SIMATIC Launch Event
Discover New Dimensions
27 November 2012
SIMATIC Launch Event
Management meeting
Discover New Dimensions...

...of our organization
Industry Sector Organization Belux
Before 01/12/2012

CEO: Eddy Nelis
CFO: Ilse Geukens

Industry Sector

Industry Automation
Philip Maertens

Industry Sales
Philip Maertens

Drive Technologies
Philip Maertens

Customer Services
Eddy Nelis

Metal Technologies
Dirk De Bilde

Sector Industry
Industry Sector Organization Belux
After 01/12/2012

Industry Sector
CEO: Eddy Nelis
CFO: Ilse Geukens

Industry Automation
Eddy Nelis

Industry Sales
Eddy Nelis

Drive Technologies
Eddy Nelis

Customer Services
Alain Martin

Metal Technologies
Dirk De Bilde

Sector Industry
Discover New Dimensions…

…of our strategy
System integrators are important channel partners for Siemens Industry

**Business model of Siemens Industry**
- Strengthen industry and end customer orientation
- Focus on products, systems and services
- Utilize value of system integrators and other channel partners to provide solutions to the end customer
- Own solution business in case of:
  - specific account strategy
  - lighthouse / strategic projects
  - proof of technology concept
  - no system integrator with appropriate know how available
  - fight against competition

**Target**
- Build up and **profitably grow the installed base** of Siemens Industry products and systems in the market through all direct and **indirect** sales channels

**Contribution of system integrators**
- Provide access to end customers
- Contribute industry specific application know how
- Assemble high quality automation and drive solutions
- Take advantage from Siemens Industry’s
  - competitive products
  - marketing efforts
  - on-site support / training
  - solution partner program in order to grow their business successfully

Strengthen industry and end customer orientation
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Utilize value of system integrators and other channel partners to provide solutions to the end customer
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- competitive products
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- solution partner program in order to grow their business successfully
Use the FOCUS ACCOUNT SOLUTION strategy

**Quotation**

**End Customer wants to have multiple Quotations**
- System Integrators / Solution Partners offering with Siemens Products

**Siemens Answer:**
- Siemens makes non agressive quotation for Solution with Delivery to EC

**Competition is Standard at EC**
- System Integrators / Solution Partners offer with Competitive Products

**Siemens Answer:**
- Siemens makes an agressive quotation for Solution with Delivery to win from competition (SI is informed)

**First of the Kind**

**Special Cases**
- First of the Kind projects
- Projects with Risks
- Unique offering
- Big Projects

**Siemens Answer:**
- Siemens makes an qualitative quotation for Solution with Delivery.
Discover New Dimensions…

…of our industrial software portfolio
We stick to our positioning
The Industry story

We are the leading technology partner...

... covering every step of the value chain
... connecting productivity and efficiency
... bringing intelligence to the entire product development and production process

... establishing trusting customer relationships and thus creating customer value and profitable growth
… covering every step of the value chain

A holistic view of the entire product development and production process increases productivity and efficiency in the individual process steps
We are helping NASA explore Mars
Industrial software accelerates design modifications for Mars Rover "Curiosity"

NX CAD

NX CAE & NX CAM

Teamcenter

Complete 3D digital product design

Integrated simulation, analysis & manufacturing

Full lifecycle data management
Daimler selected CAD Software NX as platform for worldwide car and truck development

Extensive Rollout of NX to Daimler and Suppliers

- Move Engineering work from > 20 development centers and most important suppliers to a new consistent product development platform
- Increase flexibility and innovation by representation of digital product information in one single worldwide information environment based on NX and the JT standard file format
- Started using PLM Software technology in first product series in 2012
- Migration to NX to be complete by end of 2015 for passenger cars and by end of 2016 for trucks

Commitment to Siemens PLM Software and its products for 10 years
... establishing trusting customer relationships
From transaction selling to deep customer relationships

<table>
<thead>
<tr>
<th>Long-term Partnership with BMW</th>
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<tr>
<td>▪ First automotive customer for the TIA Portal</td>
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<td>▪ New PLC hardware, engineering and visualization based on TIA Portal in all plants worldwide until 2027 for efficient BMW production standard development</td>
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<tr>
<td>▪ Simatic products and solutions (S7-1500, S7-1200, Step 7, WinCC)</td>
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<tr>
<td>▪ Switches, cables and engineering support to migrate from SIMATIC Classic to TIA Portal</td>
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<tr>
<td>▪ Beat competitors: Phoenix Contact, ZenOn</td>
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BMW commits to Siemens for 15 years as single preferred supplier of new automation hardware
We stick to our strategy
Four key strategic levers

**Strategic levers**

**Vertical competence**
Exploit market potential in high-growth vertical markets

**Service business**
Strengthen and significantly expand technology-based service business

**Industrial IT and industry software**
Take the leading position in the merging of virtual and real product development and production structures

**Emerging markets**
Identify and grasp growth opportunities
Discover New Dimensions…

…of our recent acquisition
**LMS International**
A worldwide leader in engineering innovation

- The leading partner in test and mechatronic simulation in the automotive, aerospace and other advanced manufacturing industries, helping customers get better products to market faster

- #1 for Global Auto & Aero manufacturers

- Servicing more than 100,000 R&D engineers...
  **in 5,000 manufacturing companies**

- Top talent in 40+ offices Worldwide...
  **more than 1,200 professionals**

Headquarters: Leuven, Belgium
www.lmsintl.com
Solution Overview
Enabling the next generation platform for product development

3D Simulation
- 3D Performance Simulation
- 3D Structural Analysis

Mechatronic System Simulation
- System Synthesis
- Multi-physics Modeling

Testing
- Laboratory Testing
- Mobile Testing
Since the Acquisition of UGS Corp., Siemens is Merging Virtual and Physical Manufacturing Worlds
Highlights & Sales Strategy

Automation
Drives
Motion Control
Instrumentation
Low Voltage

Eddy Ternier
Sales Director
Pascal Sterkendries
BU Instrumentation
Luc Mertens
BU Low Voltage
Industry Automation is foremost a product business which drives profitability expectations.
Complete and unambiguous responsibilities for vertical markets ... 

Principles for vertical market responsibility

Vertical market responsibility is

a) complete
   - includes product, system and solutions businesses
   - covers verticals strategy, sales and business model
   - addresses all customers and channels of a vertical market

b) goal
   - Enlarge FOOTPRINT at end customers
   - Sales via all channels internally and externally
     (distributors and integrators)
   - Maximize End Customer Promotion in the vertical

... to systematically penetrate the individual verticals ...

independent of the channel to the End Customer
Highlights & Sales Strategy

Automation
Motion Control
Drives
Instrumentation
Low Voltage

Eddy Ternier       Sales Director
Pascal Sterkendries BU Instrumentation
Luc Mertens         BU Low Voltage
S7-1200 SIWAREX Module WP231

**Feature:**
- Full Integration into the Simatic S7-1200 and Totally Integrated Automation
- Stand-alone operation without Simatic CPU also possible
- User interface can be fully customized and easy replacement and extension of the modules
- Four digital inputs and outputs, one analog output (0/4...20mA)
- Ethernet (Modbus TCP/IP) and RS485 (Modbus RTU) interfaces available

---

SIMATIC Field PG M4 – now Intel Core i7 ready

**Feature:**
- USB (2x 3.0, 2x 2.0) with 1,5 A charge function at Power-Off, Apple compatible
- Thanks to CP 5711 PROFIBUS is now available in a Virtual Machine
- Larger Battery for up to 5 hours work, discharge time way over 5 month
- IT-ready: Support of TPM 1.2 for more data security *)
  and iAMT / WoL for easy remote administration inside IT infrastructure
- Larger back pack for everything needed!

*) Limitations for CN and RUS, limited use compliant to legal rules
SIMATIC ET200 SP – Delivery Stage II, portfolio expansion
External Terminals - Scalable Periphery

- 50% smaller footprint
- Failsafe modules
- IO-Link connectivity
- Power modules to create load groups integrated into the system
- Tool-free connection system due to push-in terminals
- Counter, positioning & serial communication modules

Simple to use – smaller in size – stronger in performance
Simple – smaller – stronger
Human Machine Interface

Comfort Panels:
The Comfort Panels are the new High End SIMATIC Panels with a quantum leap of performance
- Integrated functionality of all Comfort Panels
- Widescreen Displays with high resolution
- 0% to 100% dimmable LED backlighting
- integrated 2-Port PROFINET Switch and one additional Ethernet interface

SIMATIC WinCC V7.2
Feature:
- Unicode for individual language support even for Web-Clients
- Integrated WinCC Process Historian the universal central archive
- WinCC Information Server for individual reports based on MS Reporting Services
- Innovative multi touch operation (2 Finger zoom, pan, flick)
- Up to 18 (redundant) WinCC Server
- PLC Connection: S7-1200 and higher
PC-based Automation

**SIMATIC IPC427D and IPC477D**

**Innovated Embedded Industrial PCs – powerful and maintenance-free**

- Highest performance in the embedded sector with 3rd generation Intel Core i7
- Remote control, service and maintenance thanks to Intel AMT
- Industrial grade widescreen displays from 12“ to 22“

**Common Front Design in Wide-Screen Format**

**Integrated front design for central and distributed PC-based HMI applications**

- Uniform, attractive look & feel for all HMI devices
  - in a machine or system
  - in various machine types by the same manufacturer
New SIMATIC Hardware platform …
you gonna discover in 3D
Highlights & Sales Strategy

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Low Voltage

Eddy Ternier  Sales Director
Pascal Sterkendries  BU Instrumentation
Luc Mertens  BU Low Voltage
Industry Sector

Drive Technologies – Motion Control Systems
Our products and systems

**SINUMERIK**
Control engineering for machine tools that place high demands on the motion control in various technologies (turning, milling, grinding ...) with integrated S7 PLC

**SIMOTION**
Motion control system for machines that place high demands on the motion control. Integration of motion control, logic and technologies

**SINAMICS**

**SIMOTICS**
Industry - Drive Technologies
Motion Control Systems

Machine Tools Systems
MTS

Production Machines
PMA

Cranes
CR

General Motion Control
GMC

Customer Services - CS

“Excellent customer benefits are our primary goal”
**Motion Control Systems**

General Motion Control (GMC)

---

**Automation solutions for General Motion Control**

- **Product business**
- **System business**
- **Application business**

**Application business “not covered” by MTS / PMA / CR**

- Handling
- Conveyor technology
- Stacker crane
- Ship/offshore
- HVAC …
Drive Technologies – Motion Control Systems - Strategy

GMC consists of 3 pillars

**Distribution Channel Focus**

1. **Push product business with drives and motors**
   - Grow distribution and system integrator business
   - Expand business to M3 segment

2. **Expand system business with SIMATIC**
   - Take advantage of excellent SIMATIC market position, cooperate with I IA
   - Force drives-knowhow in all sales channels

3. **Strengthen application business with SIMOTION/SIMATIC**
   - Develop OEM business in segments not covered by PMA, MT and CR

SIEMENS
Highlights & Sales Strategy

Automation
Motion Control
Drives
Instrumentation
Low Voltage

Eddy Ternier  
Sales Director
Pascal Sterkendries  
BU Instrumentation
Luc Mertens  
BU Low Voltage
Siemens unique offering covers the complete Total Drive Train with seamless integration within the Simatic TIA Portal.

**TOTAL DRIVE TRAIN – better together!**
Connecting productivity and efficiency: the highlights for 2013:

1. Further extension of the SIMOTICS portfolio with new releases of SIMOTICS XP-new range Ex-d motors and Ex-n motors
2. Release of new DT configurator and SIZER with extra features, now covering the total drive train.
3. Migration of iBase Masterdrives → Sinamics
Drive Technologies – Mechanical Drives

Gear up for 2013!

1. Market introduction of new SIMOGEAR
2. Marketing actions to support the couplings business
3. Setting up of local assembly center for Simogear with our partner ABM ensures Fast & Flexible deliveries
   - Atelier Belge de Manufacture at Fleurus – Mister Feltrin
4. Extension of the sales team to increase responsiveness to questions and price requests
5. Further integration of the Mechanical Drives portfolio in Sizer and Industry Mall

PUSH IT NOW – PUSH IT NOW – PUSH IT NOW
Highlights & Sales Strategy

Automation
Motion Control
Drives
Instrumentation
Low Voltage

Eddy Ternier  
Sales Director
Pascal Sterkendries  
BU Instrumentation
Luc Mertens  
BU Low Voltage
Flow measuring

SITRANS FC430 : Siemens New Massflow Family
SITRANS FC430 – Designed for excellence

Market’s most compact sensor
Easy installation, replacement and multiple units in tight space

First SIL 3 certification on design level for the system
Ultimate safety & reliability guarantee

Unparalleled user-friendliness, support tools & services
Innovative, direct access to relevant data via SensorFlash®, QR code & USB

Fully NAMUR compliant sensor program
Sensor (NE 132) and transmitter (NE 21, 43 etc.)
Ultrasonic level measuring

SITRANS LUT400
The world’s most accurate Ultrasonic level controller
SITRANS LUT400 - The world’s most accurate ultrasonic level controller
3 Models to match your application needs

LUT420 Level and Volume Controller - LUT430 Level, Volume, Pump, and Flow controller - LUT440 High Accuracy Open Channel Monitor (OCM)

- Industry leading accuracy - 1 mm (0.04”) accuracy
- Installation simplicity – 4 variations for installation
- Easy to use – four buttons, Wizard support
- Quick to configure - Quick Start Wizards
- Next Generation Sonic Intelligence – patented digital receiver and enhanced diagnostics
- Communications convenience
- Saves money – energy saving algorithms and low to no maintenance
- Compatible with Siemens full line of Echomax transducers

Accuracy means greater control of your process.
Strategic Focus Process Instrumentation

- PORTFOLIO
- FOTS
- GO to MARKET
- CROSS SELLING
- EXPORT
- NEW BUSINESS

- PRIORITY ON CHANNEL BUSINESS
- ACTIVE SUPPORT OF CHANNELS
- RESPECT FOR CHANNELS
Highlights & Sales Strategy

Automation
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Drives
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Low Voltage

Eddy Ternier  Sales Director
Pascal Sterkendries  BU Instrumentation
Luc Mertens  BU Low Voltage
SIRIUS
## Motorstarter SIRIUS 3RM1

### Versions

<table>
<thead>
<tr>
<th></th>
<th>3RM10</th>
<th>3RM12</th>
<th>3RM11</th>
<th>3RM13</th>
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</thead>
<tbody>
<tr>
<td>Directstarter</td>
<td>Reversingstarter</td>
<td>Directstarter</td>
<td>Reversingstarter</td>
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<tr>
<td>Motor overload protection</td>
<td>Motor overload protection</td>
<td>Safety SIL3</td>
<td>ATEX motor overload protection</td>
<td></td>
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</tbody>
</table>

- 3 current ranges
- 2 control voltages
- 2 connection systems

\[4 \text{ types} = 48 \text{ versions!}\]
SIRIUS Safety Integrated
Safety switchgear SIRIUS 3SK1

Safe switching off by
switching off the control
voltage via Safety relay or
other Safety gear

- 100% saving of Safetycontrol
  wiring of the actuators, less
  potential for errors
  with wiring, less
  time required
- Space savings

Safe switching off via 3SK1
with the backplane connector
MSS ASI SAFE : Monitoring Safety System – Actuator Sensor Interface

Successor ASI Safety Monitor. For monitoring of secured ASI networks.

+ Expandable with additional digital inputs / outputs of MSS Advanced.
+ Attractive price
3RR24 CURRENT MONITORING RELAY

SIRIUS 3RR24 Current monitoring relays for IO-Link
## Organization of Siemens as of 01/10/2011

Foundation of the new Infrastructure & Cities Sector (IC)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Infrastructure &amp; Cities</th>
<th>Energy</th>
<th>Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Automation</td>
<td>Low and Medium Voltage</td>
<td>Fossil Power Generation</td>
<td>Imaging &amp; Therapy Systems</td>
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<tr>
<td>Drive Technologies</td>
<td>Rail Systems</td>
<td>Renewable Energy</td>
<td>Clinical Products</td>
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<tr>
<td>Customer Service</td>
<td>Mobility and Logistics</td>
<td>Power Transmission</td>
<td>Diagnostics</td>
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<td>Smart Grid</td>
<td>Oil &amp; Gas</td>
<td>Customer Solutions</td>
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<td>Building Technologies</td>
<td>Energy Service</td>
<td>Siemens Hearing Instruments</td>
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<td>OSRAM</td>
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</tbody>
</table>

![Industry Automation](image1)

![Infrastructure & Cities](image2)

![Energy](image3)

![Healthcare](image4)
**Vertical Market Focus of Siemens is Increasing**

**Also for Distributors!**

<table>
<thead>
<tr>
<th>Sector Industry</th>
<th>Sector Infrastructure &amp; Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace</td>
<td>Airports</td>
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<tr>
<td>Automotive</td>
<td>Data Centers</td>
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<tr>
<td>Chemicals</td>
<td>Glass and Solar</td>
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<tr>
<td>Cranes</td>
<td>Machine Tools</td>
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<tr>
<td>Mining and Cement</td>
<td>Marine and Shipbuilding</td>
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<tr>
<td>Pulp and Paper</td>
<td>Harbours/Logistic Hubs</td>
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<tr>
<td>Production Machines</td>
<td>Power / Utilities</td>
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<tr>
<td>Metal</td>
<td>Municipalities</td>
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<tr>
<td>Wind</td>
<td>Rail Infrastructure</td>
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<tr>
<td>Water and Wastewater</td>
<td>Smart Buildings</td>
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</tbody>
</table>

**Industry Sector**

SIMATIC Launch Event „Discover New Dimensions“ - 27 November 2012
Siemens Distribution Strategy

**Distributor Markets**
- Low-cost basic quality products
  - Prerequisite: Adequate portfolio

**Go-To-Market Approach**
- "SMART M3 concept"
  - Micro Automation Logistics
- "growth initiative"
  - Cross Selling New customers
- "balanced strategy"
  - Reliable Partnership

**Vertical Markets**
- Specialists
- Prerequisite: Application know how

"Anonymous mass market": grow within the distributor

Siemens covers all fields of distribution – from simple to specialized distributor portfolios
### Reliable and Committed Partner

- Siemens is dedicated to distributors and developing joint business opportunities together
- Worldwide channel management with a network of over 50 National Distribution Managers
- Investment in sales personal (e.g. “Speed Team”)
- Professional processes (e.g. data management)

### Cutting Edge Innovation

- Constant investment in innovation and developing cutting edge technology (e.g. Sirius Innovation / S7-1200 / V20)
- Products, systems, and applications relevant for your customer’s needs

---

**SPEED TEAM**

**SIMATIC LOGO!**

**SIRIUS Innovation**

**SINAMICS V20**
Working. Together. XL.
Siemens’ Expectation from Distributors

Proximity to Customers
- Geographical coverage of the market
- Top selling products are readily available when our customers need them
- Knowing the needs of your customers and how Siemens’ products and systems can fulfill those requirements

Technical Competence
- Training of customers such as workshops
- First level of support on products supplied
- Bundling of Siemens products & systems with complementing products to reduce costs and better serve the customer

Operational Excellence
- Ordering via e-business
- High level of clean orders
- Optimized ordering (e.g. high line items per order)

Partnership
- Sharing knowledge of the market in order to increase transparency of trends and joint opportunities
- Developing joint approaches to the market - esp. in the area of Vertical Markets
Marketing Communication

Jurgen De Wever
Business Unit Manager within Industry Automation
New MarCom initiatives for Preferred Partners

**Webinars**
- Adobe – 1st internal tests
- Platform selected
- BD Webinars for Preferred Partners
  - Max 1 hour
- Q2-2013 Edition 20.03.2013
- Q3-2013 Edition 19.06.2013

**Industry Newsletter**
- 10 x editions
- HQ Reference platform
- Extra focus

**SoR**
- Best Application Contest 2012
- Sales Order Reports
  - SoR 4 Partners
  - 1 week in advance

**Status**
- 27.11.2012
Sales order Reports for Partners
New initiatives

Best Application Contest – BAC 2012

- concerns customers being proud about their Simatic applications
- 2012 subject: S7-1200 applications
- customers introduce their applications and share it on BAC µsite
- BAC µsite visitors can vote for their “best applications”
- Go Live: 01.10.2012 – “BAC 2012 Winners” during Indumation 2013
- Everybody wins: BAC winners, voters, early birds, sales channels, ...
- What can you win: vouchers and extra exposure for customers

After only 7 weeks already 12 applications have been introduced through the BAC microsite
Thx for supporting BAC 2012
Market Launch Belux
TIA Portal V12 – New Simatic hardware platforms

3D Launch Event „Discover New Dimensions“
max. 300 attendants
Launch Event 27.11.2012

3D Roadshow @ 4 cities
max 100 ... 200 attendants
04/12/2012 – Gent
06/12/2012 – Hasselt
11/12/2012 – Jambes
31/01/2013 – Luxemburg

Phase I

3D Roadshow 12.2012
Market Launch Belux – major events
TIA Portal V12 – New Simatic hardware platforms

Phase I

Launch Event 27.11.2012
300 persons

4x 3D Roadshow
12.2012

- Gent
- Hasselt
- Namur
- Luxemburg

Phase II

28.02.2012
Siemens Distributor Day

24 - 25 - 26/04/13
INDUmentation.be

Innovation Tour @ Partners
05-09.2013

- Internal partners
- distributors
- system integrators

Phase I
„Discover New Dimensions“

Phase II
„Xperience New Dimensions“

27.11.2012
status
### MarCom Belux FY12/13

Other events & Workshop planning

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<td><strong>Workshops by Sitrain</strong></td>
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<td>Hands-on “TCP/IP based Remote Access”</td>
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<td>28/03/2012 – Antwerp</td>
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<td>Sirius 12T Demo Truck</td>
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- **CW 8 – CW 13**
- **M+R Antwerp 2013**
- **MTMS 2013**
- **Bxl Expo 20/22/03**
**Workshops drive technologies**
- Customer Infosops Energy Efficiency & partners
- SIMOTION_Motion Control infosessions with partners

**Other events**
- **Product launch SIMOGEAR**
  - Masterclass Mechanical Drives - Huizingen
  - Medium Voltage infosession (SINAMICS SM120,
    ROBICON Perfect Harmony, Loher & Siemens motors
E-Business & Industry Mall

What’s new?
What has changed?

Guido Marsoul – Jasmina Damien
Industry Mall – Changes in the Product Search
“Starting your search”
Industry Mall – Changes in the Product Search "Productinformation"
Industry Mall – Changes in the Product Search
“Image Gallery”

DRIVE-CLiQ signal cable
Industry Mall – Changes in the Product Search
“Search by product category”

<table>
<thead>
<tr>
<th>Category type</th>
<th>Category name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Catalogue</td>
<td>Signal cables for SINAMICS G130</td>
</tr>
<tr>
<td>Product Catalogue</td>
<td>SINAMICS drive IO</td>
</tr>
<tr>
<td>Product Catalogue</td>
<td>Power cables for SINAMICS S120</td>
</tr>
<tr>
<td>Product Catalogue</td>
<td>1PH7 for SINAMICS S120 for production machines</td>
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<tr>
<td>Product Catalogue</td>
<td>SINAMICS S120 drive system</td>
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<tr>
<td>Product Catalogue</td>
<td>1PH2 built-in motors for SINAMICS S120/SIMODRIVE 611</td>
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</table>

Punch out to catalogue
# Industry Mall – Changes in the Product Search

"Full text search in documents"

<table>
<thead>
<tr>
<th>Title</th>
<th>Language</th>
<th>Date</th>
<th>Size/Type</th>
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<tbody>
<tr>
<td>Funktionsübersicht SINUMERIK mit SINAMICS S120</td>
<td>German</td>
<td>September, 2012</td>
<td>838.98 KB</td>
</tr>
<tr>
<td>Overview of functions SINUMERIK with SINAMICS S120</td>
<td>English</td>
<td>September, 2012</td>
<td>840.28 KB</td>
</tr>
<tr>
<td>Overview of functions SINUMERIK with SINAMICS S120</td>
<td>English</td>
<td>September, 2012</td>
<td>840.28 KB</td>
</tr>
</tbody>
</table>

Filter your search results:
- Any language
- Any publishing date
- Any size
- Any format
Industry Mall – Changes in the Product Search
“Software download”

6AV2104-2FH01-0BJ0

SIMATIC WINCC RUNTIME ADVANCED POWERPACK 2048
POWERTAGS → 4096 POWERTAGS V11 (NO CHANGE
OF VERSION) LICENSE KEY DOWNLOAD
SINGLE
LICENSE F.1 INSTALLATION RT-SW, W/O SW AND
DOCU, CLASS A **************************************** E-MAIL
ADDRESS IS MANDATORY FOR DELIVERY!
E-Business – Order Confirmation available in PDF via Mail

This message was sent with High Importance.

From: G-BE qpl
To: Damien, Jasmina; Marsoul, Guido
Cc: 
Subject: Siemens Order Confirmation 0305522009

Attachments: Siemens Order Confirmation 0305522009.pdf (91 KB)

Dear customer,

Please find attached our confirmation for your order test EN.

Siemens nv / SA
Marie Curie square 30 / Square Marie Curie 30
1070 Brussels, Belgium / 1070 Bruxelles, Belgique

RPR Brussels / RPM Bruxelles, BTW TVA BE 0404 284 710,
Erkenningsnummer / Numéros d'agrément:
Beveiligingsonderneming / Entreprise de sécurité - 20 1321 06,
Onderneming voor veiligheidsadvies / Entreprise de consultation en sécurité - 128533,
BNP Paribas Fortis 210-0040988-09, Deutsche Bank 520-0004804-25

Order Confirmation

SIEMENS

Order Confirmation

Siemens SA
Dunlop Cherry Hill 86
92804 Brussels (Belgium)

AG: 0305522
Date: 13-07-2012

Customer No.

Reference No.

Shipment

Transport

Delivery Date

Description

Packaging

Item No.

QTY

Packing

Unit Wt.

Price

Total

Note

Note

Note

Note

Note

Note

Note

Note

Note

Note

Note

Note

Note

Note

Note
E-Business – Invoices available in PDF via Mail
E-Business – Clean Orders

![Graph showing IA DT e-Orders and e-Items from October 2011 to September 2012. The graph includes data for actual and forecast e-items, as well as percentage of orders and items.](image)
### E-Business – Clean Orders – Blocking Reasons

<table>
<thead>
<tr>
<th>Correct Material</th>
<th>Texts</th>
<th>Sales Status</th>
<th>Min Order Qty</th>
<th>Destination Country</th>
<th>Express</th>
<th>Incomplete</th>
<th>Project Number</th>
<th>Identical Order Number</th>
<th>Specific Material</th>
<th>Sum</th>
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<tbody>
<tr>
<td>573</td>
<td>8,062</td>
<td>367</td>
<td>443</td>
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<td>758</td>
<td>11,042</td>
<td>358</td>
<td>146,220,054</td>
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<td>512</td>
<td>8,380</td>
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<td>786</td>
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<tr>
<td>633</td>
<td>6,989</td>
<td>292</td>
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<td>571</td>
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<td>1,270</td>
<td>2,072</td>
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<td>3,111</td>
<td>29,623</td>
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<td>739,68,343</td>
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<tr>
<td></td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td></td>
<td>1%</td>
<td>1%</td>
<td>5%</td>
<td>43%</td>
<td>3%</td>
<td>1%</td>
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</table>

Total: 3% 38% 2% 3% 1% 1% 5% 43% 3% 1% 100%
Quotations in product business

<table>
<thead>
<tr>
<th>Fiscal year</th>
<th># Quotations</th>
<th># QuickQuotes</th>
<th>Total</th>
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<tr>
<td>FY08</td>
<td>1.771</td>
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<td>1.771</td>
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<tr>
<td>FY09</td>
<td>2.230</td>
<td>130</td>
<td>2.360</td>
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<tr>
<td>FY10</td>
<td>2.144</td>
<td>2.747</td>
<td>4.891</td>
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<tr>
<td>FY11</td>
<td>2.071</td>
<td>5.127</td>
<td>7.198</td>
</tr>
<tr>
<td>FY12</td>
<td>2.111</td>
<td>5.164</td>
<td>7.275</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fiscal year</th>
<th>Volume of Quotations (k€)</th>
<th>Volume of QuickQuotes (k€ estimated)</th>
<th>Total (k€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY08</td>
<td>28.315</td>
<td>0</td>
<td>28.315</td>
</tr>
<tr>
<td>FY09</td>
<td>34.854</td>
<td>231</td>
<td>35.085</td>
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<tr>
<td>FY10</td>
<td>33.879</td>
<td>4.876</td>
<td>38.755</td>
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<tr>
<td>FY11</td>
<td>35.942</td>
<td>9.100</td>
<td>45.042</td>
</tr>
<tr>
<td>FY12</td>
<td>38.639</td>
<td>9.166</td>
<td>47.805</td>
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</tbody>
</table>
Siemens Industry Learning Program for Partners - SILPP

E-Learning for all Siemens partners in Industry Automation, Drive Technologies and Customer Services

Eddy Ternier
Sales Director
Siemens Industry Learning Program for Partners (SILPP)

Basic-Sales Qualification for our external Sales Partners

SILPP is a version of the Industry Learning Program (ILP) adapted by internal information.

It is an additional offer of the Siemens partner management for systematic competence development for the sales staff of our partners.

Target groups: Sales & Technicals

- System Integrators
- Solution Partners
- Distributors
Siemens Industry Learning Program for Partners (SILPP)

Subdivision of the modules into 3 segments

1. Products
   - Main products of IA and DT product portfolio
   - Main application areas
   - Unique selling points

2. Industries
   - Overview about selected industries and their sub segments
   - Challenges of these industries
   - Siemens products and solutions for these industries

3. Cross-Divisional
   - Basic information about Siemens and the divisions IA and DT
   - Overview about Siemens IA and DT products and solutions
   - Overview about the Totally Integrated Automation (TIA)
   - Basic information on energy management and energy efficiency
   - Innovations
With this unique eLearning our Siemens partners have the chance to obtain a detailed summary of Products, Industries and Cross Divisional topics of the Industry Sector:
Siemens Industry Learning Program for Partners (SILPP)

System requirements

**Medium**

DVD (2,4 GB in total / 800 MB per language)
Installation locally – updates automatically

**System requirements**

- For the DVD learning contents:
  - Intel Core (TM2) 2 GHz
  - Microsoft WinXP, Win Vista, Win7
  - Browser MSIE 7, 8, 9 (only for HTML pages called from the program)

- For the set-up routine and the update tool:
  - 2 GB free disk space
  - Net 3.5 Framework (included as standard with Windows 7)
  - Windows Installer 3.1
Siemens Industry Learning Program for Partners (SILPP)
Basic-Sales Qualification for our Sales Partners

Utilization
- Basic sales qualification
- Preparation for classroom trainings or advanced eLearnings
Siemens Industry Learning Program for Partners (SILPP)
Basic-Sales Qualification for our Sales Partners

Registration

Users have to enter their personal data (required for the final confirmation of participation – data will not be passed on to third parties, unless users agree).
Siemens Industry Learning Program for Partners (SILPP)

Basic-Sales Qualification for our Sales Partners

Content

Today **17 courses** with their sub-modules are available.

<table>
<thead>
<tr>
<th>Course</th>
<th>Lesson</th>
<th>Status</th>
<th>Progress</th>
<th>Duration (mins)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy efficiency</td>
<td>Introduction</td>
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<tr>
<td>Tightly integrated</td>
<td>Facility automation</td>
<td>0 %</td>
<td>25</td>
<td></td>
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<tr>
<td>Automation</td>
<td>Process automation</td>
<td>0 %</td>
<td>20</td>
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<tr>
<td>Control</td>
<td>Our software</td>
<td>0 %</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Drive technology</td>
<td>Interact: The world of IP and IT</td>
<td>0 %</td>
<td>20</td>
<td></td>
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<tr>
<td>Automation systems</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPC UA industrial</td>
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<td></td>
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<tr>
<td>Manufacturing</td>
<td></td>
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</tr>
<tr>
<td>Power supply</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Safety technology</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Siemens Industry Learning Program for Partners (SILPP)
Basic-Sales Qualification for our Sales Partners

**Content**

Today **17 courses** with their sub-modules are available.
Siemens Industry Learning Program for Partners (SILPP)
Basic-Sales Qualification for our Sales Partners

Confirmation of Participation
- Every Course is finished by a TEST
- When (70% of) the questions are answered correctly the participant has completed the course successfully and receives a confirmation
Data Transfer

When the user agrees, he transfers the information of the successful training via e-mail to Siemens.

Let us share your success!

Let us hear about your successful training!

By actuating the button "Transfer data to Siemens", you notify Siemens by mail that you have successfully taken part in this training and agree to the storage and evaluation of the data confirming your participation for internal purposes.

If you have already submitted your data for this training module or do not wish to have your data stored and evaluated, please actuate the "Cancel" button.

Thank you for the interest you have shown in our training program!
Siemens Industry Learning Program for Partners (SILPP)
Basic-Sales Qualification for our Sales Partners

For internal use only

**Reporting**

When **user transfers** the information of the successful training to Siemens this information will slip into the monthly reporting.

---

**Expected to begin 05/2012:**

Monthly user statistics to **ILP Contact Partner & NDM via e-mail**

Example for reporting with transferred data:

<table>
<thead>
<tr>
<th>Participant</th>
<th>Company</th>
<th>Zip code</th>
<th>City</th>
<th>Country</th>
<th>Siemens Sales Rep</th>
<th>Module A</th>
<th>Module B</th>
<th>Module …</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First name</strong></td>
<td>name</td>
<td>…</td>
<td>…</td>
<td>…</td>
<td>…</td>
<td>date</td>
<td>date</td>
<td>date</td>
</tr>
<tr>
<td>…</td>
<td>…</td>
<td>…</td>
<td>…</td>
<td>…</td>
<td>…</td>
<td>…</td>
<td>…</td>
<td>…</td>
</tr>
</tbody>
</table>

---

**Expected to begin FY12/13**

Monthly user statistics (summary) by region on **SILPP Intranet page**

---

**Basis for prospective conversation concerning qualification path**
Siemens Industry Learning Program for Partners (SILPP)
Basic-Sales Qualification for our Sales Partners

How to connect?