Gian Luca Sacco - Marketing Director South & Central Europe

Smarter decisions, better products
Today’s Product Challenges are More Difficult Than Ever Before…

Landing on Mars is one of the hardest jobs on Earth.

On August 5, the Mars rover Curiosity landed successfully on the surface of Mars. There was only one chance to get it right. For this unprecedented challenge, NASA employed Siemens PLM software solutions. The development team at NASA’s Jet Propulsion Laboratory digitally designed, tested, assembled, and simulated the entire Mars rover before a single physical prototype was created.
Making Successful Products Has Never Been More Complex...

Multi-Disciplinary Products

Digital Data Explosion

Globalization

Less Margin for Error

Cost

Quality

Price

Style

Timing

Function

Availability

Sustainability
PLM Must Change to Conquer Complexity

MORE PEOPLE INTRINSICALLY AWARE...

RECEIVING THE RIGHT INFORMATION...

MAKING INTEGRATED SYSTEMS DECISIONS...

ON TIME WITH GREATER ACCURACY.
Our Vision for PLM
An Immersive Environment for Lifecycle Decision-making

Intuitive, transparent environment for all users

Data gathered and filtered from multiple sources

Open apps to evaluate full product content

Information delivered in context of users’ jobs
HD-PLM helps you make great products in today’s climate of increasing complexity by giving everyone in your product lifecycle the right information in the right context to make fast, accurate systems decisions.
Extract value from large volumes of complex data to provide users only the information required to make accurate decisions.
HD-PLM Investment
Continually adapting to change is key

Protecting your investment in our solutions, minimize your total cost of ownership and help you take advantage of change.
HD-User Experience
Information the way you need it

- Ensure everyone in your process gets information in a form best suited to their job, in the simplest and fastest way possible
- The user experience challenge:

Decision Simplicity

Multi-Disciplinary Products
Digital Data Explosion
Globalization
Less Margin for Error

Find
Review
Decide
Act

Information Complexity

Systems Engineering
PLM Applications
Integrated Product Development
Global teams

Distributed data

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Our Portfolio
Spanning the lifecycle from concept to retirement

Product Lifecycle Management

PLAN
TEAMCENTER | NX
Requirements Management
Systems Engineering
Program Management
Conceptual Design

DEVELOP
TEAMCENTER | NX
TECNOMATIX
Product Design
Product Simulation
Product Data Management
Manufacturing Planning

BUILD
TEAMCENTER | NX
TECNOMATIX
Manufacturing Engineering
Plant Optimization
Production Planning

SUPPORT
TEAMCENTER
Sustainability
Lifecycle Service and Support
Our Portfolio
Spanning the lifecycle from concept to retirement

Product Lifecycle Management

PLAN
- Document Management
- Change Management
- Program Management
- Portfolio Management
- Requirements Management
- Product Cost Management

DEVELOP
- Systems Engineering
- Simulation
- Integrated Design
- Integrated Manufacturing Planning

BUILD
- Integrated Test

SUPPORT
- Supplier integration
- Integrated Test
- Service Planning

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Our Portfolio
Spanning the lifecycle from concept to retirement

Product Lifecycle Management

**PLAN**
TEAMCENTER | NX

**DEVELOP**
TEAMCENTER | NX
TECNOMATIX

**BUILD**
TEAMCENTER | NX
TECNOMATIX

**SUPPORT**
TEAMCENTER

**PERFECT COSTING**
Product Cost Management
LMS
Mechatronic Simulation

**KINEO**
Motion Simulation
LMS
Behavioral Simulation
VISTAGY
Composite Engineering

**KINEO**
Motion Simulation
LMS
Physical Testing

**VISTAGY**
Quality Planning

Cost Optimization
Industry Solutions
Driving real business productivity

Aerospace and Defense
Execution, Globalization, Complexity, Maintainability

Automotive and Transportation
Environment, Information, Globalization, Safety

Consumer Products and Retail
Brand Image, Market Speed, Environment, Cost Reduction

Electronics and Semiconductor
Sustainability, Information, Globalization, Quality

Energy and Utilities
Sustainability, Information, Globalization, Quality

Industrial Machinery and Heavy Equipment
Innovation, Environment, Globalization, Service

Medical Devices and Pharmaceuticals
Profitability, Complexity, Globalization, Regulatory

Marine
Sustainability, Cost, Globalization, Safety
The PLM Value Curve

- **PLAN**
- **DEVELOP**
- **BUILD**
- **SUPPORT**

**€+**

**€-**

**Launch**

**Break Even**

**Peak**

**Retire**

**MAXIMIZE**

**MINIMIZE**
The PLM Opportunity

INCUBATION | GROWTH | MATURITY | DECLINE | END OF LIFE

€+ Boost Productivity Increase Revenue

€- Speed to Market

MAXIMIZE

MINIMIZE

Launch Break Even Retire

Reduce Cost

€+

Extend Returns
Customer Success

MAXIMIZE
MINIMIZE
INCUBATION
GROWTH
MATURITY
DECLINE
END OF LIFE

Launch
Peak
Retire

Speed to Market
Reduce Cost
Boost Productivity

BROVEDANI
"Abbiamo valutato un risparmio nell’ordine del 30% su un ciclo di sviluppo del pezzo e della macchina che copre un arco di tempo di cinque-sei mesi."
Giuseppe Mainardis

SAMSUNG ELECTRONICS
Built 30% fewer physical prototypes and had 50% fewer errors in first production runs, reducing costs and accelerating development time by 30%.
Customer Success

ISCRA INDSUTRIES

Reduced cycle time on G150 business jet by 17% by leveraging digital mockups and a single source of data for instant access to the right information at the right time.

SIGNORINI

"L’utilizzo di Solid Edge ci ha consentito di ridurre del 50% i tempi di progettazione, dall’ideazione alla messa in produzione, riducendo quindi notevolmente i costi di sviluppo."

Mauro Del Conte
Nissan Motors reduced engineering effort by 50% and doubled vehicle development capacity through standardization, knowledge reuse, and digital validation.

Leitner Technologies: “La soluzione PLM ha dato un contributo fondamentale per vincere il bando perché, fra tanti benefici, ci ha permesso di presentare il progetto al cliente in modo virtuale con un rendering molto sofisticato, mostrando un processo estremamente dettagliato e inserito nel contesto ambientale definitivo.”

Christian Allegrini
**Customer Success**

**HAIER GROUP**

Improved profitability and accelerated the pace of innovation by reducing unique parts 29%, eliminating 80% of non-value added collaboration activities and reducing time to market 15%.

**MET**

"Dai 12-14 mesi del ciclo di sviluppo precedente all’adozione di NX, oggi siamo scesi a 6-8 mesi. Un risultato importante non solo perché i costi si sono ridotti proporzionalmente, ma soprattutto perché la capacità produttiva del nostro ufficio di sviluppo prodotto è aumentata tanto da consentirci di realizzare almeno un modello in più ogni anno."

**Matteo Tenni**
LANDI RENZO

“Il software precedente era un classico PDM associato al CAD, con impostazioni di base per gestire modelli 3D e disegni 2D, ma senza una logica di gestione dei processi a livello aziendale. Il sistema è stato personalizzato nel corso degli anni, ma alla fine ci siamo arenati di fronte all’ostacolo dell’integrazione con SAP e dell’apertura verso altre aree aziendali. Dopo alcuni tentativi che hanno comportato seri problemi operativi ed economici, fino all’acquisto di pezzi sbagliati, abbiamo cominciato a guardarcì intorno e abbiamo trovato in Teamcenter un sistema PLM molto più standardizzato e facilmente configurabile.”

Matteo Magnanini
**Bonus Track**

**RIELLO**

Rulestream come motore per la codifica di regole e normative tecniche e per la formalizzazione dei processi aziendali.

Risultati:
- Razionalizzazione delle competenze
- Standardizzazione dei processi e del know-how aziendale
- Riduzione dei tempi di ciclo dall’offerta alla fornitura

**INTERTRACO**

Adottare macchine e strumenti avanzati per operare in modo efficiente e veloce

Gestire 7-8 mila part number con migliaia di disegni e una logistica complessa.

Risultati:
- Solid Edge consente modifiche più rapide e maggiore riutilizzo
- Accesso ai dati per tutti gli utenti (tecnici e non) garantito da Teamcenter
- Drastica riduzione dei test fisici sui prodotti grazie all’accuratezza dell’analisi con Femap
77,000 Customers and 9M Licensed Seats

- Aerospace & Defense (19%)
- Automotive & Transportation (31%)
- Machinery & Industrial Equipment (15%)
- High Tech & Electronics (14%)
- Shipbuilding, Energy CPG & Life Sciences (21%)

10,700 Academic Partners… training over 1 million students per year
The Siemens Vision: Provide Answers to the Great Challenges of our Time

Siemens – the pioneer in

- Energy efficiency
- Industrial productivity
- Affordable and personalized healthcare
- Intelligent infrastructures

Entrance of Gare Saint-Lazare metro station, Paris
Siemens Organization: Four Sectors Covering the Global Challenges

An Integrated Technology Company.
Our challenge
Manufacturing is changing faster than ever before

Increasing competitiveness

1 Increase efficiency
- Energy and resource efficiency are decisive factors of competitiveness

2 Shorten time-to-market
- Shorter innovation cycles
- More complex products
- Larger data volumes

3 Enhance flexibility
- Individualized mass production
- Volatile markets
- High productivity

Increasing importance of manufacturing industry in all national economies
"Digital Enterprise Platform"
Siemens is preparing the ground for Industry 4.0

Change of paradigm for the next productivity stage: integration of product planning and production can reduce time-to-market by 50%
The Siemens Advantage: Corporate Technology, R&D

“By continuing to invest in innovation and development, and by the strategic expansion of our portfolio, we have achieved a technological leadership position. Siemens covers the entire industry automation spectrum and is the only supplier to offer this capability.”

Anton S. Huber, CEO Siemens Industry Automation

Innovations of Products, Systems and Solutions

Research Partners
- Customers
- Universities
- Research Institutes
- Start-ups / VCs
- Suppliers

Working areas:
- Mechatronic Design
- PLM / Digital Factory
- Product Configurators
- Imaging & Visualization
- Systems Engineering
- Social Computing
- Structural Optimization

Corporate Technology, Global Shared R&D
- Research & technology based projects, consulting, patents and standardization
- Best-practice sharing among Divisions, Business Units and Departments
Siemens Industry Software Strategy
Integrate product and production lifecycles

Create intelligent product and production lifecycle

• Merge virtual with physical worlds
• Establish a digital platform for integrated lifecycles
• Share knowledge between integrated lifecycles
Summary

• Manufacturers face tougher challenges than ever
• To conquer complexity, we’re taking PLM to new levels
• Our vision: an immersive decision-making environment
• We’re expanding the portfolio to realize this vision
• We’re delivering solutions attuned to industry needs
• Customers continue to realize measurable benefits
• Siemens is committed to being the leader in industry software

Answers to the Great Challenges of Industry