



SIEMENS

PEGA @ Siemens

Customer Engagement Summit

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This document contains statements related to our future business and financial performance and future events or developments involving Siemens that may constitute forward-looking statements. These statements may be identified by words such as “expect,” “look forward to,” “anticipate” “intend,” “plan,” “believe,” “seek,” “estimate,” “will,” “project” or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to shareholders and in press releases. In addition, our representatives may from time to time make oral forward-looking statements. Such statements are based on the current expectations and certain assumptions of Siemens’ management, of which many are beyond Siemens’ control. These are subject to a number of risks, uncertainties and factors, including, but not limited to those described in disclosures, in particular in the chapter Risks in the Annual Report. Should one or more of these risks or uncertainties materialize, or should underlying expectations not occur or assumptions prove incorrect, actual results, performance or achievements of Siemens may (negatively or positively) vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Siemens neither intends, nor assumes any obligation, to update or revise these forward-looking statements in light of developments which differ from those anticipated.

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All underlying margins are calculated by adjusting margins for the effects reported for the respective businesses in the relevant period. These effects are provided to assist in the analysis of the businesses’ results year-over-year and may vary from period to period. Underlying margins are not necessarily indicative of future performance. Other companies may calculate similar measures differently.

Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures.

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- Kay Düwel
Process Management
Nürnberg
- Jürgen Schönenborn
IT Project Management
Erlangen

Siemens' Mission and Challenges

Maximize customer value – Operate as one global team

Siemens' mission





..., by setting the benchmark in the way we electrify, automate and digitalize the world around us. Ingenuity drives us and what we create is yours. Together we deliver.

Major digitalization technologies ...

-  Mobile and collaboration
-  Connectivity and Internet of Things
-  Cloud technologies
-  Big data and analytics



... leveraged along our entire portfolio ...

Digitalization	
Automation	
Electrification	

... implemented in service business.

To fulfil these challenges in daily operational life we need to provide global transparency, enable seamless collaboration, and support an efficient way of working.

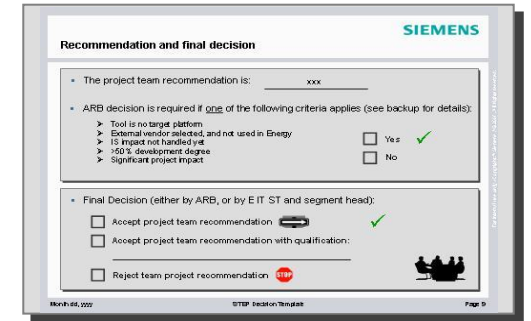
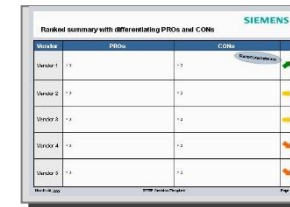
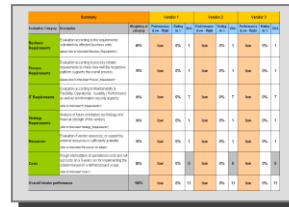
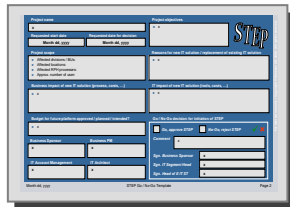
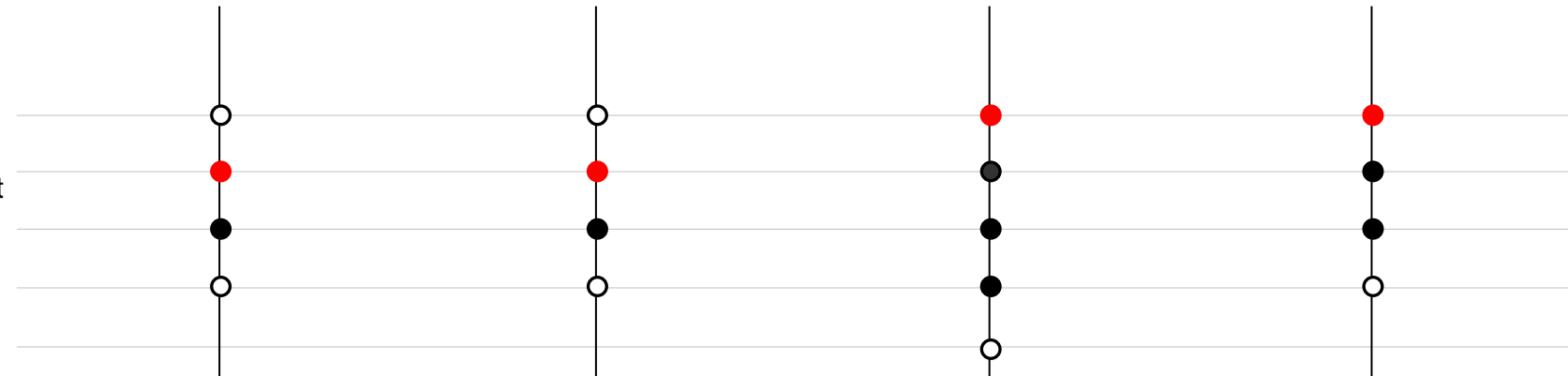
Digitalization is not only external business opportunities, but also internal optimization, dealing with the same technologies.

Selection of Pega for Siemens

Tool evaluation following a structured approach



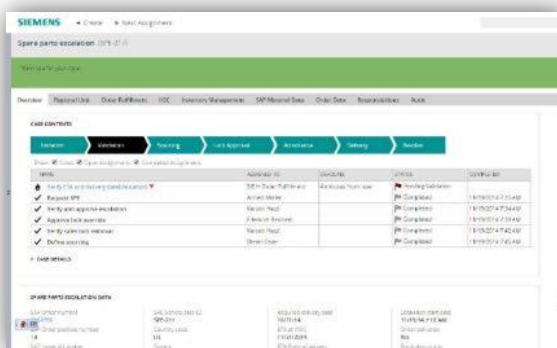
IT Strategy
IT Account Management
Business
Strategic Procurement
Vendor



Selection of Pega for Siemens

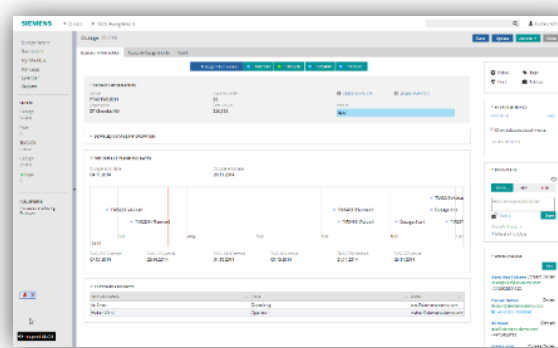
Projects in different units show a clear demand

Healthcare BPM



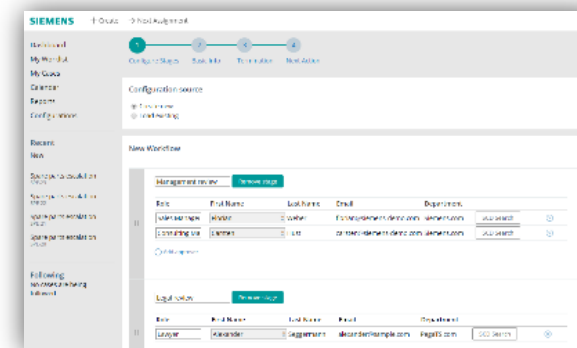
- Efficient & guided business process execution
- Service level management
- Auditability & Reporting
- Collaboration
- Backend integration

Outage Management



- Project management dashboard
- Wrapping existing backend systems

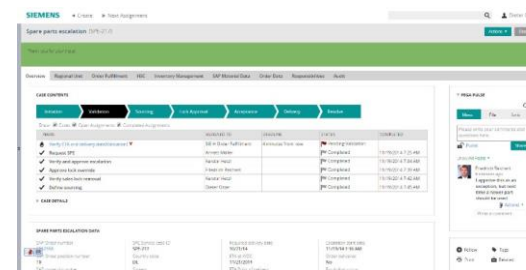
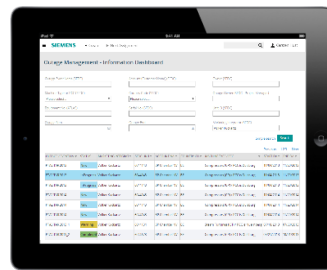
Generic WF Solution



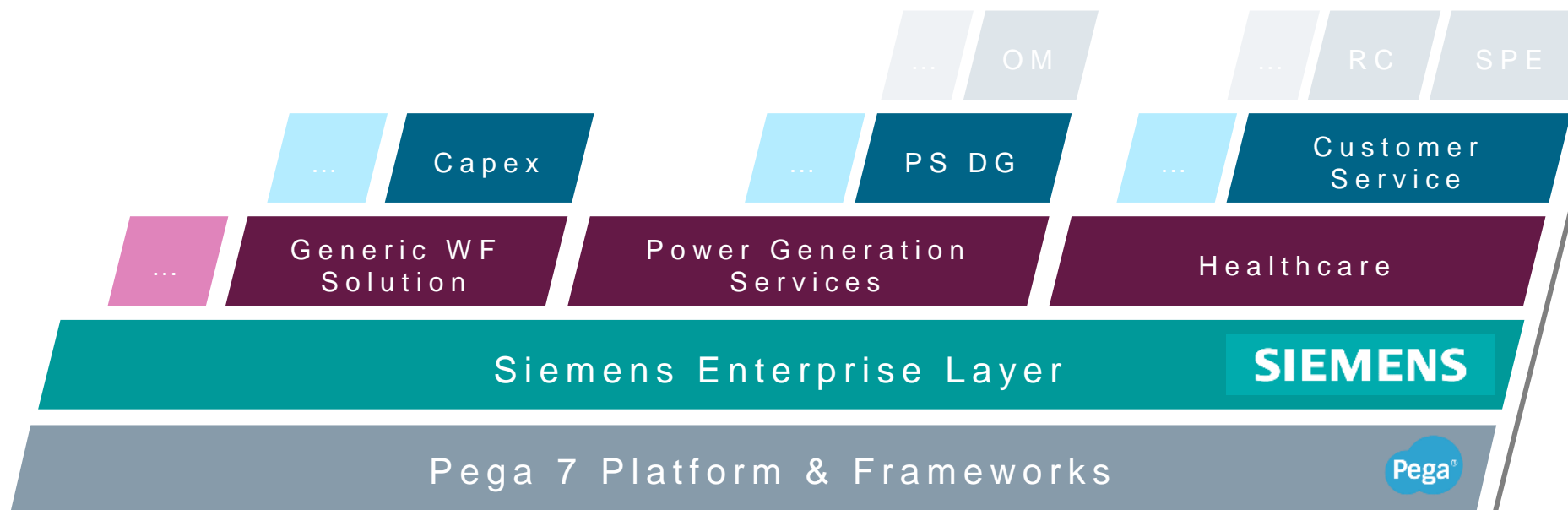
- 100% self-service ad-hoc process creation
- Across all devices

Selection of Pega for Siemens

Synergies by optimizing PEGAs layer cake model along SIEMENS setup



Multi-channel UI
Self service



Specialize on org units, processes, variants etc.

Reuse

Power Generation Services – Outage Management Project

Service for Distributed Generation – Strong footprint in all industries



Industrial

- Chemicals
- Pulp & Paper
- Manufacturing



Power Generation

- Electric Power Utility
- Independent Power Producer
- Municipality



Oil & Gas

- Up-Stream
- Mid-Stream
- Down-Stream

Installed fleet
[units]

~18,000

~8,000

~8,500

Performance
[GW]

30

70

25

Power Generation Services – Outage Management Project

Service for Distributed Generation – Portfolio at a glance

Comprehensive service for Siemens (OEM)¹⁾ industrial and aero-derivative gas turbines (< 66 MW), steam turbines (< 250 MW), compressors and generators



Performance Improvement



Service Programs



Maintenance



Training & Consulting

1) OEM= Original Equipment Manufacturer

Power Generation Services – Outage Management Project

One stop shop for outage project managers

Objective

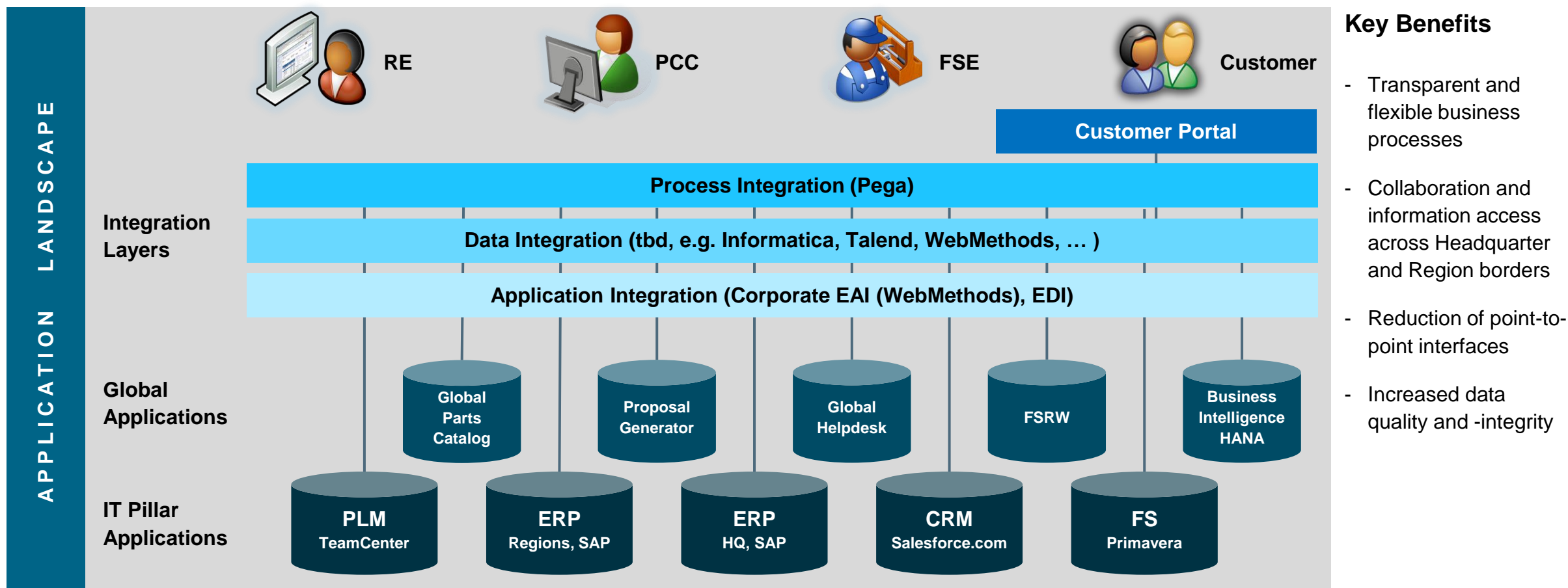
Provide global project managers a central cockpit for actively managing outages

<h3>Rationale</h3>	<ul style="list-style-type: none"> • Provide regions access to key information/data related to an outage • Proactively inform customers on our work status • Provide global project managers data from different sources such as SAP, Salesforce.com, Primavera, and MS office files in order to retrieve key outage information • Gain transparency on project (TMS) milestones in an efficient manner • Enable global project managers to take action based on visualized key data
<h3>Implications</h3>	<ul style="list-style-type: none"> • Improvement of, but also need for intra-company collaboration, covering also regional interests • Higher customer satisfaction by keeping customers informed on TMS progress • Process adherence enforced by visualizing transactional data from backend systems • Elimination of organizational and technical system borders

Power Generation Services – Outage Management Project

PS DG application landscape – High-level overview

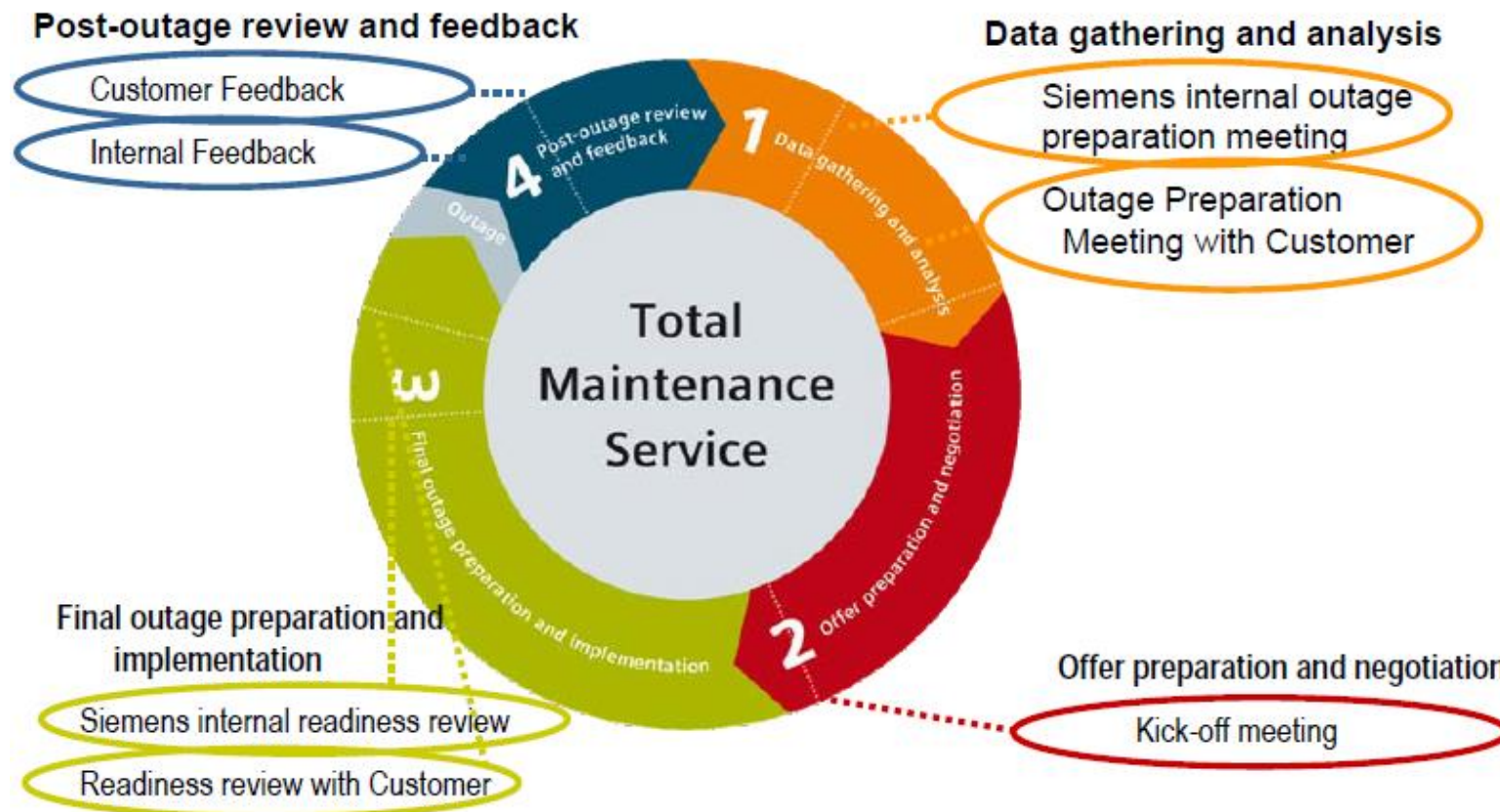
Integrated and efficient application landscape providing the basis for digitalization as innovative frontrunner within Siemens



Power Generation Services – Outage Management Project

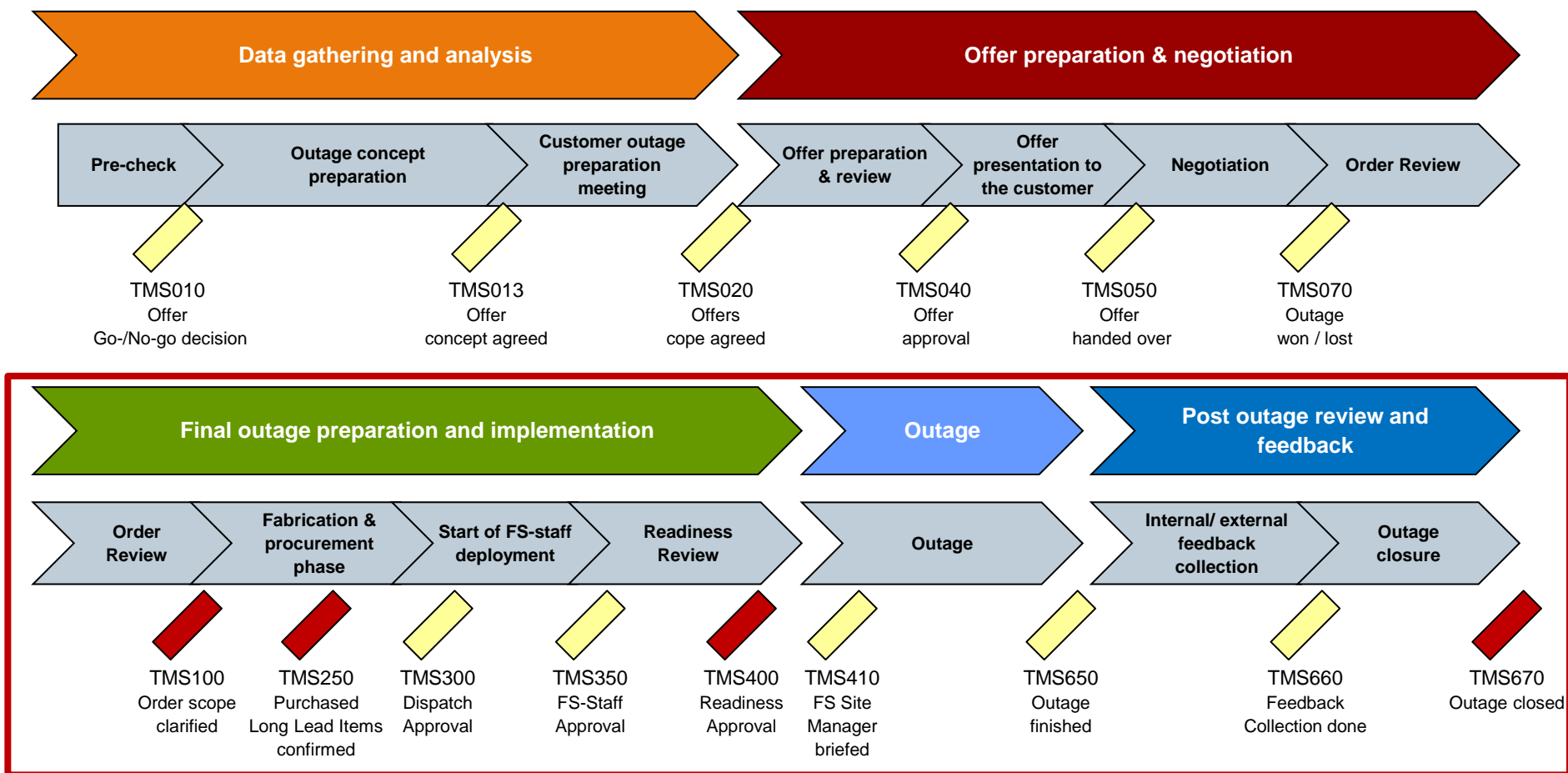
Total Maintenance Service (TMS) methodology

- **Best in class** “Outage Performance” combined with “On-time Delivery” of all parts and repairs are essential operational targets to **drive customer satisfaction**.
- **Get it right, first time, on time, every time** nicely expresses the strategic goal to go after.
- **Total Maintenance Service (TMS)** is the methodology that drives this approach of an **early engagement with the customer** in order to prepare for an upcoming regular outage.



Power Generation Services – Outage Management Project

Total Maintenance Service (TMS) outage process overview



Power Generation Services – Outage Management Project

Screenshot – Outage basic data & timeline

Outage Information ✓ TMS100 ✓ TMS250 ✓ TMS400 ✗ TMS670

▼ OUTAGE INFORMATION

Outage / Event Name
Minor Overhaul-9544

Account

Location
QA Qatar

Owner
Roderik Meijer

Machine Type / PCC
Compressor

Outage Owner (PM)
-

Marketing Integrator
Moez Ben Hmouda

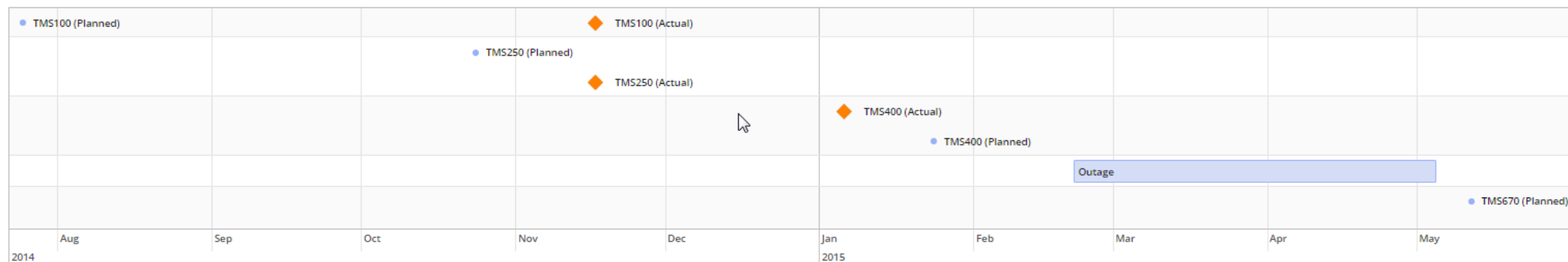
Serial Number
9544

Total Value
EUR 0,00

▼ TMS OUTAGE PLANNING DATES

Outage Start
21.02.2015

Outage End
05.05.2015



TMS100 Planned 25.07.2014 TMS100 Actual 17.11.2014 TMS250 Planned 24.10.2014 TMS250 Actual 17.11.2014 TMS400 Planned 24.01.2015 TMS400 Actual 06.01.2015 TMS670 Planned 12.05.2015 TMS670 Actual

Power Generation Services – Outage Management Project

Screenshot – Order scope details

Outage Information ✓ TMS100 ✓ TMS250 ✓ TMS400 ✗ TMS670

MILESTONE INFORMATION

Outage / Event Name
Minor Overhaul-9544

Serial Number (SFDC)
9544

Account

SO Unit Type Family
CP

Machine Type / PCC
Compressor

TMS STATUS

TMS Planned
25.07.2014

TMS Actual
17.11.2014



▼ MATERIALS & TOOLS

ATLAS

PO # CUSTOMER	PO # REGION	EQUIPMENT #	SALES ORDER #	SO CREATED ON	REQU. DELIVERY ON	CONF. DELIVERY ON	INCOTERM 1	INCOTERM 2
	7000373149	KT6545/0000	116360	16.12.2014	16.12.2014	16.12.2014	EXW	Duisburg
	7000373149	KT6545/0000	116364	16.12.2014	16.12.2014	16.12.2014	EXW	Duisburg
	7000373149	KT6545/0000	116368	16.12.2014	16.12.2014	16.12.2014	EXW	Duisburg
	7000373149	KT6545/0000	116370	16.12.2014	16.12.2014	16.12.2014	EXW	Duisburg
	4504936110	CP9548	EA032232	05.05.2014	23.11.2014	23.11.2014	EXW	Duisburg
	4504936110	CP9549	EA032235	05.05.2014	23.11.2014	23.11.2014	EXW	Duisburg
4500039476	4505215210	CP9548	EA033072	02.06.2014	16.12.2014	16.12.2014	EXW	Duisburg
20024900REVA	4505218621	KT6543/0000	EA033076	02.06.2014	27.11.2014	07.01.2015	EXW	Nuernberg
	4505304190	CP9548	EA034197	09.07.2014	30.11.2014	15.01.2015	EXW	Duisburg
	4505304190	CP9549	EA034199	09.07.2014	30.11.2014	08.12.2014	EXW	Duisburg
4500043398	4505352994	KT6543/0000	EA035033	08.08.2014	15.12.2014	24.12.2014	EXW	Siemens Nürnberg

Outlook

Further use cases under investigation

Processes

- Offer Management
- Financial Services
- Shared Services
- Asset Management

Technical options

- PEGA Customer Service Management Framework
- Multi channel communication & mobile integration
- PEGA SFDC Extender
- PEGA Next best action