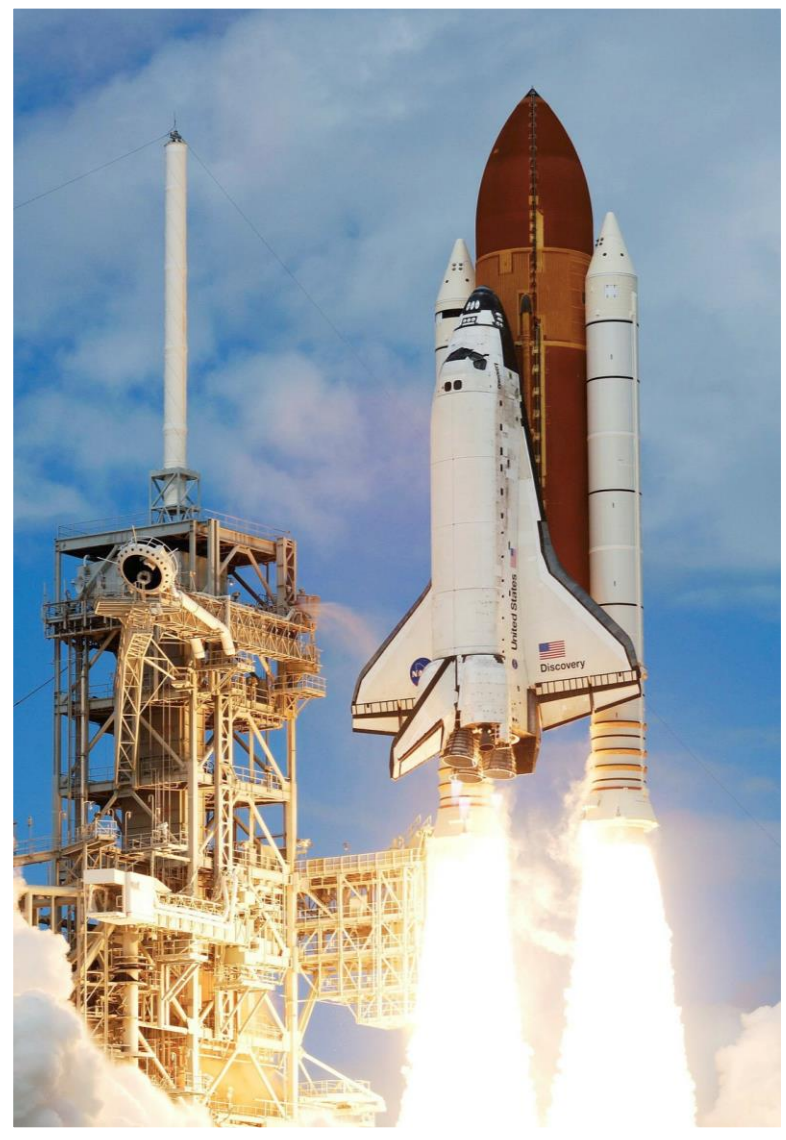




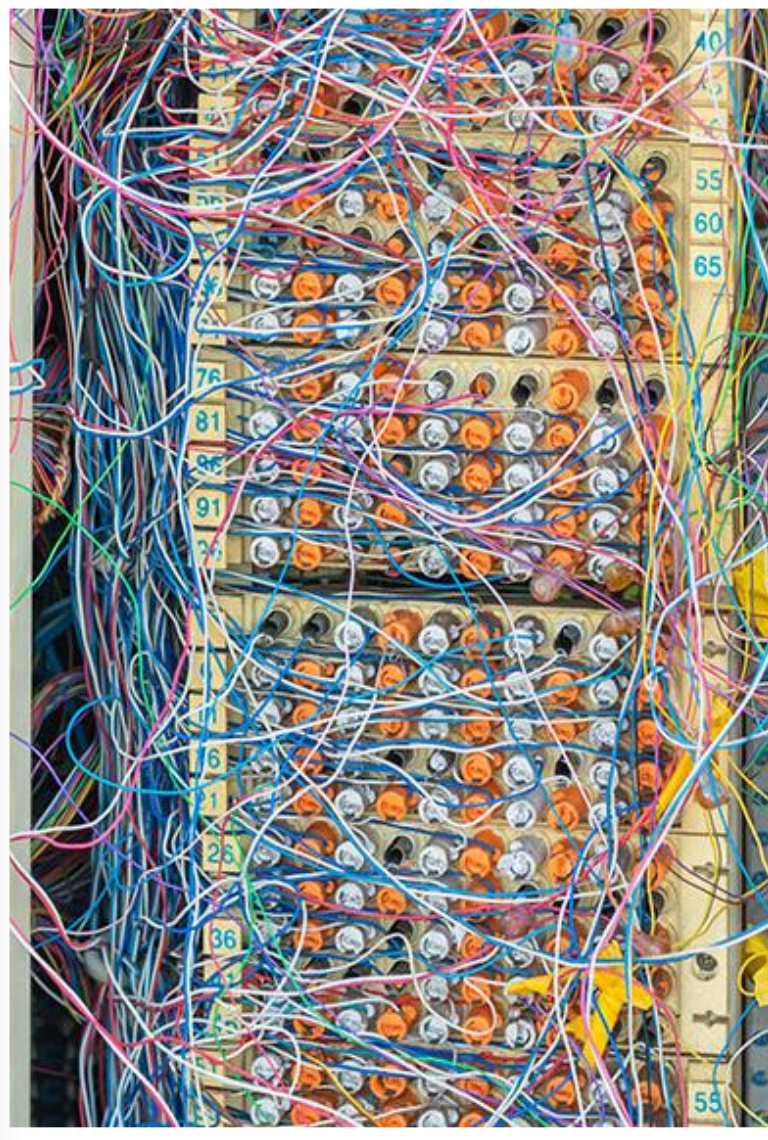
Unlocking Digital Transformation - The Human Touch

Gia-Thi Nguyen, Head of Operational Excellence, Siemens AG

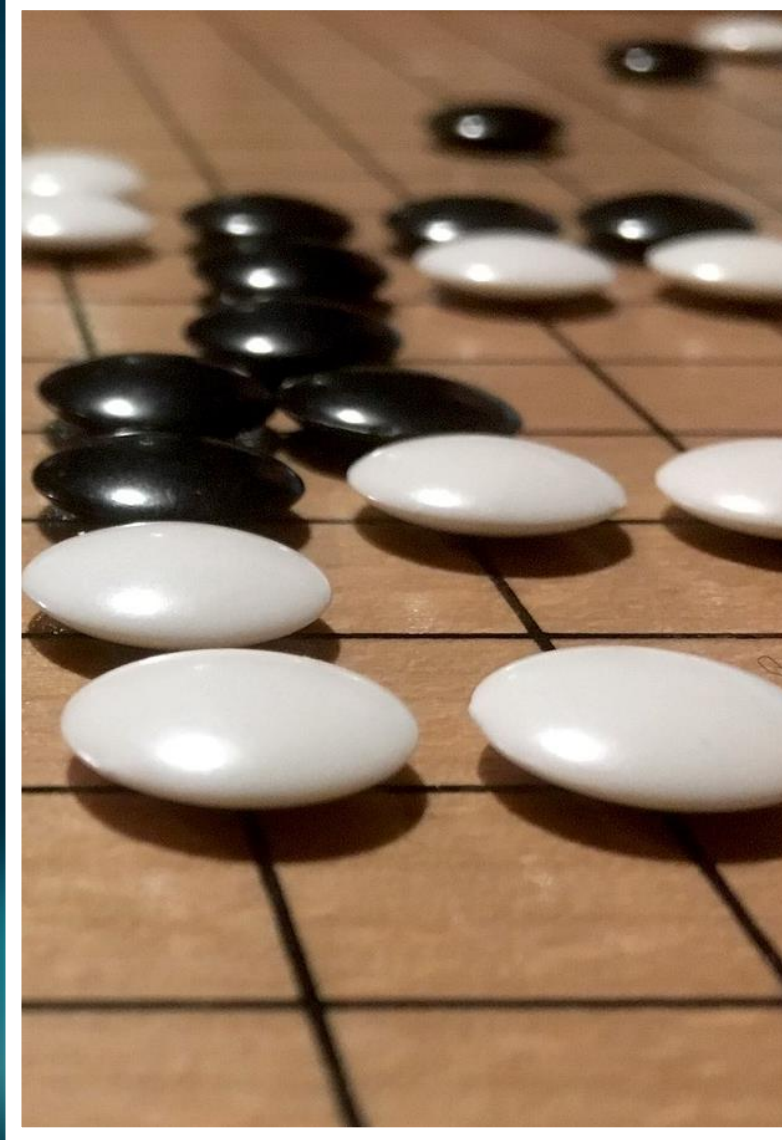




Speed



Complexity

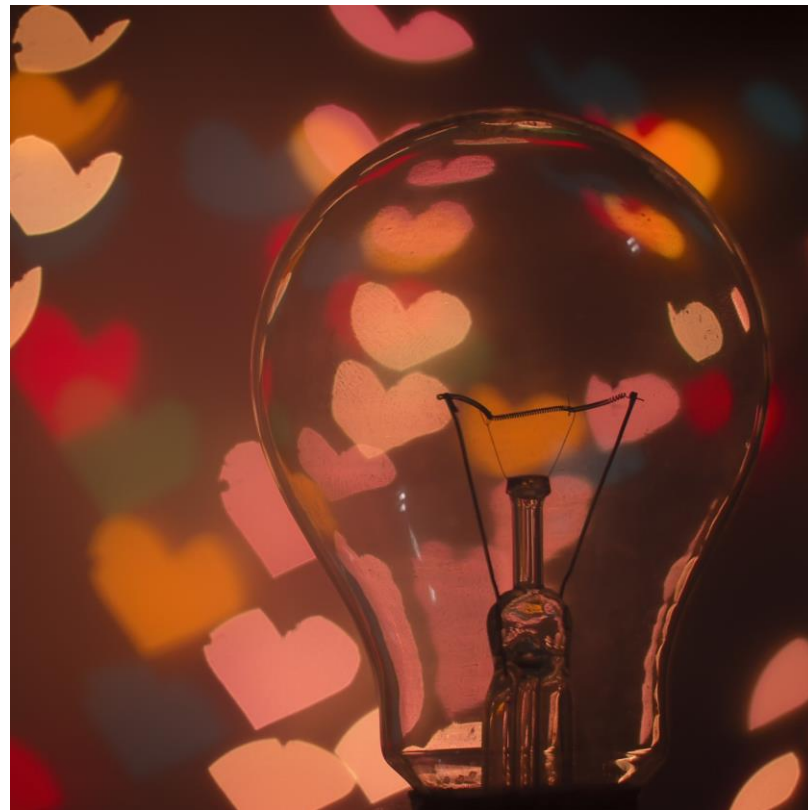


Strategy

Head

Heart

Hands



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: An Idea in the right 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
epoch of wisdom, it was the age of foolishness, it was the season of Light,
epoch of incredulity, it was the season of hope, it was
darkness, it was the spring of hope, it was
had everything before us, we were
ing direct to Heaven, we were
the period was so far
wisest 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

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

Prologue II: Combining Mindset with Heartset





plasticbank



plasticbank

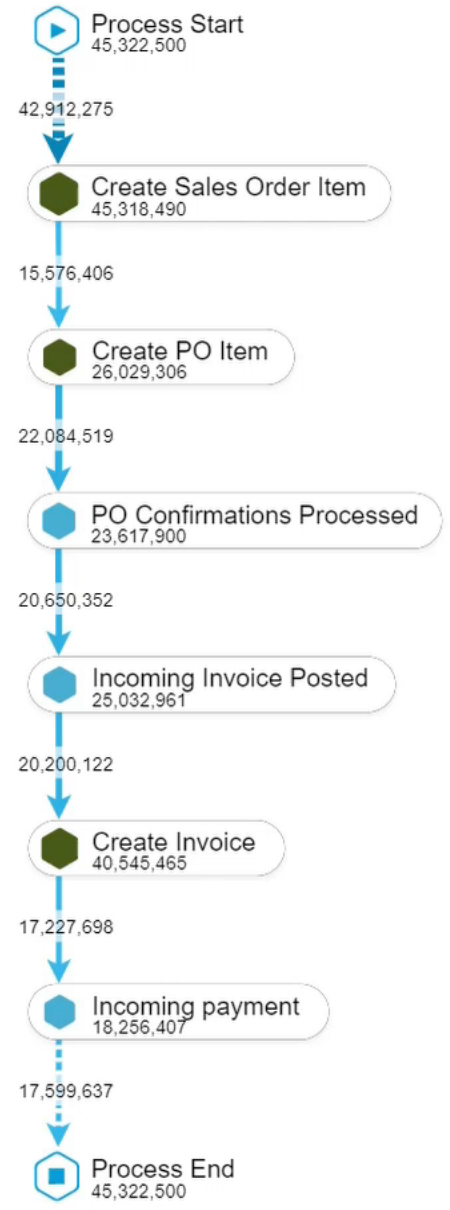
Becoming

Not everyone can – but can come from anywhere

Value around time perspective

Chapter I: From Head to the Heart to the Hands





70.7%
of activities

Reset

Less - More +

Connections List view

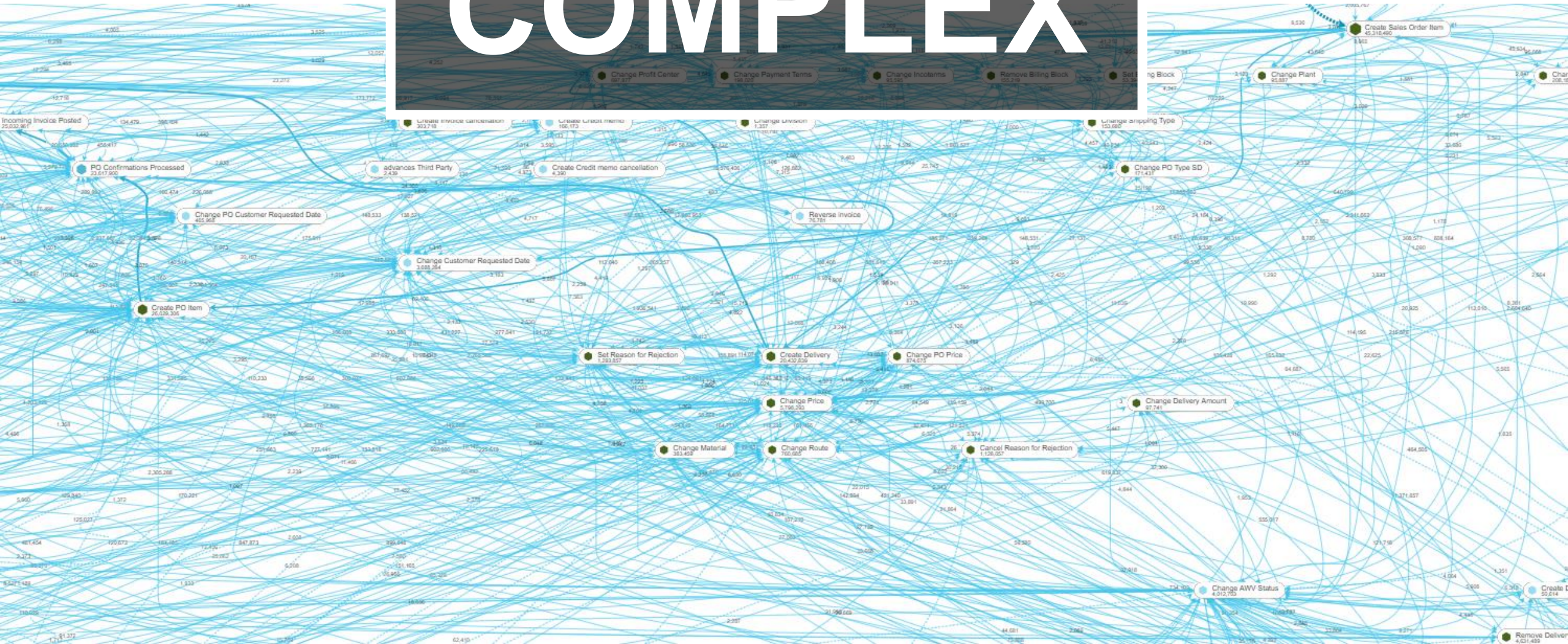
49%
of connections

Reset

Less - More +

Fixed layout

COMPLEX





COMPLICATED

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**

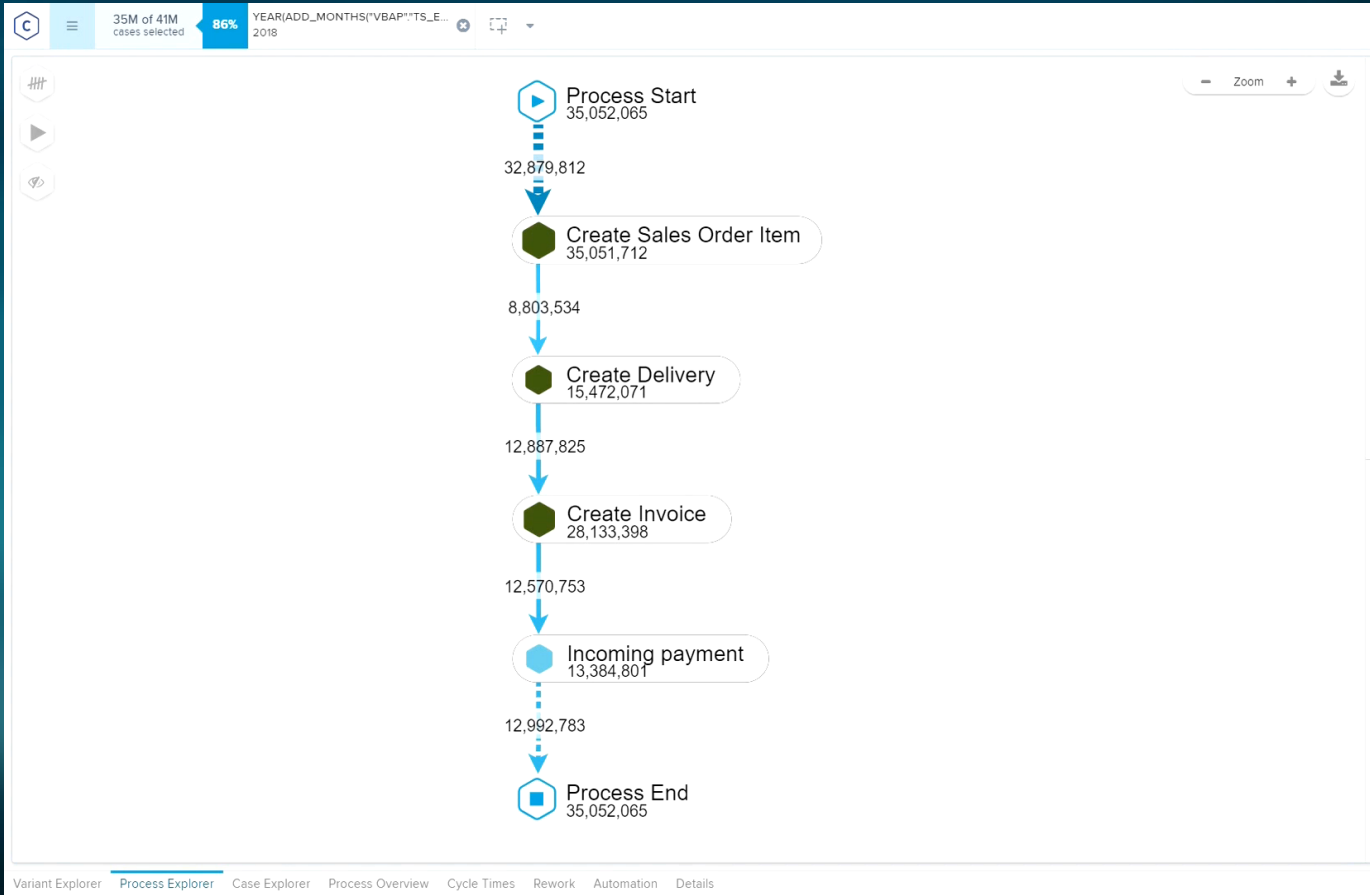


Unlocking Digital Transformation – The Human Touch

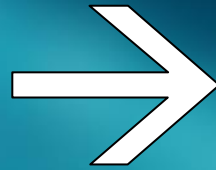
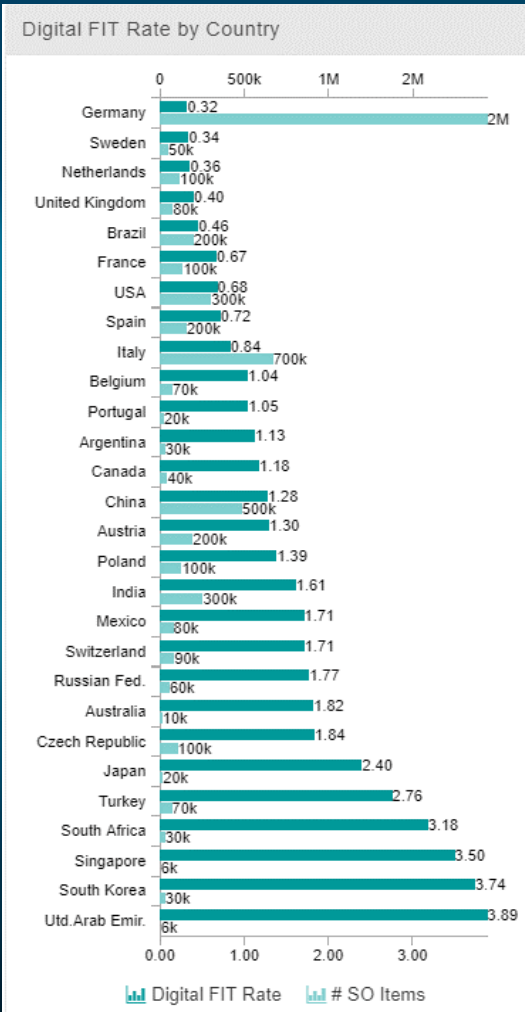
Our journey



Learning. Questions. Together.



Improvements on a global level



Automation

+24%



Rework

-11%



Manual steps

-10 Mio.

A view of Earth from space, showing the curvature of the planet and a bright sun on the horizon. The sun is positioned in the center-left, creating a lens flare effect. The Earth's surface is visible with clouds and landmasses, and the blue atmosphere is prominent. The background is a dark, starry space.

Hermes – Pega-based OM Case Management

10x speed

Hermes – Pega-based OM Case Management

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

Dashboard

Workbasket

All To start Manual Case select a workbasket

My Cases My Team

My Team

View All

Delivery	461	Order Change	66	Invoicing	211	New Order	120	Quotation	59	Contract	4
Request Delivery Date	183	Material and/or Quantity and/or Price	20	Invoice Copy	112	Standard Order	40	Quotation Inquiry	18	Contract	4
Change Delivery Date	41	Partner Information	13	Credit Note	26	SUS contract	4	Other	21		
Credit Note	26	Cancellation and/or Extend Order	13	Dispute	41	Electronic Order	9	Quotation	20		
Delivery Note	45	Other	18	Credit Note With Approval	32	Credit Block	18				
Proof of Delivery	118	SUS contract	2			Free Of Charge	49				
	View All		View All				View All				

Status 25195 — New 23243 | Open 1716 | Pending 236

▶ My Cases

[Refresh list](#)

▶ My Team UnAssigned

[Assign Myself](#)[Refresh list](#)

▶ My Team Assigned

[Refresh list](#)

▶ POS On-hold

[Refresh list](#)

10x speed

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



Creativity Collaboration Compassion

Pega Platform Scalability

SIEMENS

Ingenuity for life

10x speed

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

Epilogue: At the Final Frontier lies A New Hope



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"

Missing a comma



A photograph of the Space Shuttle Columbia being launched from the launch pad. The shuttle is ascending vertically, with a large plume of fire and white smoke trailing behind it. The launch pad structure is visible in the foreground, and the sky is a clear blue. The text "Missing a comma" is overlaid in a teal box in the upper right corner.

Missing a comma



80% is fine - usually

DETECT LANGUAGE

GERMAN

E



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.





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

Process Working Layer

Electronic Ordering

100% clean perfect order

Automation

Digitalization

Customer
master

Pricing

Export control

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







OFFSET PLASTIC NOW

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



Gia-Thi Nguyen



@wit_thi

#DigitalFitRate

SIEMENS

Ingenuity for life