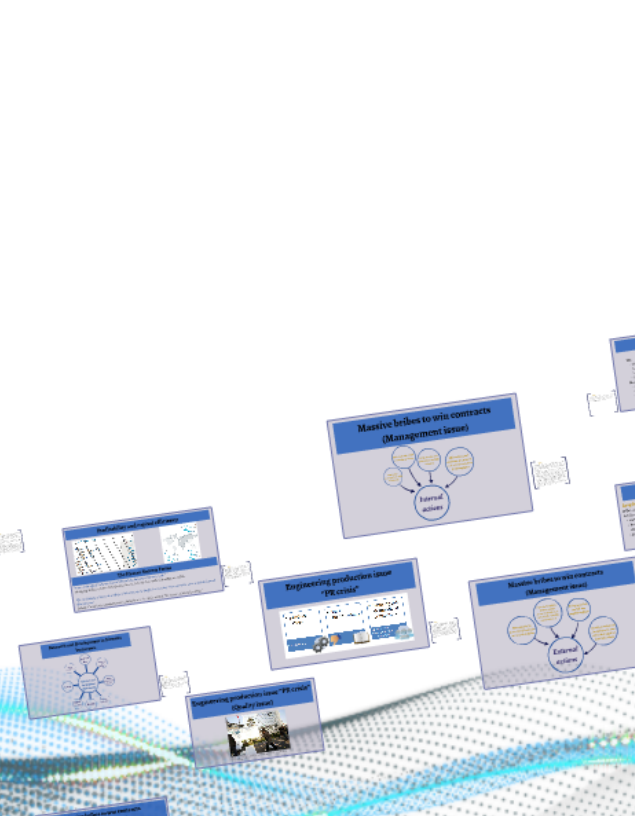


Siemens

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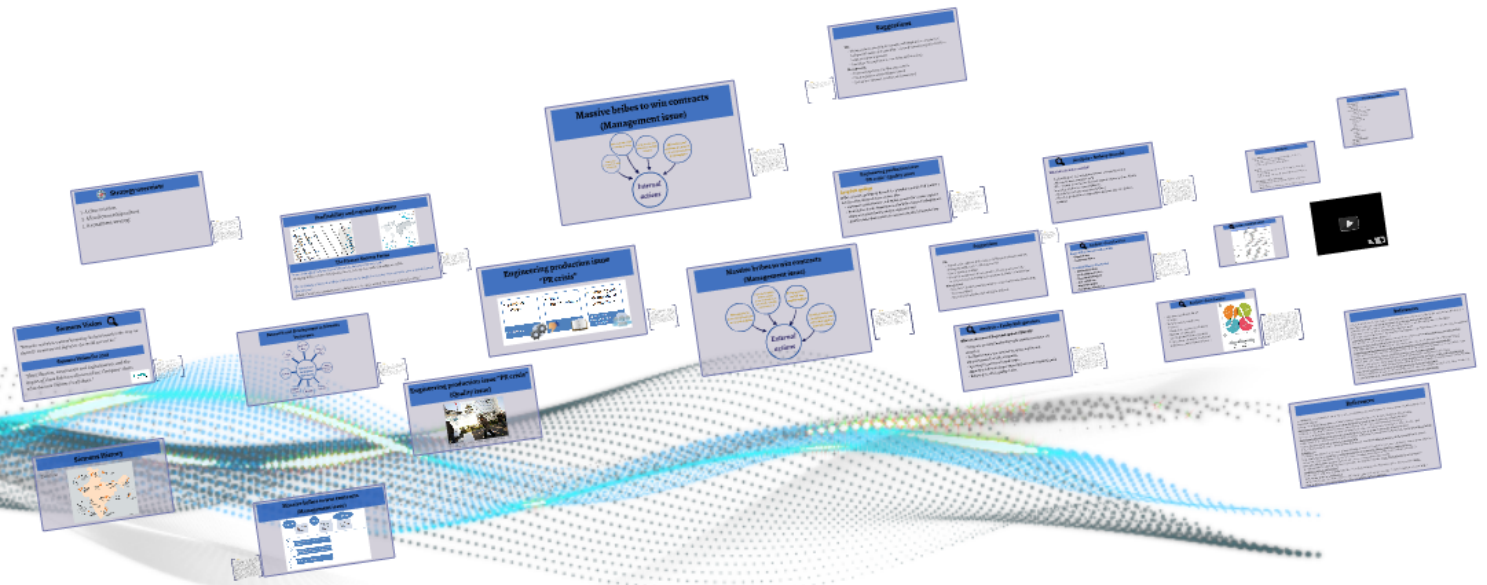


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Presentation Outline

- **Siemens History**

- **Siemens Vision**

Siemens Vision for 2020

- **Strategy Overview**

Profitability and capital efficiency

The human success factor

R&D in Siemens business

- **Management Issue**

Problem statement

Solution

Analysis

Suggestions

- **Quality Issue**

Problem Statement

Solution

Analysis

Suggestions

- **Siemen's SWOT Analysis**

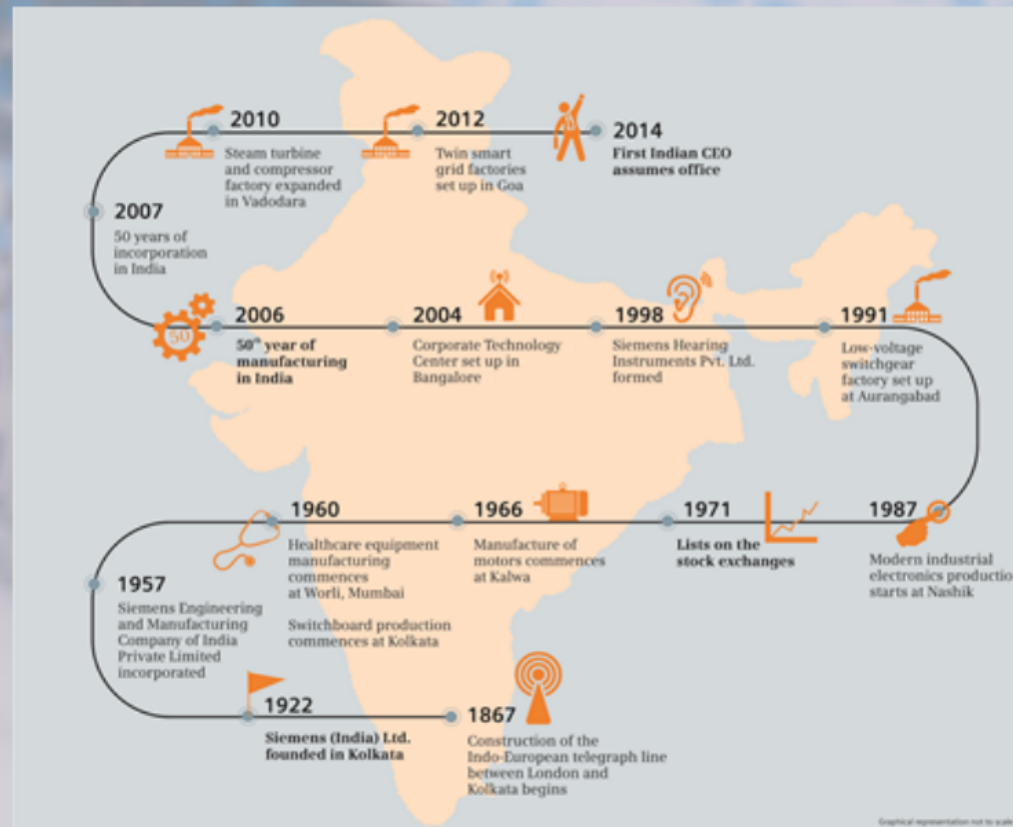
- **Conculsion**

- **References**

The Siemens logo, consisting of the word "SIEMENS" in a bold, teal-colored, sans-serif typeface.

Siemens History

Timeline



Siemens Vision



“We make real what matters by setting the benchmark in the way we electrify, automate and digitalize the world around us.”

Siemens Vision for 2020

“Electrification, automation and digitalization, and the impact of these fields on all parts of our Company: that’s what the new Siemens is all about.”

SIEMENS
Ingenuity for life

Notes

- Siemens was founded by Werner von. He's a visionary businessman, pioneer in electrical engineering and an initiator of the modern economy.
- He lived from 1816- 1892
- As their vision shows they focus on the company on digitalize the world, there for Siemens cares and take care highly on their R&D department
- Siemens has registered for year 2015, 7650 innovations, 35 per workday (all statistics of year 2015). They fund their R&D department by approximately 4.5 € billion, where they have 32100 employee at the department.
- The R&D activities are focused on the company's core activities in the fields of electrification, automation, and digitization. They collaborate with scientists, students and researchers from leading universities and research institutions; in order to make the company more innovative. As their strategy is to have an open innovation concept.
 - As overall their plan is divided into 3 parts:
 - > Short term: Focusing on improving the performance and efficiency.
 - > Medium term: Focusing on strengthening their core business.
 - > Long term: Driving sustainable growth.



Strategy overview

1. A clear mission
2. A lived ownership culture
3. A consistent strategy

Notes

Siemens Strategy comes from 3 main questions that aim to determine their strategy: What do you stand for? What sets you apart? How will you achieve longterm success?

1. A clear mission: A mission expresses a company's self-understanding and defines its aspirations. "We make real what matters." That's what inspire Siemens. That's what they stand for. That's what sets them apart. A reflection of their strong brand, it's the mission that inspires them to succeed.

2. A lived ownership culture:

Every employee at Siemens takes personal responsibility for the Company's success. "Always act as if it were your own Company" – this maxim applies to everyone at Siemens, from Managing Board member to trainee.

3. A consistent strategy:

Siemensdrove the world to whole new level by their vision of electrification, we have known how that extends from power generation to power transmission, power distribution and smart grid to the efficient application of electrical energy. And with Siemens outstanding strengths in automation, they're well equipped for the future and the age of digitalization. Their vision 2020 defines an entrepreneurial concept that will enable Siemens Company to consistently occupy attractive growth fields, sustainably strengthen Siemens core business and outpace Siemens competitors in efficiency and performance. As their long term strategy to achieve success is by Driving sustainable growth. By following this process, Siemens will be able to achieve requirements of their customers, owners and employees as well as to the values of society.