



At the Final Frontier Lies A New Hope

Gia-Thi Nguyen | Customer Engagement Meet-up | June 6, 2019 | Zurich

About Siemens, me and my work

172

10%

14

OM4T

Order Management for Tomorrow

7

5

1

Automate
Reduce
Improve

Sales
Backoffice
and reg. OM

Prologue I: Mindset



A TALE OF TWO CITIES

in Three Books

BOOK THE FIRST. RECALLED TO LIFE

CHAPTER I

THE PERIOD

The best of times, it was the worst of times, it was the
it was the age of foolishness, it was the epoch of
epoch of incredulity, it was the season of Light,
darkness, it was the spring of hope, it was
had everything before us, we had
ing direct to Heaven, we were
the period was so far
sistest authorities
the superla-

It was the best of times, it was the worst of times,
it was the age of wisdom, it was the age of foolishness...

Teaching-By-Example

Expertise

With decades of domain know-how in a corporate world...

Logic

... we applied innovative leading PEGA technology...

Proof

... and implemented in record time our use case globally.

... all true though.

Adopted from James McCabe – the Story Doctor



Learning-by-Inquiry

Empathy

Instead of Expertise

Overwhelmed and skeptical. I have been in that same place.

Suspense

Instead of Logic

.. But with friends and followers we gathered the necessary courage and discovered something so simple...

Surprise

Instead of Proof

... and changed our organizational universe profoundly.

Adopted from James McCabe – the Story Doctor

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Prologue II: Combining Mindset with Heartset





plasticbank

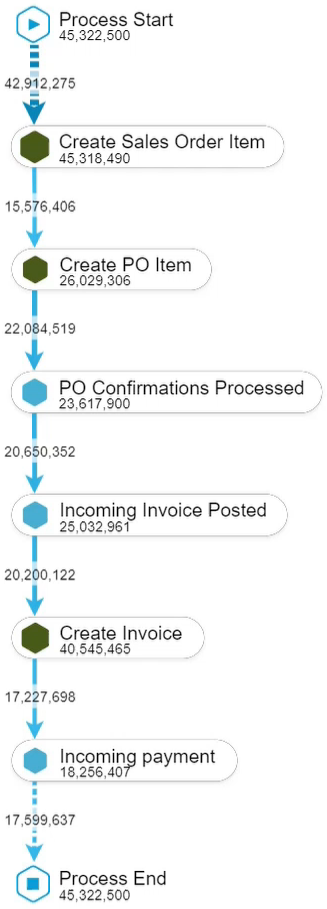


plasticbank

Becoming

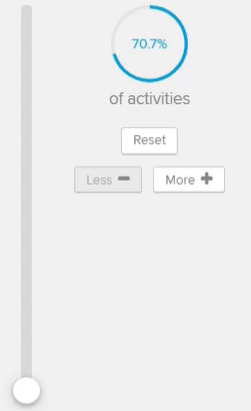
Not everyone can – but can come from anywhere

Value around time perspective

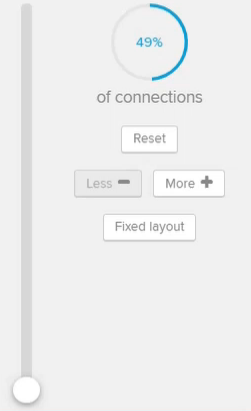


- Zoom +

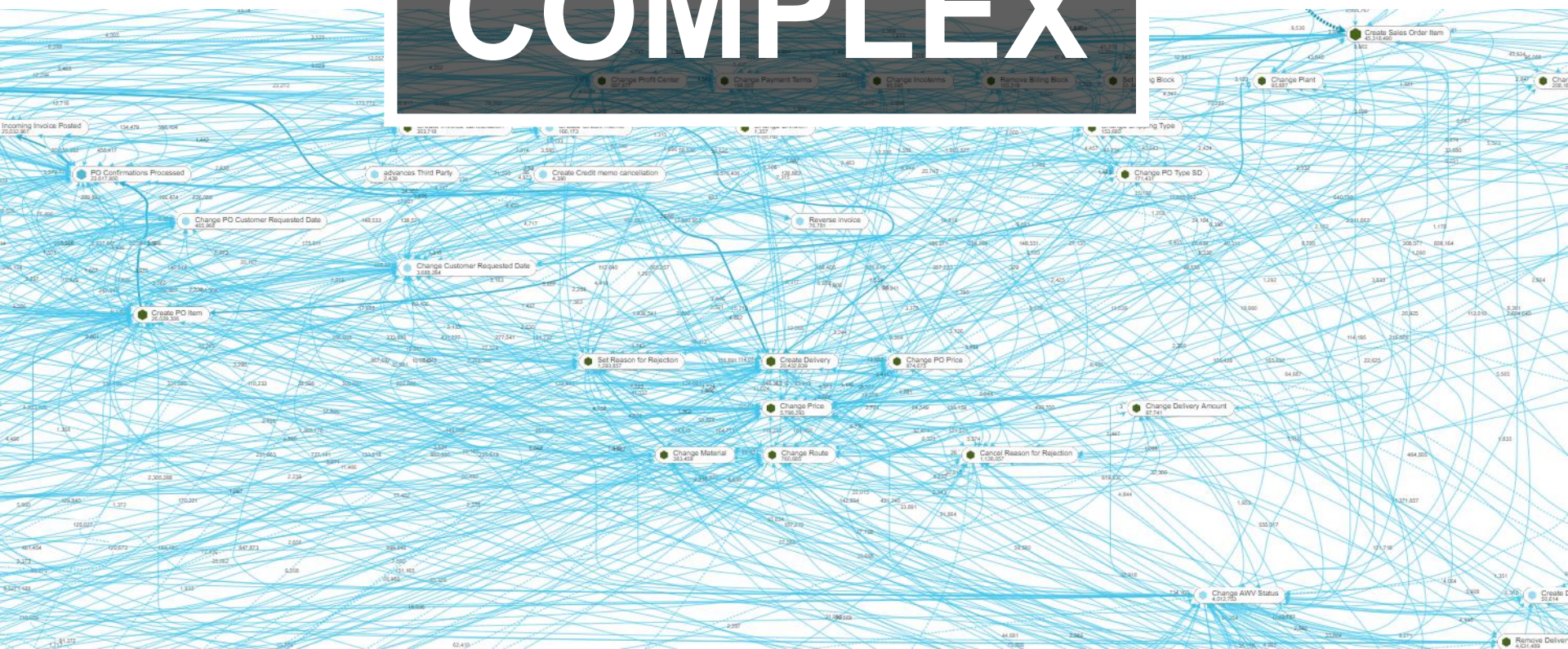
Activities List view



Connections List view

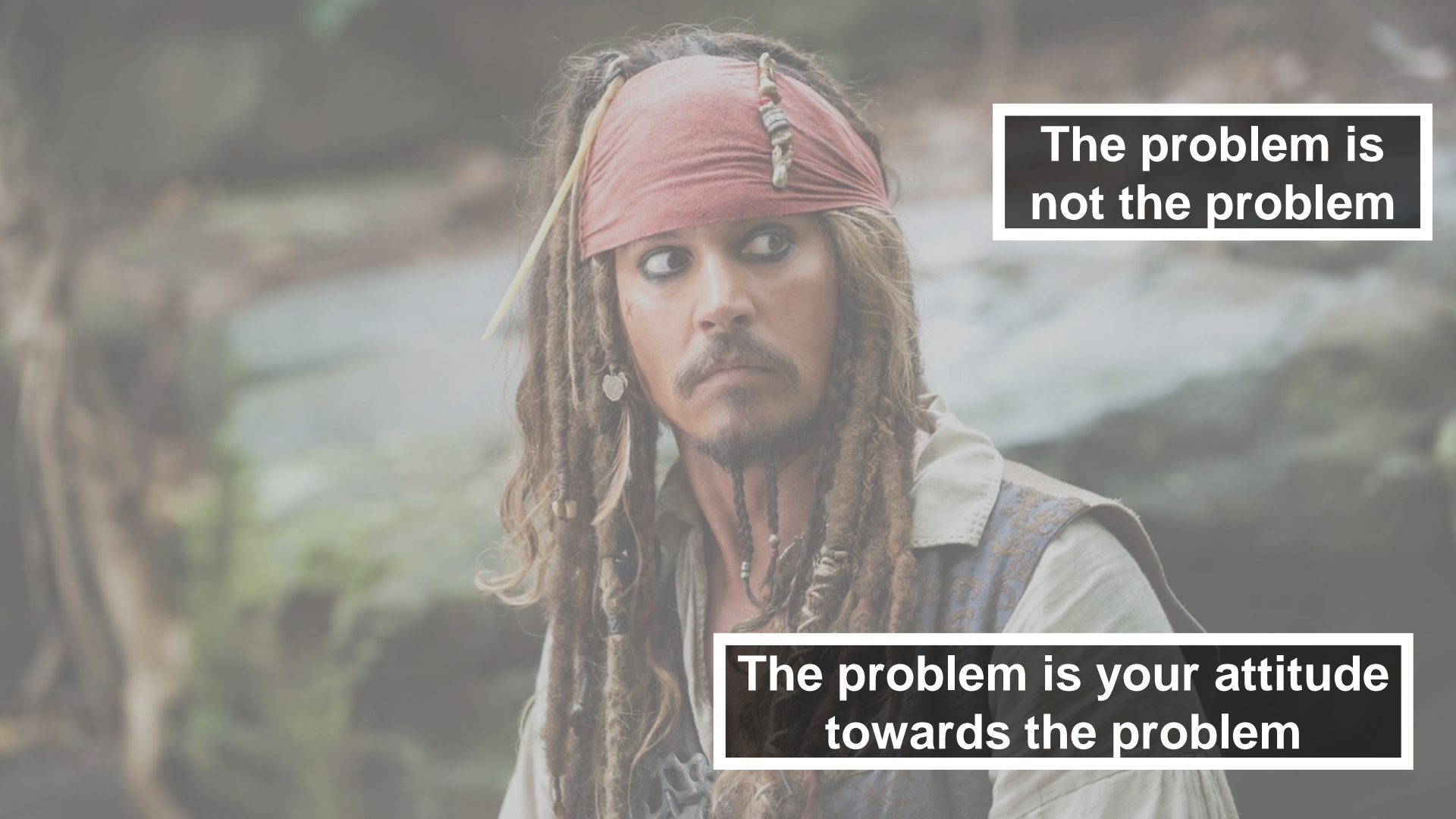


COMPLEX



A large crowd of people is seen floating on colorful inflatable rings in a pool. The rings are in various colors like yellow, blue, green, and pink, some with patterns. The people are mostly young adults, some wearing sunglasses and swimwear. The water is dark, and the overall scene is very busy and crowded. A white rectangular box is overlaid in the center, containing the word "COMPLICATED" in large, bold, white capital letters.

COMPLICATED



**The problem is
not the problem**

**The problem is your attitude
towards the problem**

Creativity

Imagination

Ethics

Empathy

Emotions

Intuition

Values

Compassion



Unlocking Digital Transformation – The Human Touch

**But: Only Technology enables us to be able to
focus on what we do best**

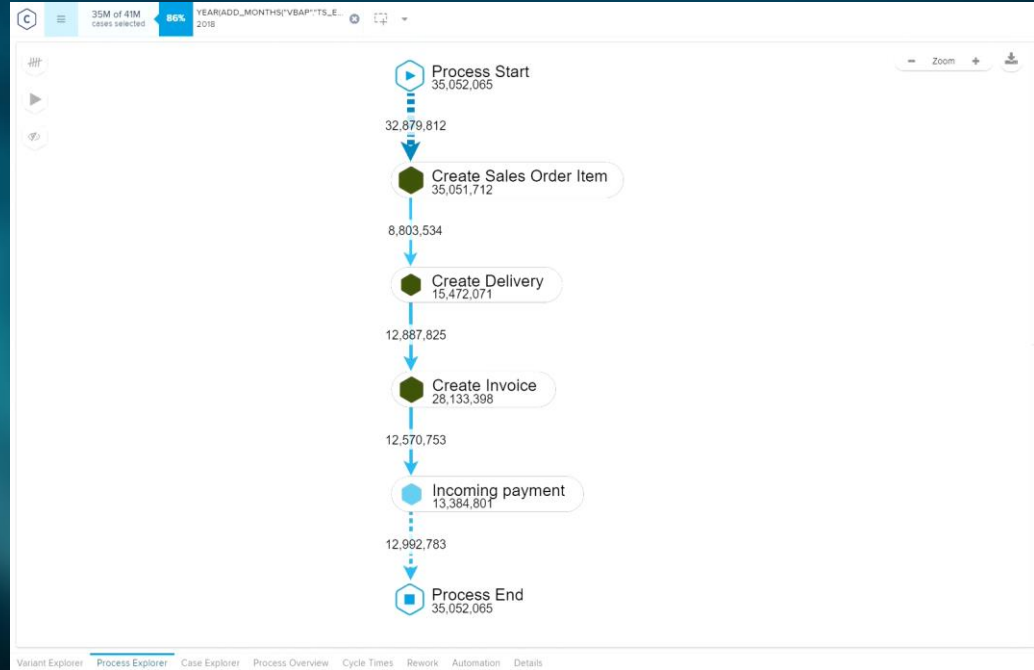


Unlocking Digital Transformation – The Human Touch

Our journey



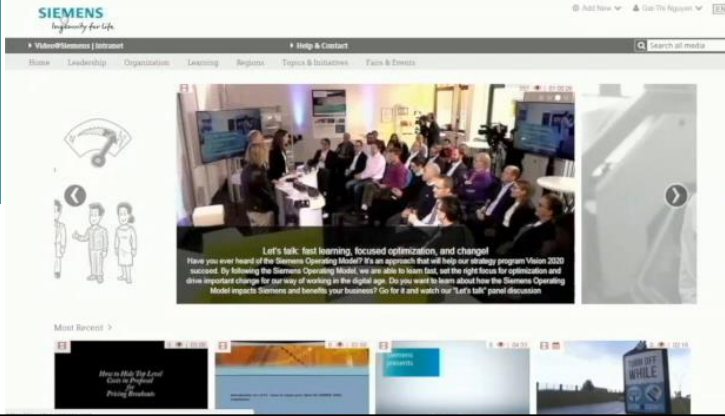
Learning. Questions. Together.



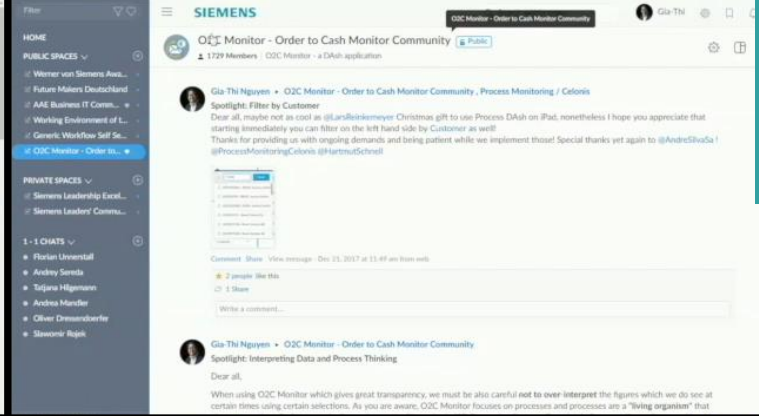
Not a CoE – but a Movement – a Mesh of Excellence

SIEMENS
Ingenuity for life

“Youtube”



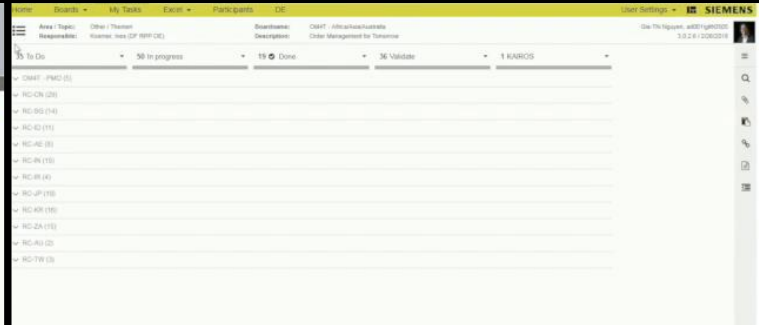
“Facebook”



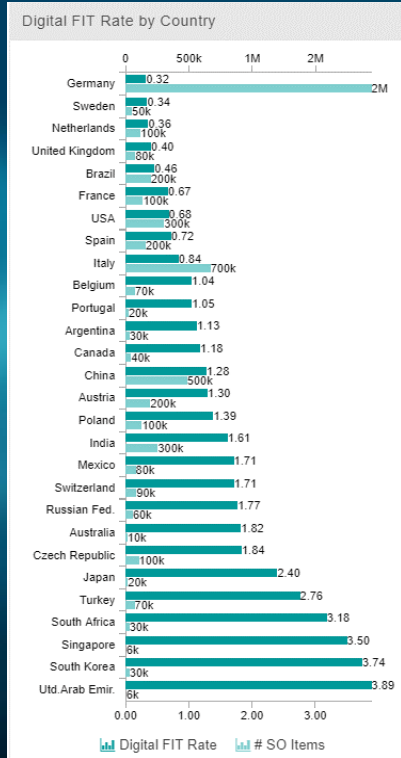
Wiki



“Kanban”



Improvements on a global level



Automation
+24%



Rework
-11%



Manual steps
-10 Mio.

Does it sound too complicated...too futuristic?

Gartner
PREDICTS

More than
50%

By 2022, more than half of major new business systems will incorporate **continuous intelligence** that uses real-time context data to improve decisions

Too complex to build?

... if you try to do it all at once



November 22, 2018



“Project” Hermes

10 × speed

“Project” Hermes

$\frac{1}{10}$ th cost

“Project” Hermes

Creativity Collaboration Compassion

Pega Platform Scalability

SIEMENS

Ingenuity for life

10× speed

$\frac{1}{10}$ th cost



April 23, 2019



Love Cake. Love Layers.

X> Y> ZZ..

OpCo1

OpCo2

...

Order Management Framework

MDM FW

...

Siemens Enterprise Layer

Pega Platform

Epilogue: Looking further into the future – smiling



Leadership is an education.
And the best leaders think of
themselves as the students,
not the teachers.

Based on Simon Sinek's "Together Is Better"



SIEMENS
Ingenuity for life

Missing a comma

Missing a comma



80% is fine - usually

Google Translate

Text Documents

DETECT LANGUAGE GERMAN ENGLISH SPANISH

GERMAN ENGLISH SPANISH

Der Hahn macht sehr viel Lärm.
Der Hahn weckt die Menschen auf.
Der Hahn ist sehr schön.

The tap makes a lot of noise.
The rooster wakes people up.
The cock is very nice.

91/5000

Send feedback



99% is not even close

Based on Garry Kasparov's "Don't Fear Intelligent Machines", TED April 2017

A Tale of Two Cities - revisited

Powerpoint Layer

Electronic Order

No Stops – 100% clean

Automatic PO

Automatic Billing

Process Working Layer

Customer master	Pricing	AWV	Credit Limit	Material Master
Texts	Profit Center	Incoterms	Payment Terms	Output Determin.
ORDERS outbound	ORDRSP inbound	ORDRSP outbound	INVOIC inbound	RV60SBAT
Partner Roles	Special Price	Tax classific.	Deviating Del. Add.	Status 51 vs B-Stop

Not everyone can be a hero – but a hero can come from anywhere.

But you can be a true leader



→
Auditorium / Konferenzzone
Conference zone



→

→

→







OFFSET PLASTIC NOW

- 1) Scan Code
- 2) Choose contribution
- 3) Share #SocialPlastic



Gia-Thi Nguyen



@wit_thi

#DigitalFitRate

SIEMENS

Ingenuity for life