



# Driving the Digital Enterprise

Mario Fürst | Project Leader Digital Enterprise



# Digitalization changes everything

The next trillion dollars will be earned with data – for our customers and for our industries.

*Michael Dell, founder of Dell Inc.*

Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000.

*Pierre Nanterme, CEO Accenture*

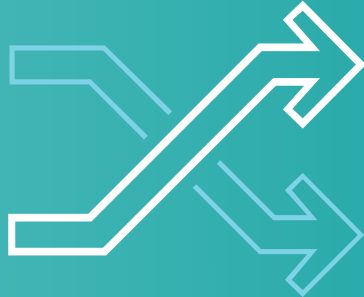
Our customers have essential requirements –  
throughout the manufacturing industry

**SIEMENS**  
*Ingenuity for life*

Speed



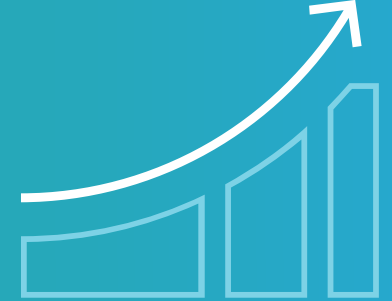
Flexibility



Quality



Efficiency



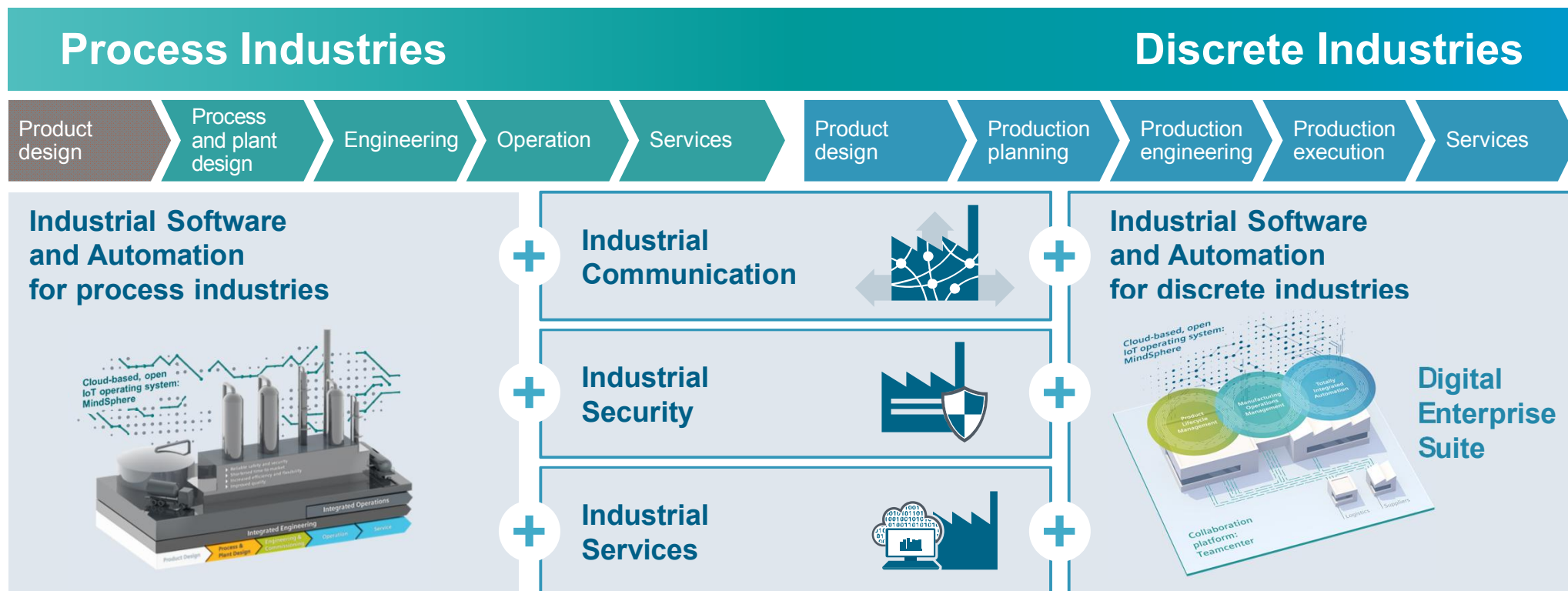
Security



Digital Enterprise is our portfolio of solutions for the digital transformation – in both discrete and process industries



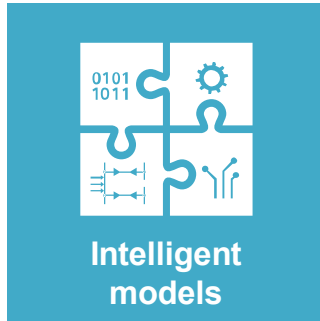
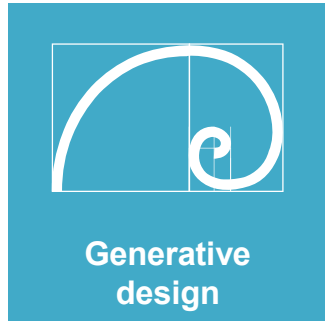
## Digital Enterprise



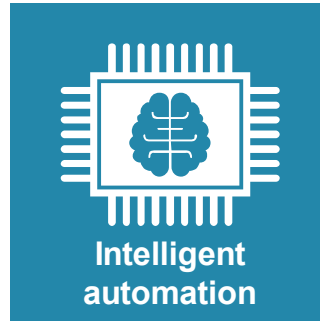
# Technological forces transforming industry



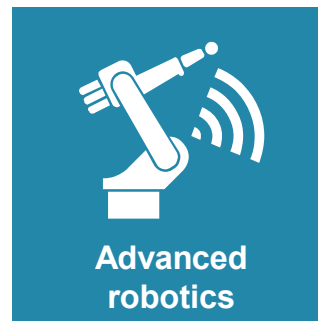
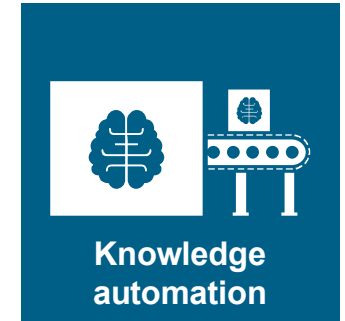
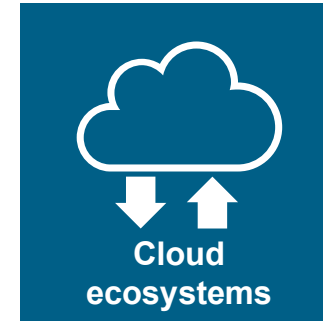
## Changing the way products come to life



## Changing the way products are realized



## Changing the way products evolve

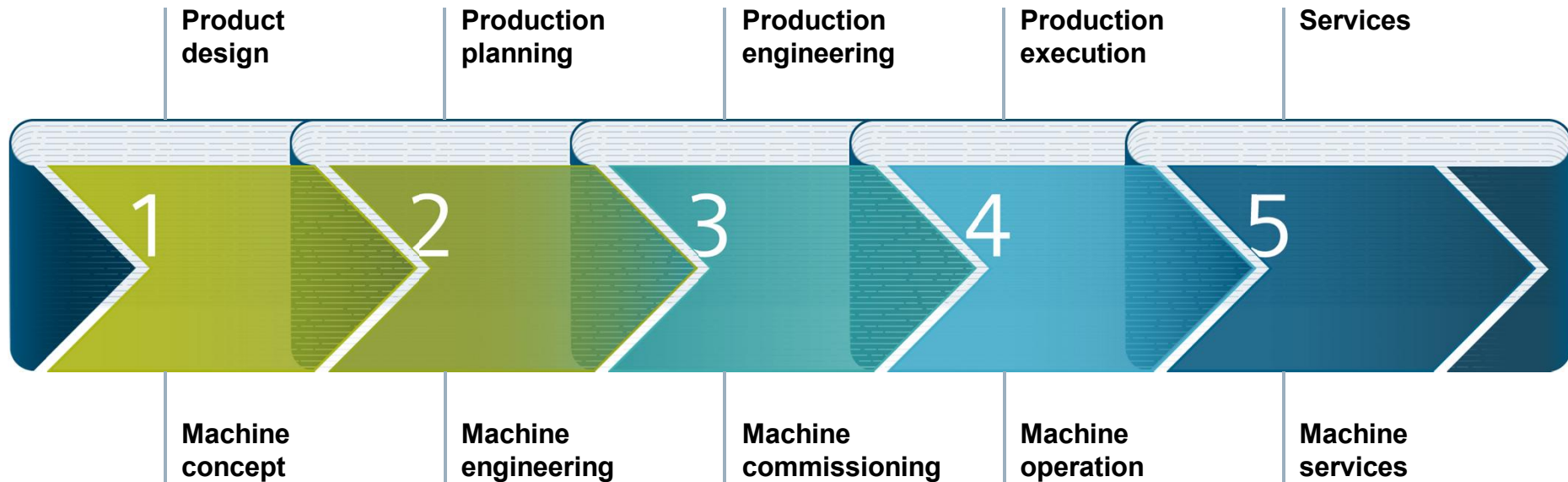


# Our holistic approach

## Specific for product manufacturers and machine builders



### Product manufacturer perspective



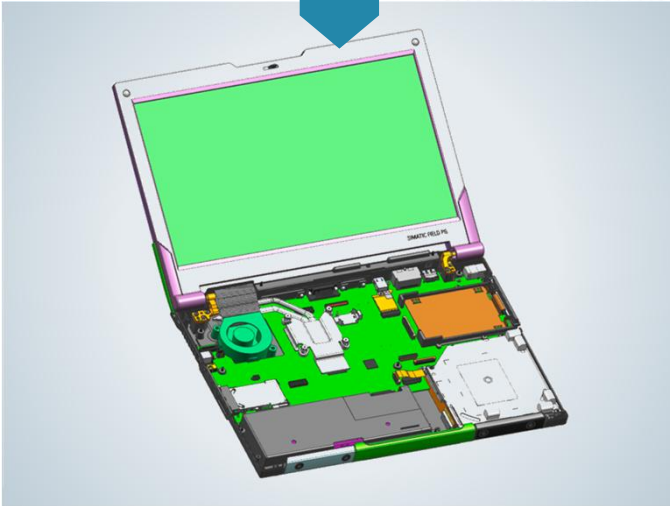
### Machine builder perspective

# Digital Twin

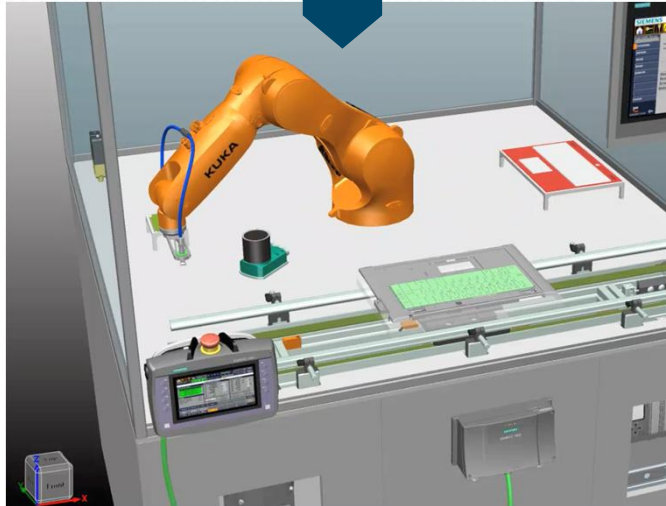
**SIEMENS**  
*Ingenuity for life*

MindSphere

feed back insights to continuously optimize product and production



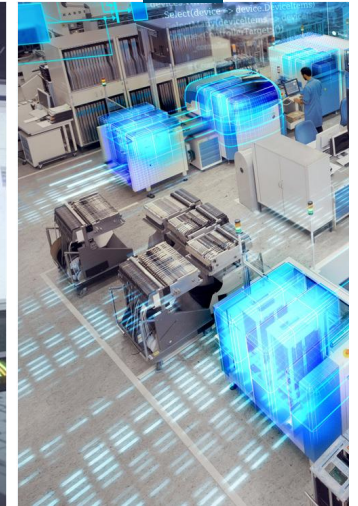
Digital Twin of  
the product



Digital Twin of  
the production



Digital Twin of  
the performance

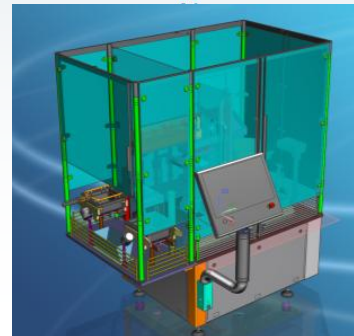
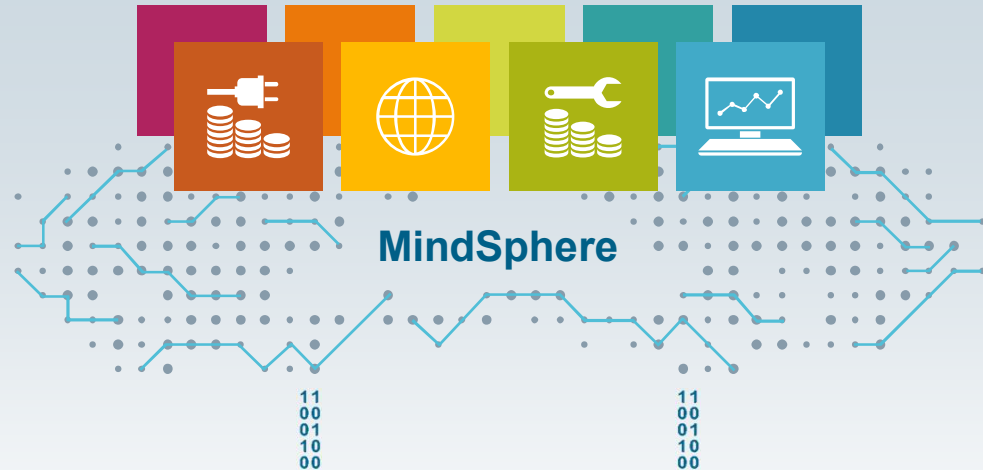




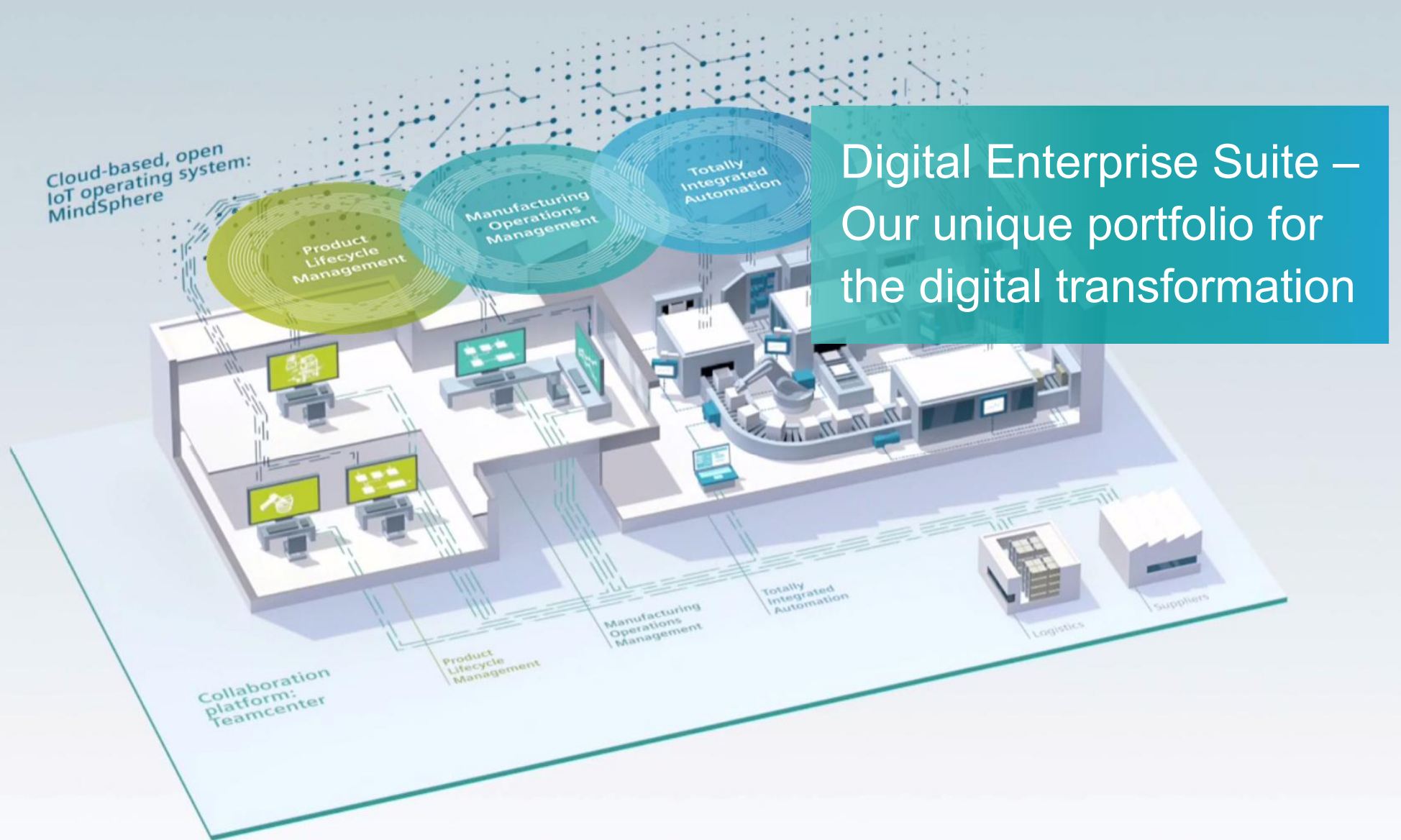
## Machine services

Let your  
machine speak  
to you

MindSphere –  
the cloud-based, open  
IoT operating system







With Siemens' integrated technologies, Maserati reduced development time while increasing production output

**SIEMENS**  
*Ingenuity for life*

**30%** shorter  
development time

More than **70,000**  
combinations  
available

**3 times** more  
cars produced





With Siemens' integrated technologies, Bausch + Ströbel realized digitalization across the entire machine lifecycle

**SIEMENS**  
*Ingenuity for life*

**30%** shorter  
engineering time

**Increased**  
flexibility

Consistent, end-to-  
end digitalization  
with the  
**Digital Twin**



# Realize your digital transformation with the Digital Enterprise Suite





Make the  
future yours.







**SIEMENS**  
*Ingenuity for life*

Thank you.

© Siemens AG 2017

[siemens.com](http://siemens.com)