



Thecasesolutions.com Siemens AG: Key Account Management

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R50B
Marketing Management

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**Siemens AG: Key
Account Management**



components as well as turnkey solutions. A senior manager said, "We can develop, design, install and operate an entire power plant, but we can also just provide components."

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C A S E

Kratos plans to reduce operation cost and maintenance cost by 10 %. Does Siemens can get that issue while the result decreased by 10%?



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Kratos plans to change fossil fuels into solar, made Siemens dilemma. Because on the one side there is a contract between Siemens and Kratos. But, on the other side Kratos decision will make Siemens loss.

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Siemens AG History

- Founded in **1847** in Berlin as a telegraph company by **Werner von Siemens**.
- Siemens continued investing in **new technologies and entering new markets in the 20th century**.
- By the end of **2011**, Siemens A.G. had **become a €73 billion multinational**, highly focused on **technological innovation**.
- **Since 2007**, strengthened the focus of Siemens on several global macro trends: **an aging population -demographic changes-**; **more people moving to cities - urbanization-**, and **an increased attention on renewable energy sources and**

- By the end of 2011, Siemens A.G. had become a €75 billion multinational, highly focused on technological innovation
- Since 2007, strengthened the focus of Siemens on several global macro trends: an aging population -demographic changes-; more people moving to cities - urbanization-, and an increased attention on renewable energy sources and energy efficiency - environmental and climate protection
 - To better respond to these trends and to be closer to markets and customers, Siemens focused to four main sectors, Industry, Healthcare, Infrastructure & Cities and Energy.

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**The Industry sector was
Siemens' largest
business in terms of
revenues.**

The Energy sector their

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**The Healthcare sector
focused on products and
solutions for comprehensive
patient care from prevention
and early diagnosis to
therapy and aftercare.**