Croatia



Infraserv
Biogas
Frankfurt-
Höchst
Germany



Bayer
CropScience
Institute
USA

Americas : 14 %

Europa, Africa, CIS : 56%

Asia, Australia, Middle-East : 30%



Agrana
Bioethanol
Pischelsdorf
Austria



SAB Miller
Bavaria
Brewery
Columbia



Sinopec
Refinery
Qsingtiao
China



Jubilant
Organosys
Nanjangud
India



AGC
Float Glass
Teplice
Czech Rep.



LAFARGE
Cement
Dunbar Works
United
Kingdom



Gold Coast
City Council
Water-
treatment
Australia

Industry Automation: Innovations are essential for success

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“A company can’t outgrow its competitors unless it can out-innovate them.”

- *Harvard Business Review*

“The next frontier in the maturation of corporate growth initiatives is to...build and sustain the (manufacturing) infrastructure to move innovation from ‘serendipity to predictability.’ ”

- *Accenture*

“...90% of the executives said that generating organic growth through innovation is essential for success”

- *Boston Consulting Group (BCG)*

“Over the next six years... more than 70% of today’s products ...will be obsolete...”

- *Deloitte*

Industry Automation's portfolio expansion: Reducing time-to-market

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Requirement Engineering
Specification
Development
Simulation



Product Design / Engineering

Acquisitions: UGS, Innotech

Production

MRO



Industry Software – Key product NX: Market leading CAx (CAD/CAM/CAE) system

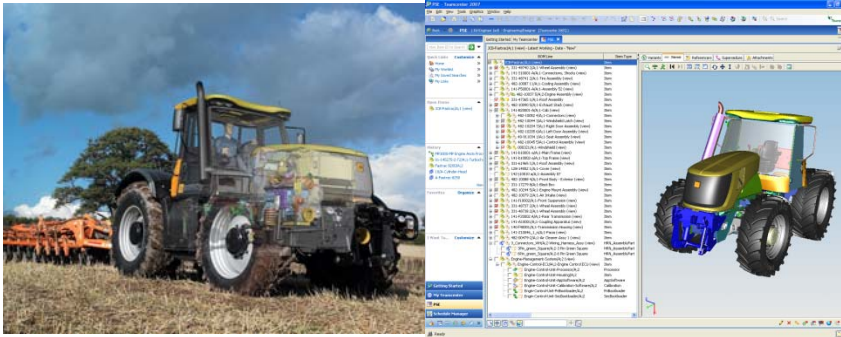
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- Reduces overall development and production planning time through tight CAx-CNC integration
- Manages multi-dimensional constraint systems with synchronous technologies
- Improves product quality by increasing virtual testing with integrated CAE

Industry Software – Key product Teamcenter: Industry leading collaboration platform

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- Improves teamwork through instant collaboration
- High productivity with a single source of product and process knowledge
- Teamcenter 8 with a focus on individual, application, and IT productivity



Industry Automation: Innovations at the Hanover Fair

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Software /
Control tech.



Siemens Industry Automation
is flying the flag with a series of
product innovations at the
Hanover Fair 2010

Controllers /
Communication



Sensors /
Controls



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