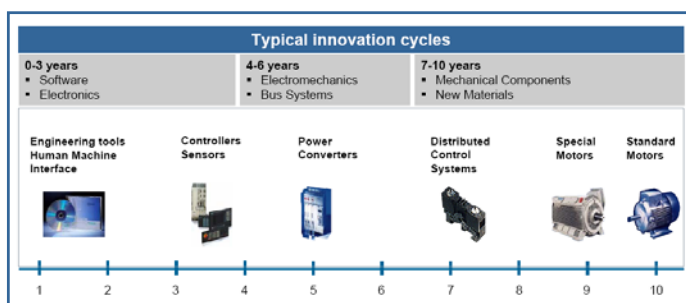


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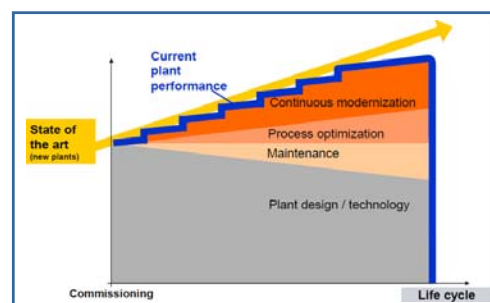
Günther Winter,
Head of Technology & Innovation Electrics / Automation
Metals Technologies

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Innovation speed of Electric and Automation create need for Continuous Plant Improvement



Innovation Cycle
3 ~ 10 years



Plant Life Cycle
30 ~ 50 years

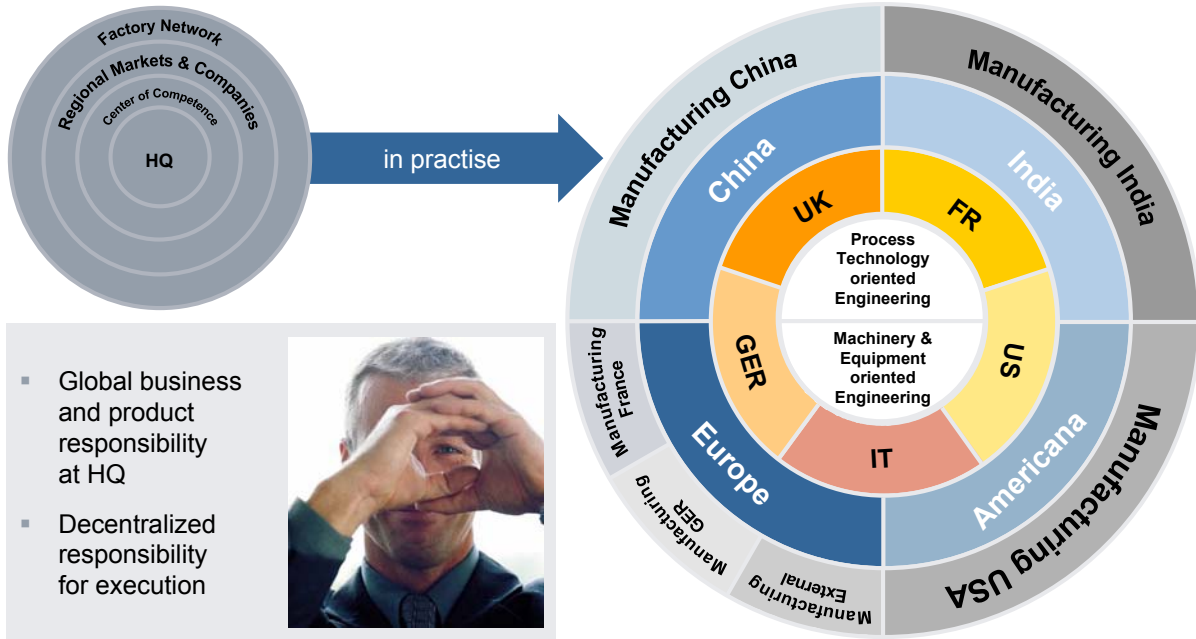
Requirement

- Supplier's Innovation strength
- Supplier's Capability for Rapid Product Innovation

Requirement

- Keep Customer plant competitive by performance improvement thru the entire life cycle of the plant

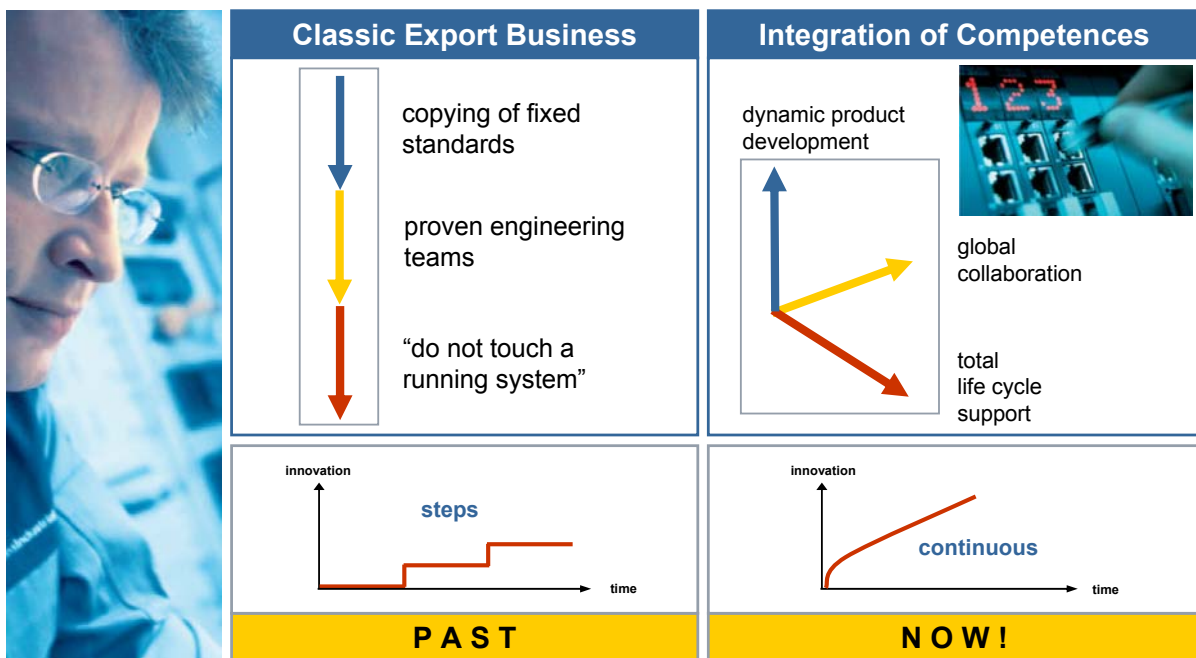
Metals Technologies Today: Complex Geographical Task Split



- Global business and product responsibility at HQ
- Decentralized responsibility for execution



Change in Business & Execution model require Capability managing Complexity



Challenges for Multi-Local Supplier Siemens



New Challenges

- Increased speed of innovation
- Allow increased product variety, scalability, flexibility and configurability
- Integration of new competence from regions:
 - ⇒ local value creation
 - ⇒ cost reduction
 - ⇒ execution scope splits

Continued Challenges

- On-schedule delivery and as-specified ...
 - ⇒ quality
 - ⇒ performance
 - ⇒ safety
 - ⇒ environmental care
 - ⇒ standard interfaces
 - ⇒ value-added services

Mastering complexity and integration of local competences is the prerequisite for Customer Value Creation

Global Network becomes value chain for Customer Value Creation

MT Global Engineering & Manufacturing Network



⇒ **The global network never sleeps**

⇒ **Access to world's best resources**

⇒ **Transparent global PLM**

Software Tools

- Business SW
 - ⇒ SAP based
- PLM Tools
 - ⇒ TEAMCENTER
 - ⇒ COMOS
- Engineering Tools
 - ⇒ SIMATIC PCS7
 - ⇒ SINAMICS
- Collaboration
 - ⇒ Platform

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