

Conclusions

Siemens should follow Kratos as their consumer desires. This is done to maintain their relationship for a long tim, although this decision will impact the revenue decline siemens. Therefore, Siemens and Kratos must revise and re-negotiate their contracts so that all their needs are met, especially for Kratos as a loyal customer.

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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Restore Energy

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Siemens AG History

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multinational, highly focused on technologies innovation.
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Siemens AG: Key
Account Management

Amalia N. Intan Arif Wicaksono Dyta Andhina Putri Fera Mariana Parsum Pratiwi Sulistiyana Senna Widya Satria Shelly Deviana Hakim Tanri Ariandi

Marketing Management

Thecasesolutions.com Siemens AG: Key Account Management

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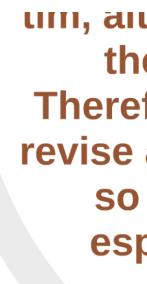
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components as well as turnkey solutions. A senior manager said, "We can develop, design, install and operate an entire power plan, but we can also just provide components."

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- 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.
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- 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-, an 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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Thecasesolutions.com The Industry sector was Siemens' largest business in terms of revenues.

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