



**SIEMENS**  
*Ingenuity for life*

# BEYOND THE HYPE

## UNLEASH DIGITAL TRANSFORMATION VALUES IN INDUSTRY SECTOR

# DIGITALIZATION CHANGES EVERYTHING!

## MARKET DISRUPTION THROUGH NEW BUSINESS MODELS

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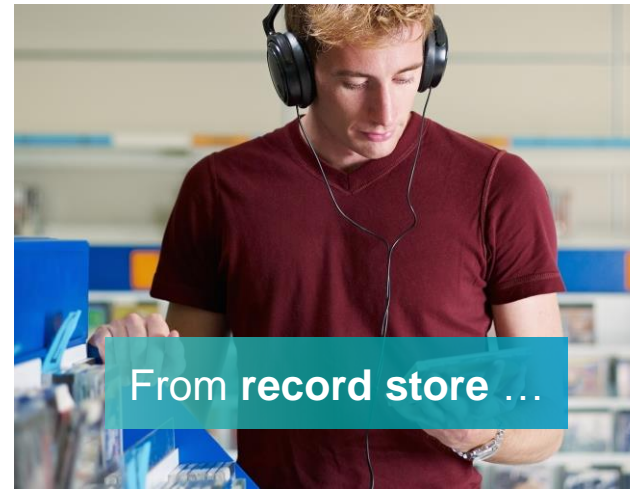


From bookstore ...

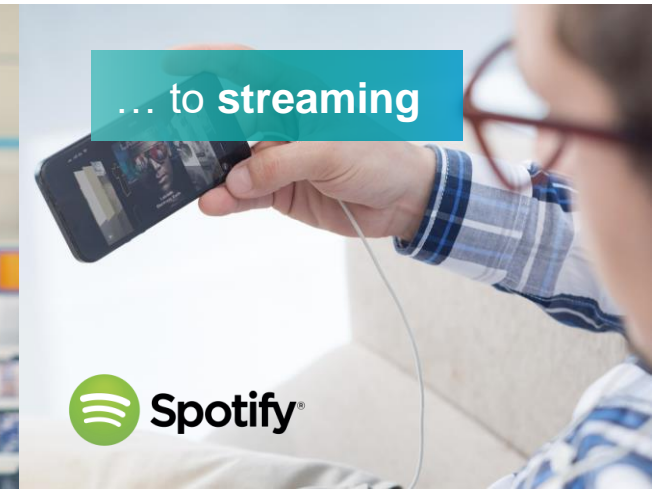


... to e-book

amazon

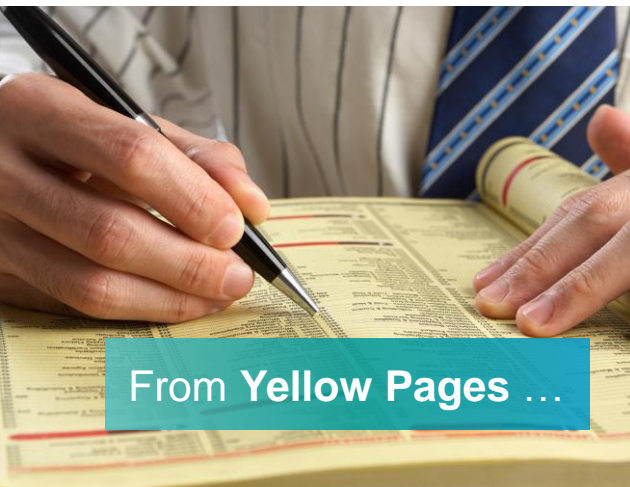


From record store ...



... to streaming

Spotify®



From Yellow Pages ...



... to marketplace

MyHammer



From taxi ...

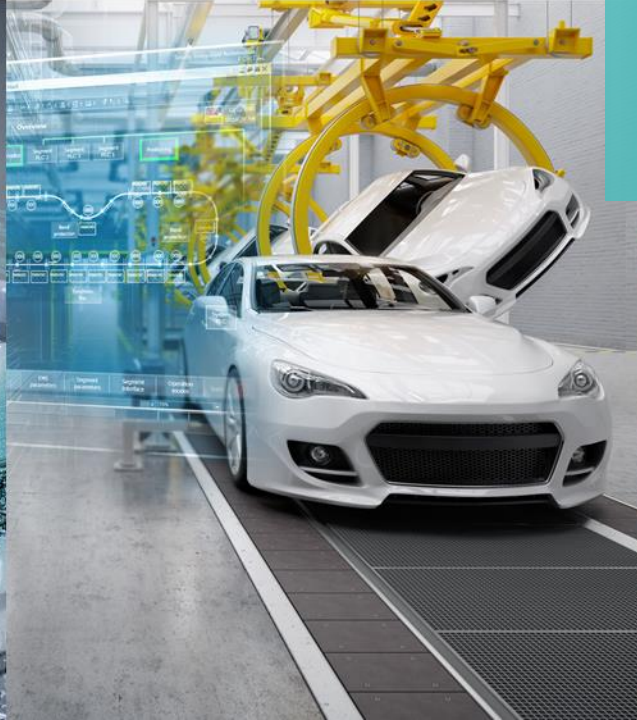
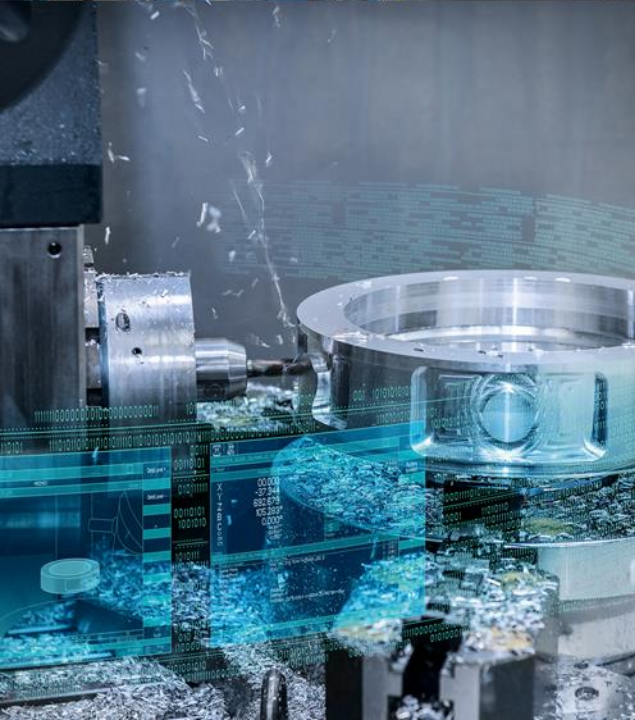


... to ride sharing

Grab



# TRANSFORMATION IN THE INDUSTRY SECTORS



# ESSENTIAL REQUIREMENTS THROUGHOUT THE MANUFACTURING INDUSTRY



## New business models



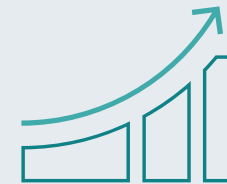
**Speed**



**Flexibility**



**Quality**



**Efficiency**



**Security**



# // TIA Portal Openness

- Open existing project
- Create new project
- Migrate project
- Clear project

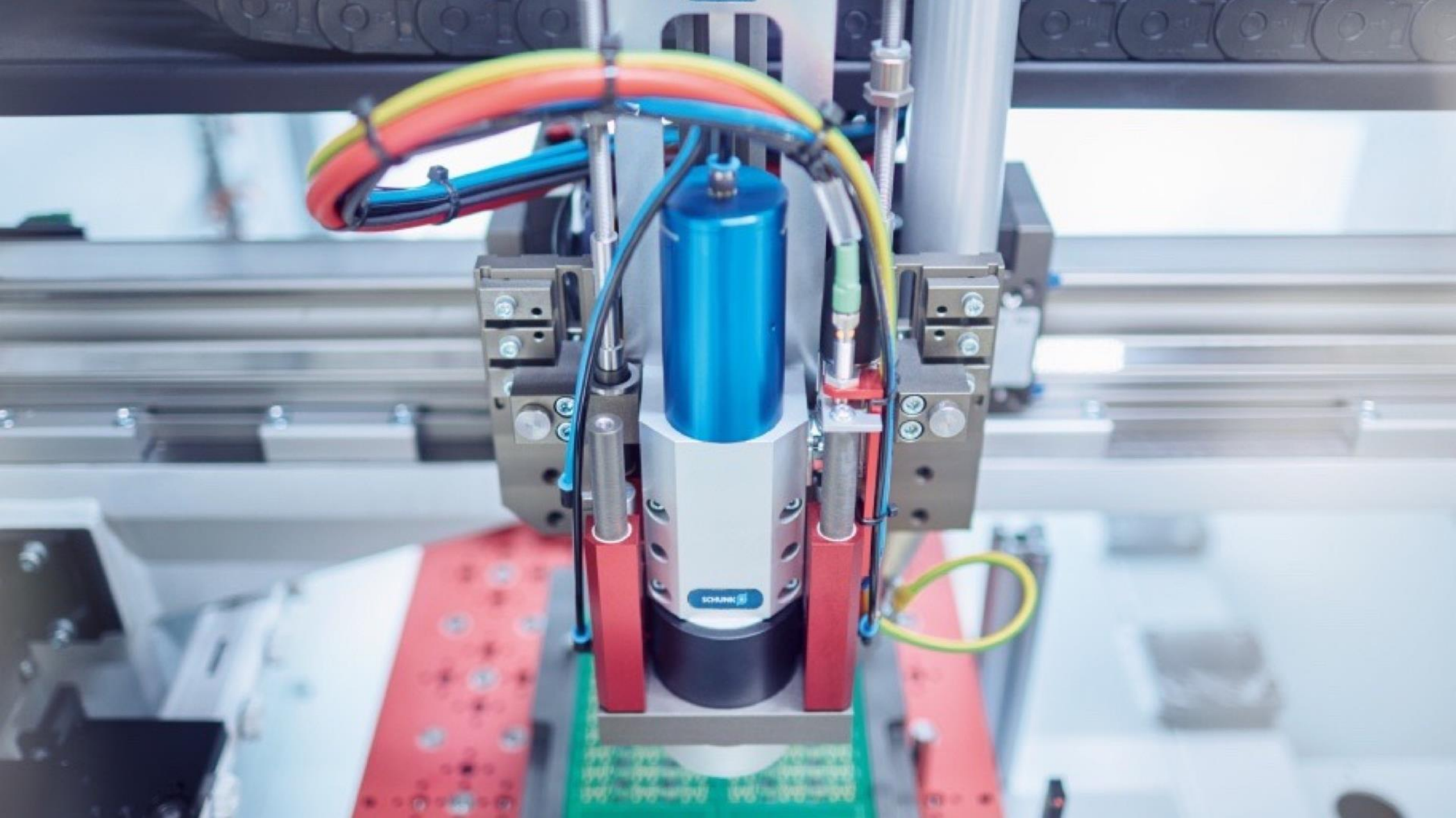
First steps

Project: "Project2" was opened successfully. Please select the next step:

- Start
- Devices & Networks
- PLC programming
- Methods & Technology
- Control devices
- Visualization

- Configure a device
- Write PLC program
- Configure technology objects
- Configure/select a device
- Configure an HMI screen





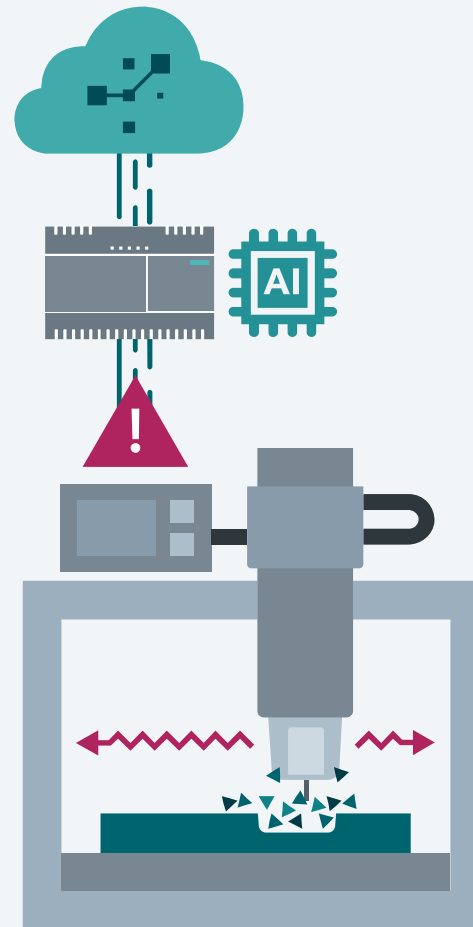
## AVOID UNPLANNED DOWNTIMES WITH AI

Aggressive milling dust causes rough-running which leads to machine downtimes

# AVOID UNPLANNED DOWNTIMES WITH ARTIFICIAL INTELLIGENCE

## Siemens Electronic Plant Amberg, Bavaria

Artificial Intelligence  
detects anomalies  
in milling spindle  
operation up to  
48 hours before the  
failure occurs





# SIEMENS MOBILITY COST EFFECTIVE ETCS TRAINS UPGRADE WITH AUGMENTED REALITY



Component A-107

Component B

x: 10290 mm  
y: 0 mm  
z: 129 mm  
x: 0°  
y: 0°  
z: 0°

## VIRTUAL COMMISSIONING



## PERSONALIZED MEDICINE





KEY  
LEARNINGS

# STEP BY STEP DIGITAL TRANSFORMATION



WHY... ?

Understanding your  
business driver



WHERE TO START ?

Defining the digital  
maturity level



HOW... ?

Identifying precisely  
the most impactful  
projects



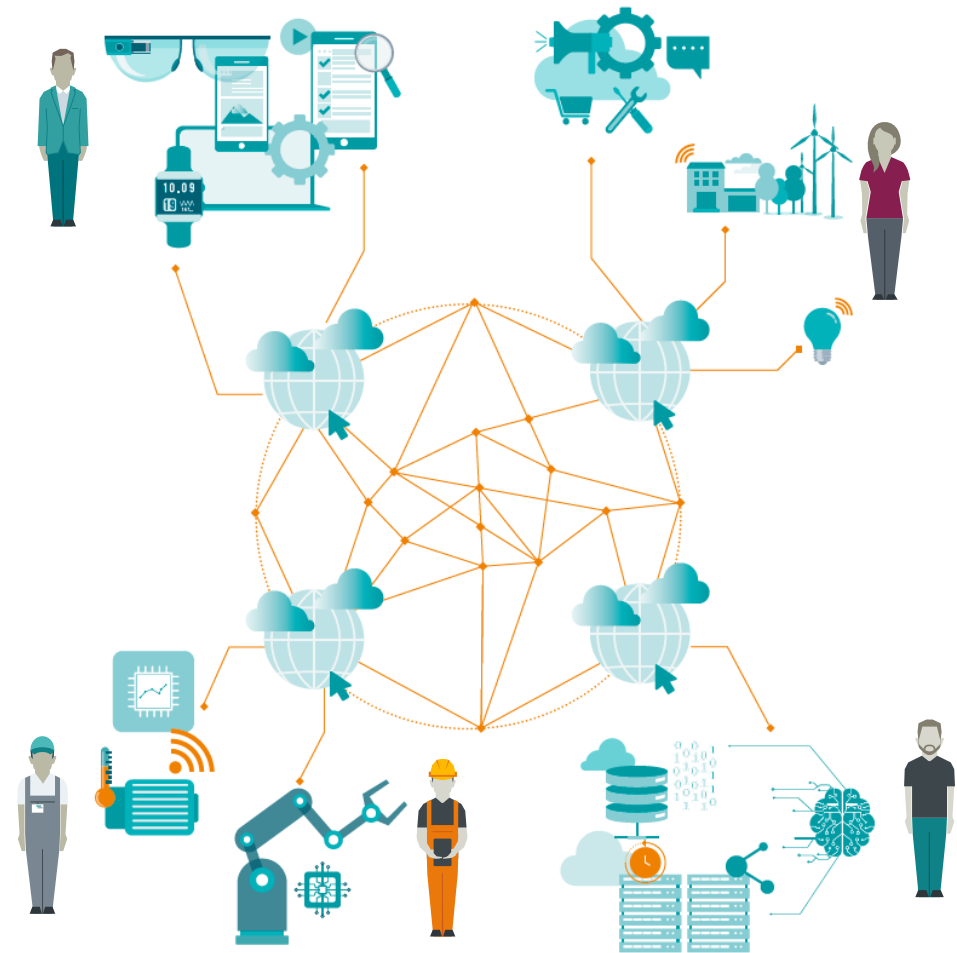
WHEN... ?

Defining the  
roadmap and the  
investment cases

# INTEGRATE SYSTEMS AND INVOLVE PEOPLE

Digitalization from shop floor to top floor:

when the “marriage” between IT and OT has taken place and all subsystems are integrated and key stakeholders are involved – magic happens!



# CHANGE MANAGEMENT AS BLIND SIDE OF DIGITAL TRANSFORMATION PROJECTS

#BREAKINGUPSILOS  
#DIGITALMINDSET  
#DIGITALSKILLSET



# WAR FOR TALENT



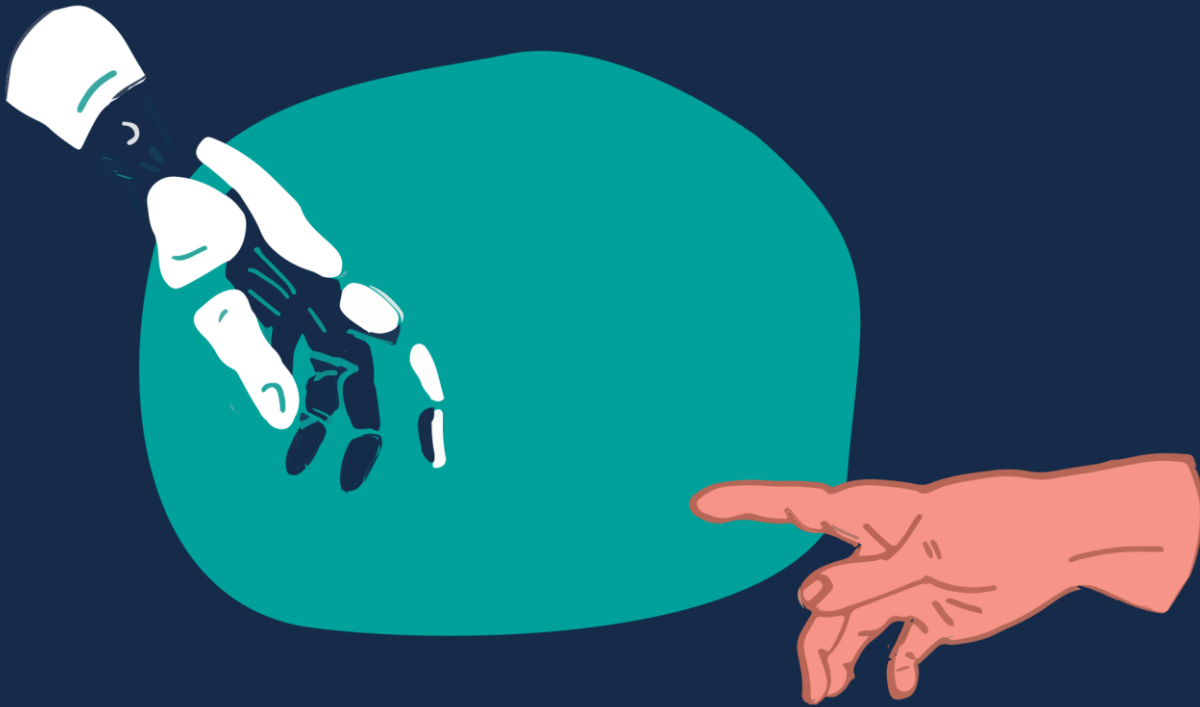


**SUSTAINABLE  
DIGITALIZATION**



LET'S TOUCH YOUR DIGITAL POTENTIALS

**SIEMENS**  
*Ingenuity for life*



Thank you!

Credit: Futurice