

Introduction

- Dr. Norbert Luetke-Entrup, leads the Technology and Innovation Management group with Siemens' Corporate Technology (CT) unit
- Dr. Thomas Lackner, head of CT's Open Innovation & Scouting initiative
- Conversation regarding the last five years of open innovation at Siemens
 - Assessing Results
 - Move forward or not?
 - How to measure success?

Agenda

- Siemens Background
- Open Innovation
- External Idea Contest
- Internal Idea Contests
- Future of Open Innovation at Siemens

The Future of Open Innovation of Siemens



Where are they now?

"Since 2006 when we launched the first open innovation project, 22,600 employees from more than 80 countries have participated in idea contests, open innovation pilot projects and our external efforts have maintained more than 5,000 external patents in 20 projects." - Dr. Lackner

What's Next?



Open Innovation at

SIEMENS

Group 7
Nathan Diner, Pearleen Lederman, Sasha Nige,
Nicole Thommes, Gresjana Jashari

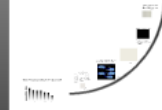
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Siemens Background



Internal Contests

Sustainability Contest



"Urban India" Idea Contest



• Mr. Viswanathan - head of Technology & Innovation Management at Corporate Technology, India

External Idea Contests



Open Innovation



Open Innovation
at

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Exhibit 1 Select Excerpts of Curriculum Vitae for Dr. Lackner and Dr. Luetke-Entrup

Thomas Lackner



PROFESSIONAL EXPERIENCE

SINCE 06/2012	SIEMENS CORPORATE TECHNOLOGY (CT/TIM)	MUNICH
<i>Head of Open Innovation and Technology Scouting (CT/TIM V/S OS)</i>		
2008-2012	SIEMENS CHIEF TECHNOLOGY OFFICE (CT/OI)	
<i>Head of Open Innovation Program at Siemens, direct report to CTO of Siemens</i>		
2007-2008	SIEMENS CORPORATE TECHNOLOGY (CT/T)	
<i>Head of Business Projects, direct report to head of CT/T</i>		
2004-2007	SIEMENS CORPORATE DEVELOPMENT (CD)	
<i>Vice President Business Competence Center Telematics</i>		
2001-2004	SIEMENS TECHNOLOGY ACCELERATOR GMBH (STA)	
<i>CEO, Member of board of Siemens Corporate Technology</i>		
1999-2001	SIEMENS CORPORATE TECHNOLOGY (CT)	
<i>Vice President "Innovative Businesses", Member of board of Siemens Corporate Technology</i>		
1998-1999	SIEMENS I&C NETWORKS (ICN)	
<i>Vice President "Rapid Prototyping" at ICN Marketing (ICN M)</i>		
1996-1998	SIEMENS INDUSTRIAL SOLUTIONS & SERVICES (I&S)	
<i>Head of "Transport Telematics" within Siemens's business unit traffic control systems</i>		
1993-1996	SIEMENS CORPORATE TECHNOLOGY (CT)	
<i>Head of "Innovation Field Transportation"</i>		

EDUCATION

1978-1980	TECHNICAL UNIVERSITY	VIENNA
<i>PhD in the field of the theory of stochastic processes, thesis („Correlation functions“) with distinction "very good"</i>		
1973-1978	TECHNICAL UNIVERSITY	VIENNA
<i>Studies of technical physics, diploma with grade „very good"</i>		
1965-1973	GRAMMAR SCHOOL	STEYR
<i>School leaving examination with grade "very good"</i>		

INTERESTS

Music (Choir, solo singing, piano, guitar), literature
Handcraft (jewellery, woodwork, upholstery)



Norbert Lütke-Entrup

PROFESSIONAL EXPERIENCE

SINCE 09/2011	SIEMENS CORPORATE TECHNOLOGY, INNOVATION & TECHNOLOGY MANAGEMENT	
MUNICH, GERMANY	<ul style="list-style-type: none"> Since Apr 1, 2012: Head of Technology & Innovation Management at CT, reporting to Klaus Helmrich, member of the Siemens Management Board and Chief Technology Officer (CTO) Accountable for designing and implementing a new strategy department "Technology and Innovation Management" 	
01/2009-08/2011	SIEMENS MANAGEMENT CONSULTING (SMC), VICE PRESIDENT AND PARTNER	
BEIJING, CHINA	<ul style="list-style-type: none"> Member of SMC management team, reporting to CEO of SMC Accountable for SMC's consulting business in the Industry Sector in Asia 	
04/2008-12/2008	SIEMENS MANAGEMENT CONSULTING (SMC), VICE PRESIDENT AND PARTNER	
MUNICH, GERMANY	<ul style="list-style-type: none"> Member of SMC management team, reporting to CEO of SMC Accountable for SMC's consulting business in 2 Divisions 	
08/2004-03/2008	SIEMENS MGMT. CONSULTING (SMC), PROJECT LEADER	
MUNICH, GERMANY	<ul style="list-style-type: none"> Accountable for managing project teams of 2-5 consultants and client teams of 5-20 team members 	
09/2000-07/2004	SIEMENS MGMT. CONSULTING (SMC), CONSULTANT	
MUNICH, GERMANY	<ul style="list-style-type: none"> Accountable for managing project modules and client teams of 2-5 team members 	
09/1999-07/2000	COLLÈGE DES INGENIEURS, CONSULTANT	
PARIS, FRANCE	<ul style="list-style-type: none"> Strategy project & MBA course 	

EDUCATION

1996-1999	ÉCOLE NORMALE SUPERIEURE, PHD	
PARIS, FRANCE	<ul style="list-style-type: none"> Thesis: "Surface impedance of superconductors of the second kind" "Très honorable avec félicitations" (highest grade possible) 	
1991-1996	BONN UNIVERSITY, MASTER OF SCIENCE	
BONN, GERMANY	<ul style="list-style-type: none"> Grade: "Sehr gut mit Auszeichnung" (highest grade possible) Financed by the German National Academic Foundation 	

HOBBIES

- Mountaineering (in summer and winter)
- Classical music: Fairly proficient on the piano and double bass

Source: Company documents.

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1900

1907

1910

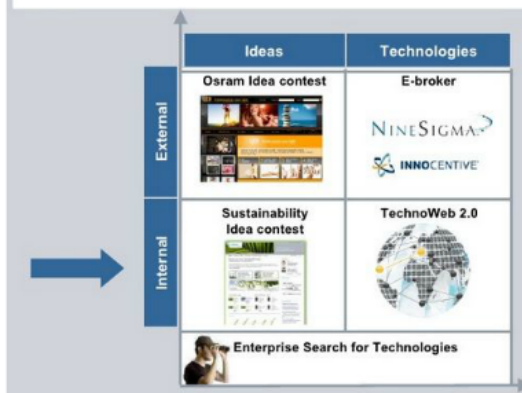
- More than 34,000 employees
- One of the largest employers in the German Empire

Introducing Open Innovation

"outsourcing of idea generation and problem solving"

online competitions
problem broadcasting
innovation

Open Innovation leverages internal innovation processes and allows integrating external input



How does TechnoWeb 2.0 work? Everybody may initiate or join a network

Personalized **dash port**
(incl. activity stream of joined networks)



Network pages, with member list,
partner network list, activity stream



Public **profile** pages of
each user (incl. **activity steam**)



Open to all Siemens
employees

Urgent request



with **news** and RSS-feeds

- + **Tag/Technology** page
- + **Search** page
- + **integration** of
Sharepoints, wikis, blogs...

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"outsourcing of idea generation and problem solving"

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Open Innovation leverages internal innovation processes and allows integrating external input

