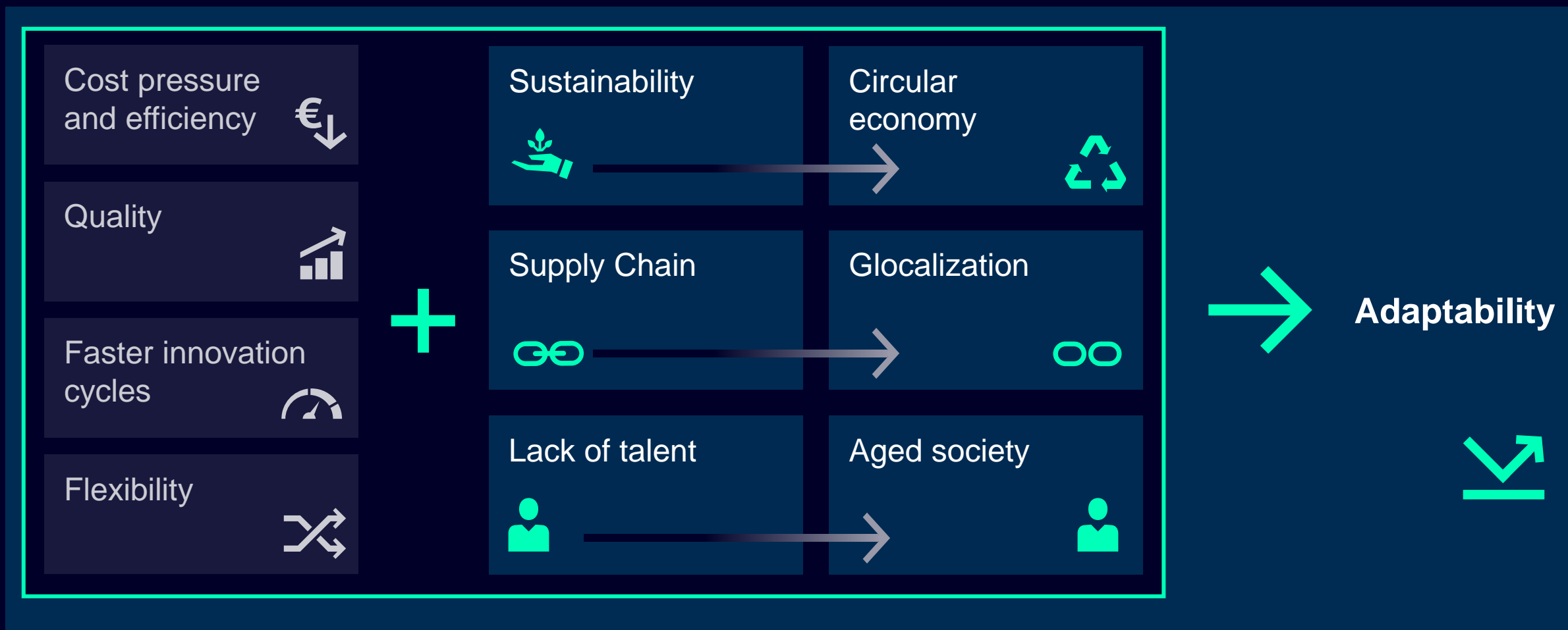# Siemens Xcelerator Customer Engagement Deck

Introducing Siemens Xcelerator to accelerate
digital transformation and innovation

Filka Marian
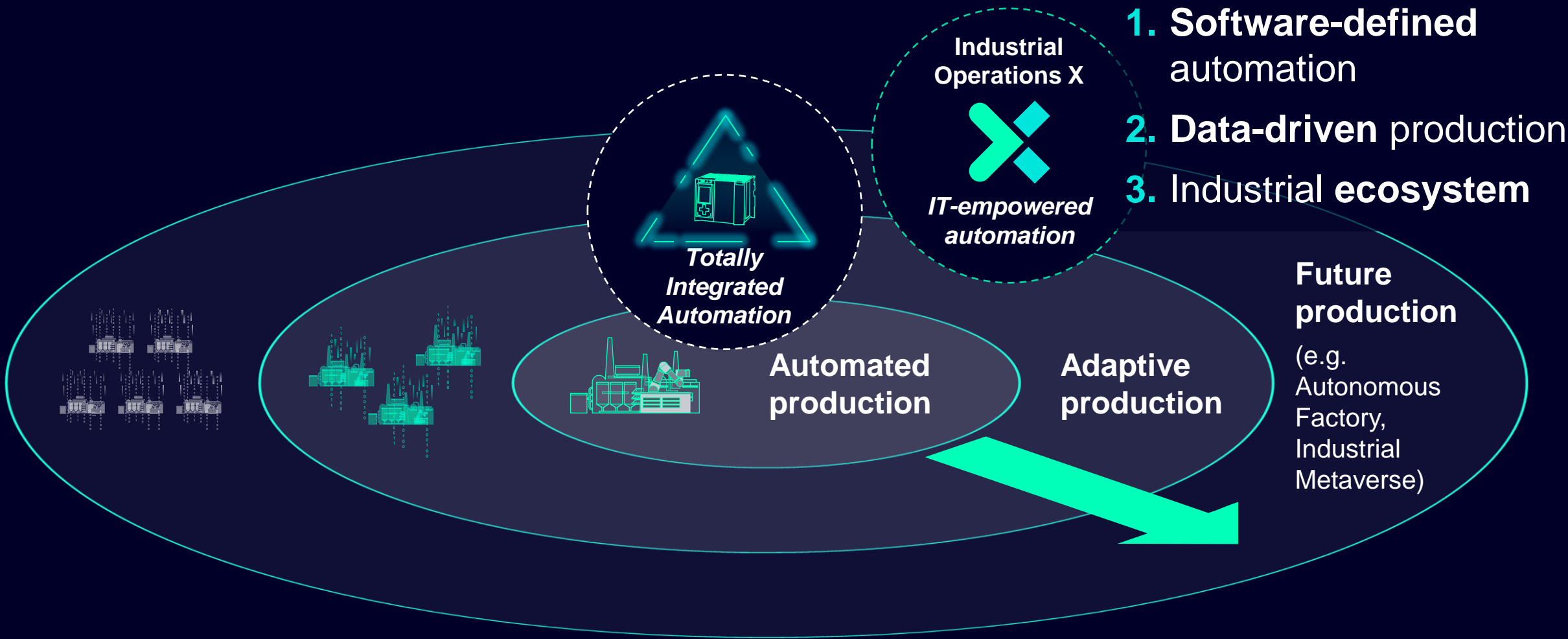
marian.filka@siemens.com

SIEMENS

Industry must become resilient and adaptive
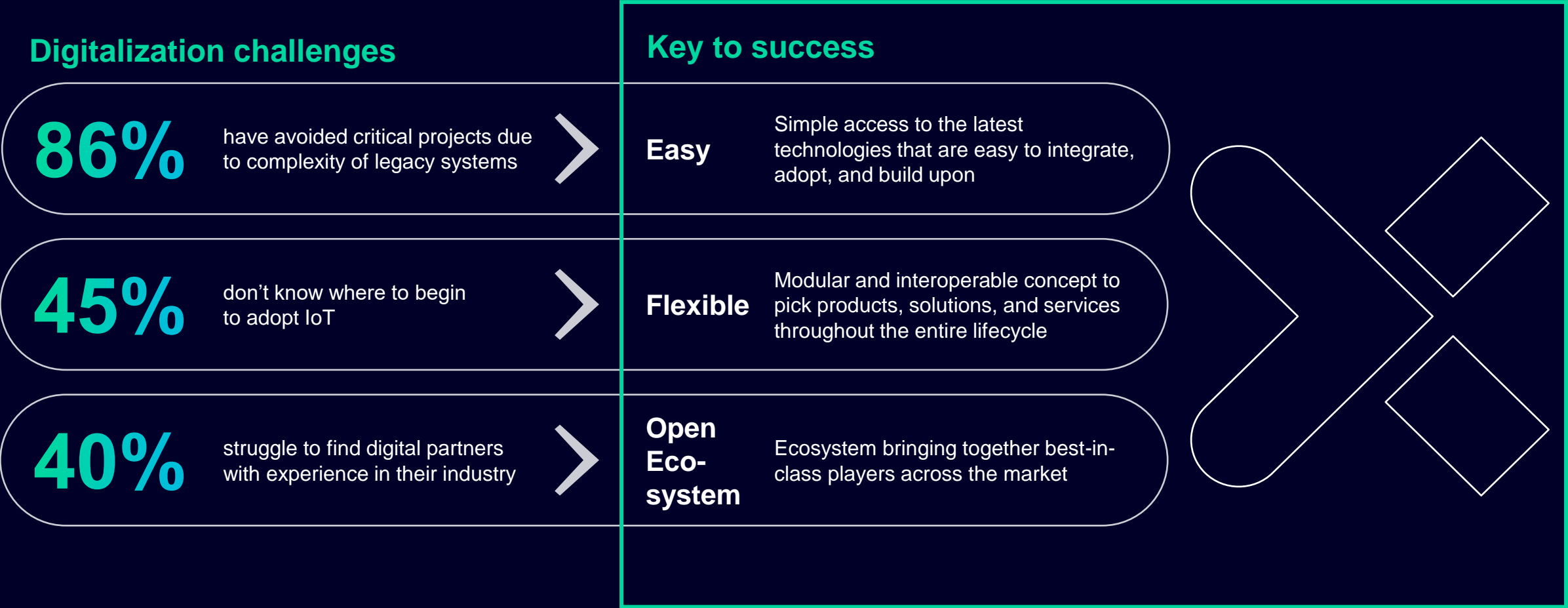## to tackle constant flow of new challenges

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Siemens accelerates the step from an automated to an adaptive production to empower OT with IT

Industrial Operations X

IT-empowered automation

Totally Integrated Automation

Automated production

Adaptive production

Future production
(e.g. Autonomous Factory, Industrial Metaverse)

1. **Software-defined** automation
2. **Data-driven** production
3. Industrial **ecosystem**

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Most digital transformations fail, but the world is still waiting on an easy digitalization concept

Digitalization challenges

86% have avoided critical projects due to complexity of legacy systems

45% don't know where to begin to adopt IoT

40% struggle to find digital partners with experience in their industry

Key to success

Easy — Simple access to the latest technologies that are easy to integrate, adopt, and build upon

Flexible — Modular and interoperable concept to pick products, solutions, and services throughout the entire lifecycle

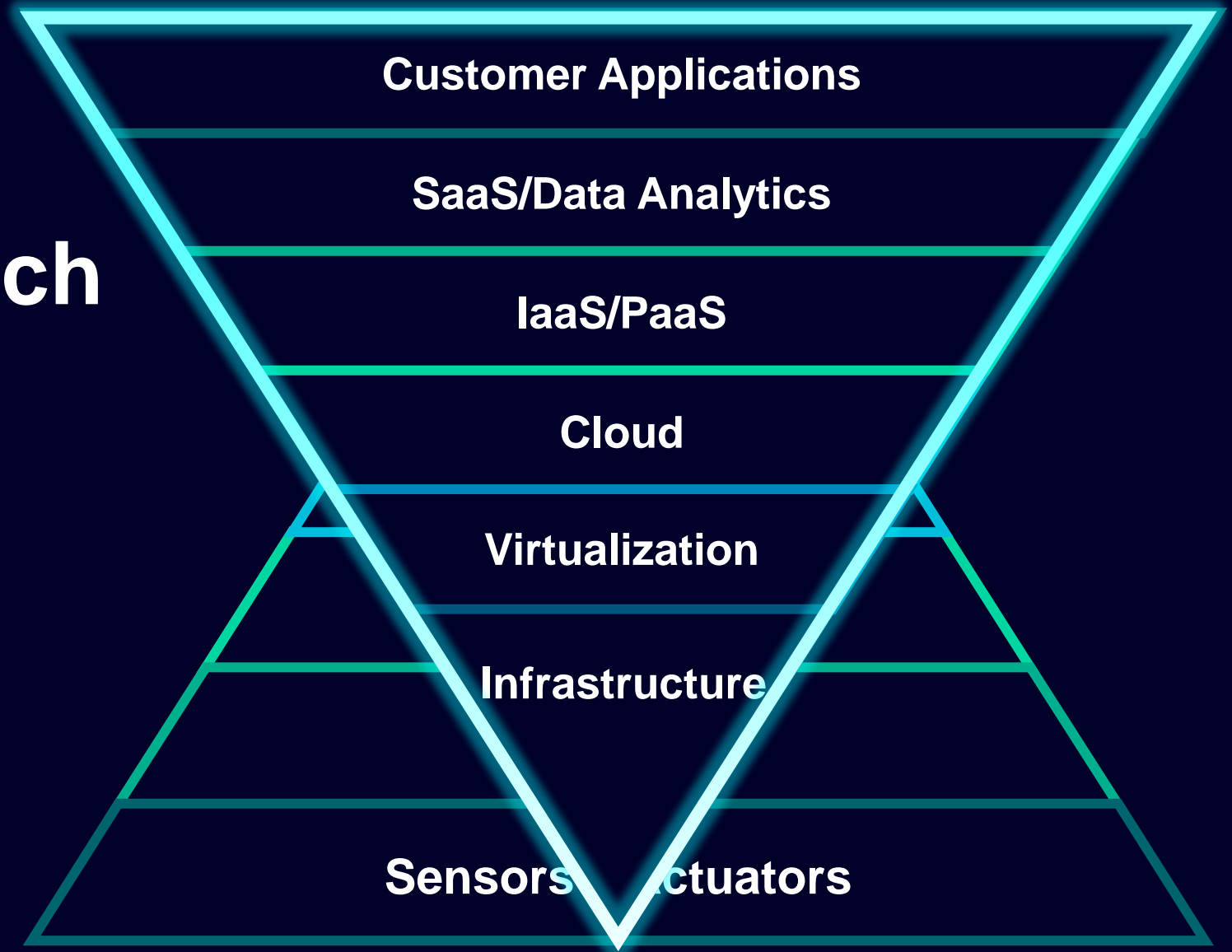**Open Eco-system** — Ecosystem bringing together best-in-class players across the market

Sources: The Forrester Wave: Global IoT Services for Connected Business Operations, Harvard Business Analytic Services Internet of Things Report for Siemens

SIEMENS

Customer needs will show us the right technologies

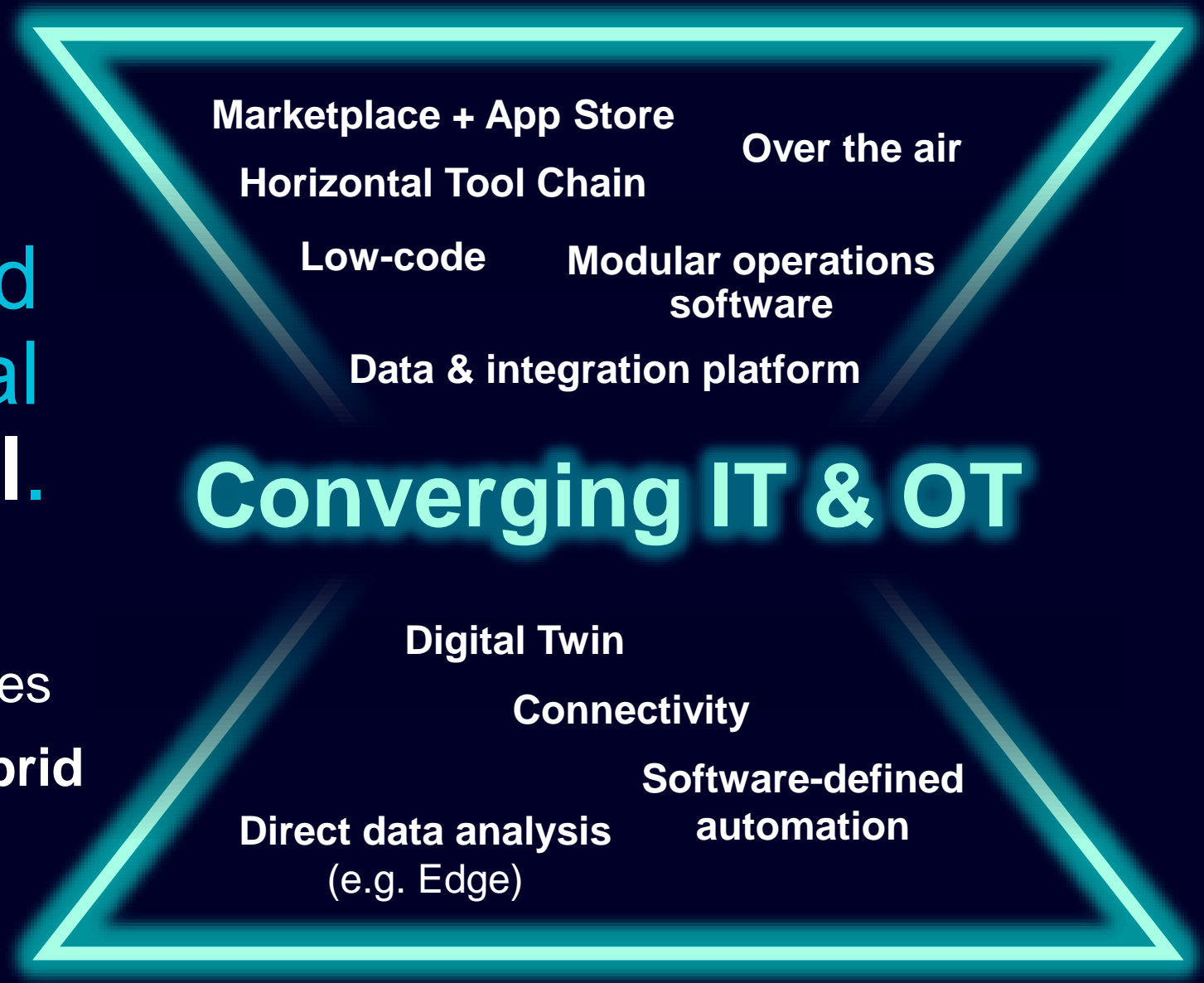## Our **traditional OT approach** is powerful, but it's **no longer enough.**

- ERP
- PLM
- MES
- SCADA
- PLC – DCS
- Sensors – Actuators
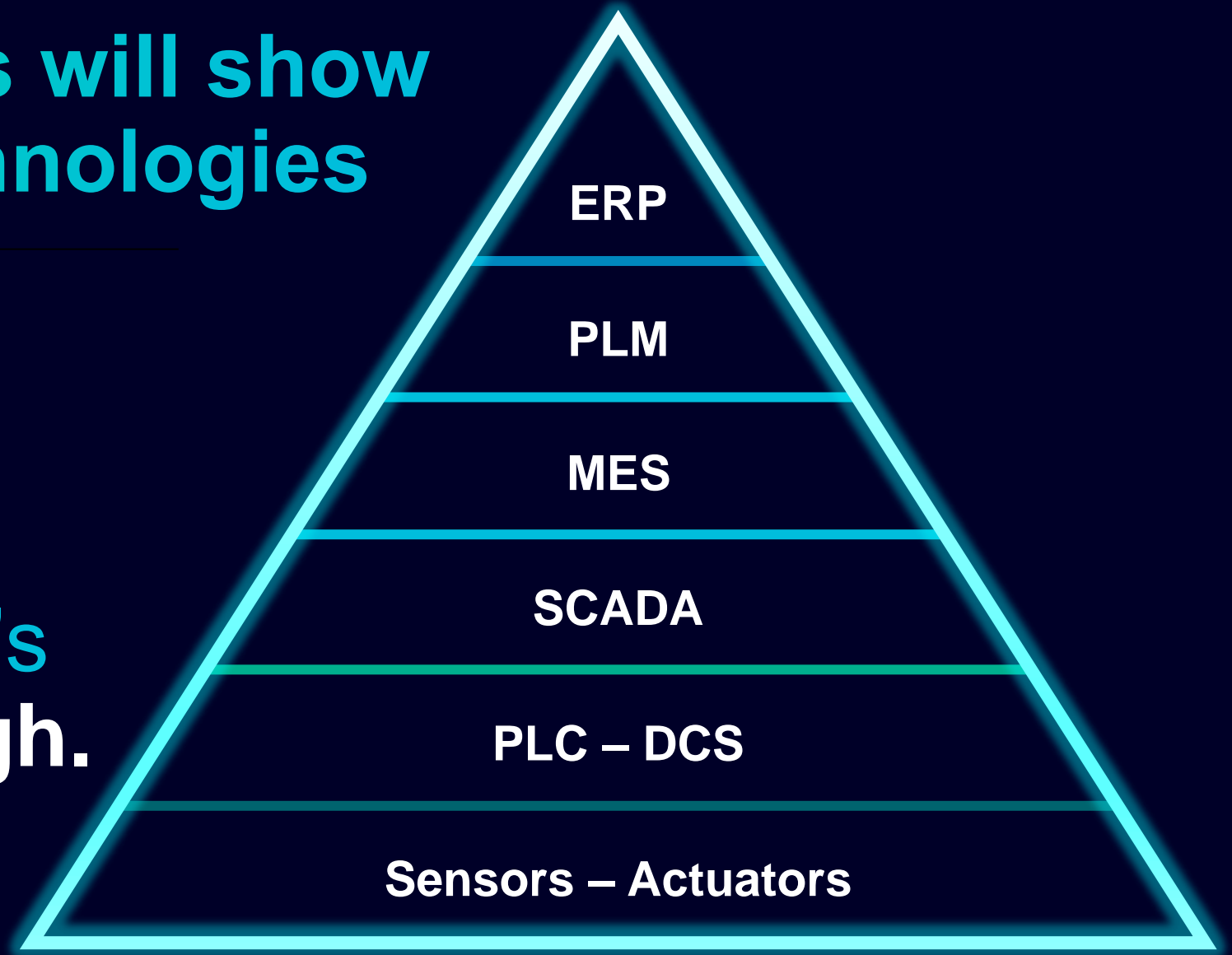
SIEMENS

A pure **IT approach** is neglecting **operational realities.**

Customer Applications

SaaS/Data Analytics

IaaS/PaaS

Cloud

Virtualization

Infrastructure

Sensors/Actuators

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Converging IT and OT will make digital transformation real.

- **Open, modular** structures
- **Software-based** functionalities
- **Centrally-managed** with **hybrid deployments** (cloud, edge, …)

Marketplace + App Store

Over the air

Horizontal Tool Chain

Low-code

Modular operations software

Data & integration platform

Converging IT & OT

Digital Twin

Connectivity

Software-defined automation

Direct data analysis (e.g. Edge)

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Siemens Xcelerator is the open digital business platform designed to meet your digitalization needs

Portfolio
to connect the real and digital worlds

Ecosystem
to help you build the right partner-
ships for your digital journey

Marketplace
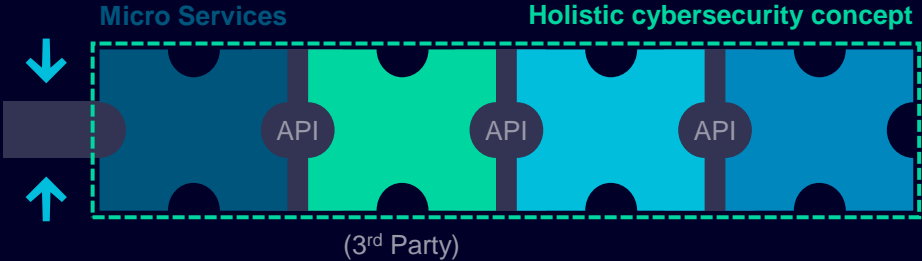to put everything at your fingertips

Customer

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Customer

SIEMENS

We are starting the journey towards next-generation software architecture to significantly reduce integration effort and complexity

Traditional monolithic architecture

Integration Effort

Solution 1 Solution 2 Solution 3 Solution 4

Modularized functionality and API's

Micro Services   Holistic cybersecurity concept

API   API   API

(3rd Party)

Technical governance criteria

As-a-Service
Micro services are accessible anytime, anywhere, and enable pay-as-you-grow business models

Flexible
The offering has packaged business capabilities so its components can be easily reused/integrated

Interoperable
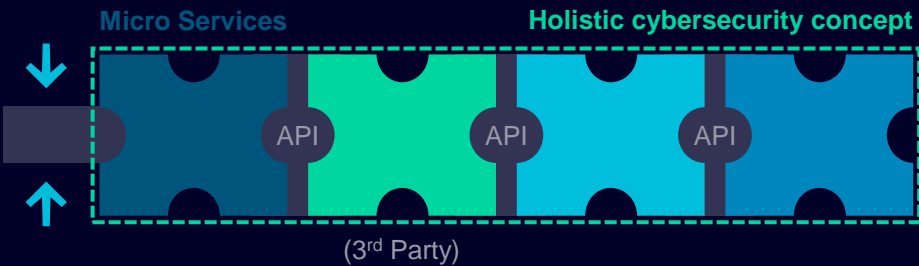The product can work with other products or systems, e.g., information can be exchanged

Open
The product has defined interfaces, e.g. APIs, for integrations; open also for 3rd party applications

SIEMENS

We are starting the journey towards next-generation software architecture to significantly reduce integration effort and complexity

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Xcelerator X
The new North Star for digital transformation

SaaS
SW & Digital Services

Non-SaaS
SW & Digital Services

Connected IoT-
enabled HW

IT/PLM/
Cloud

IoT/
Edge

OT
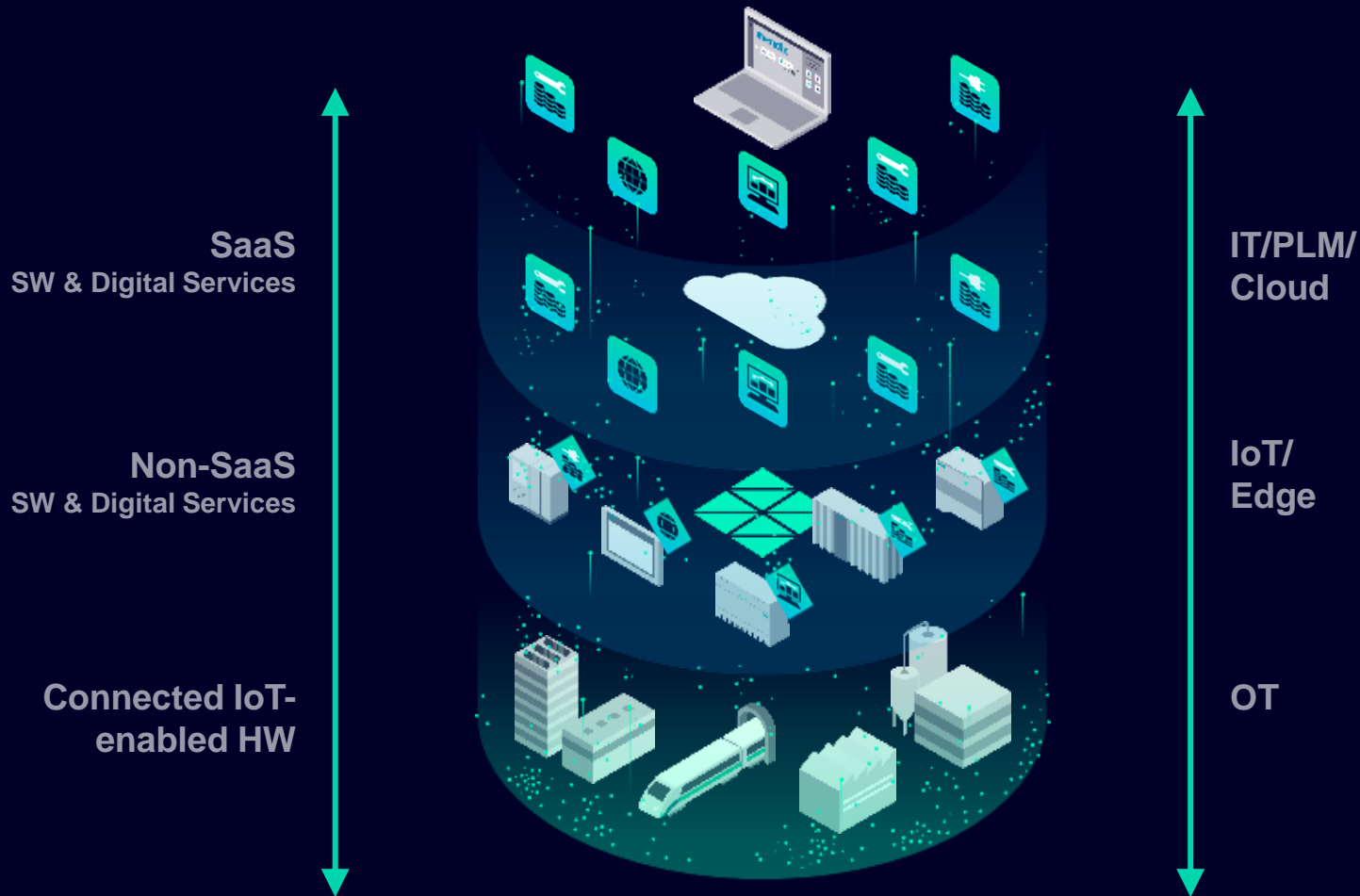
SaaS: Driver for innovation

- Significant lower cost for implementation and operations in IT
- "Pay per use" start small, scale fast
- Shift from CAPEX to OPEX
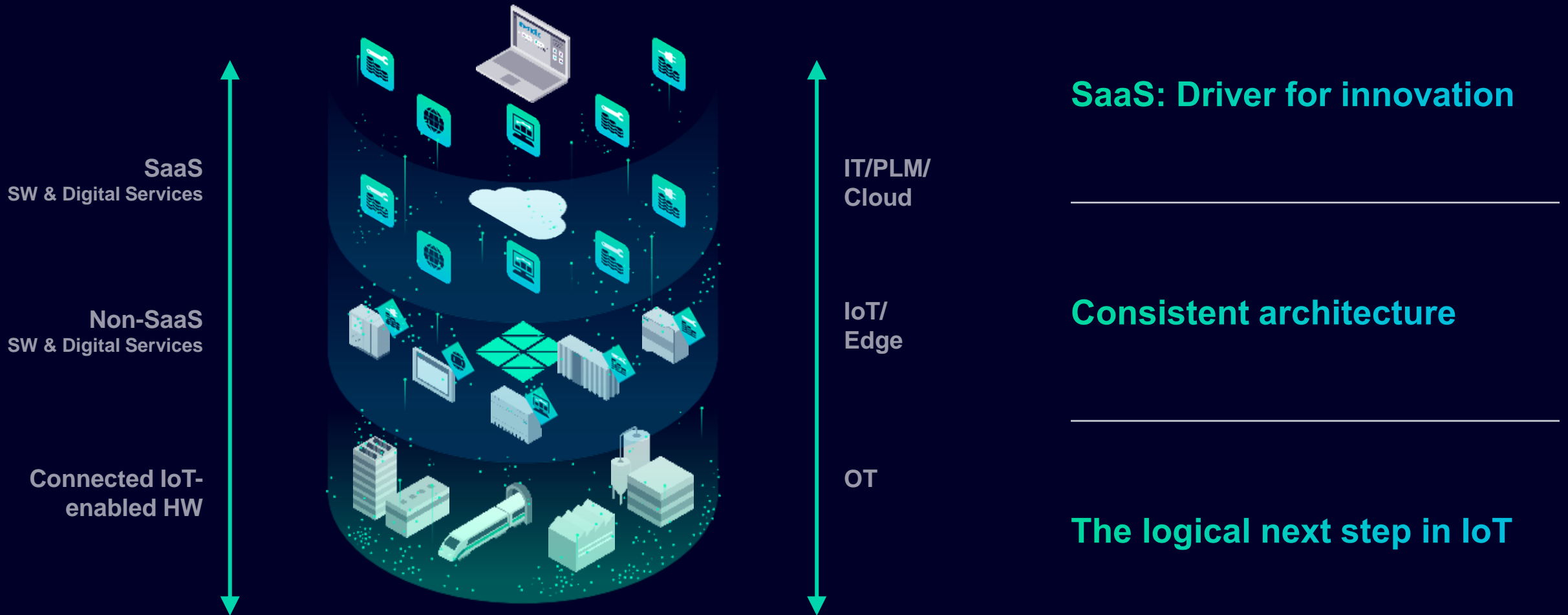- Facilitating new business models

Consistent architecture

- Holistic edge to cloud concept that seamlessly connects the OT to the IT
- Easiest access & user interface (Mendix low-code)

The logical next step in IoT

Xcelerator will be the technical platform for all Siemens businesses in Industry, Infrastructure and Mobility

Xcelerator X
The new North Star for digital transformation

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Customer

SIEMENS

We are building a comprehensive ecosystem to help you find the right partnerships for your digital journey

Exemplary Partners

Enable & Run
Major IT/cloud partners and infrastructure services providers

SAP · aws · Bentley · NVIDIA · Microsoft

Enable product innovation, modern IT landscapes and cloud acceleration

Consult & Service
Consulting and service partners experienced in digitalization

Deloitte. · AtoS · accenture

E2E consulting, application development and management services

Build & Sell
Vertical solutions complementing Siemens solutions

Edge2Web · AES CORPORATION · YTEC · Magnus digital · Vigilent Optimizing Mission Critical Cooling · codestryke · SAP · SUSTAIRA

Build and sell scalable, verticalized solutions supported with deep domain expertise

SIEMENS

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Portfolio
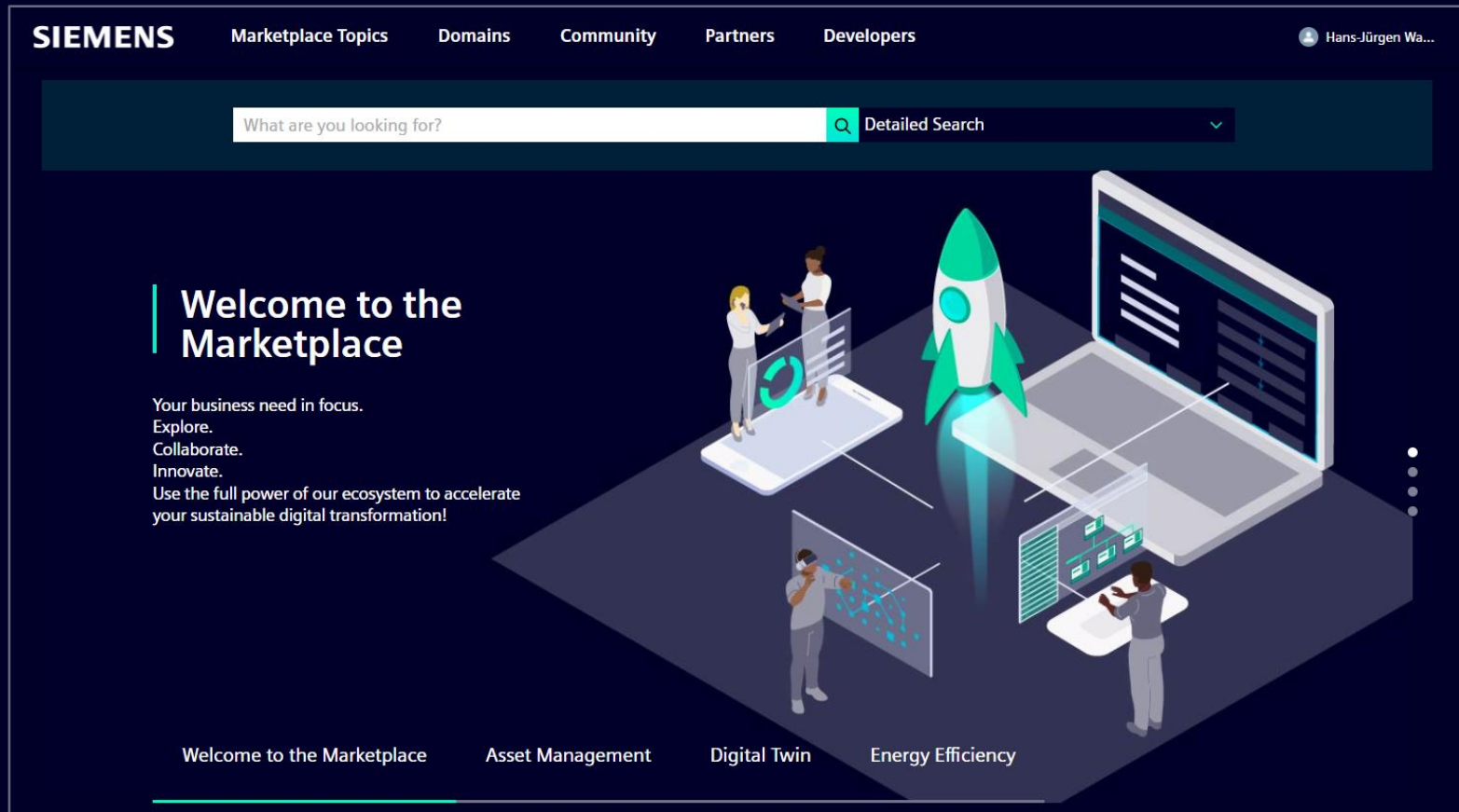to connect the real and digital worlds

Ecosystem
to help you build the right partner-ships for your digital journey

Marketplace
to put everything at your fingertips

Customer

SIEMENS

The Marketplace makes your life easier by putting everything you need at your fingertip

Visit the Marketplace

Learn
what technologies can help to fix your business problem for specific industries or applications

Find
all offerings also from 3rd party at your fingertip
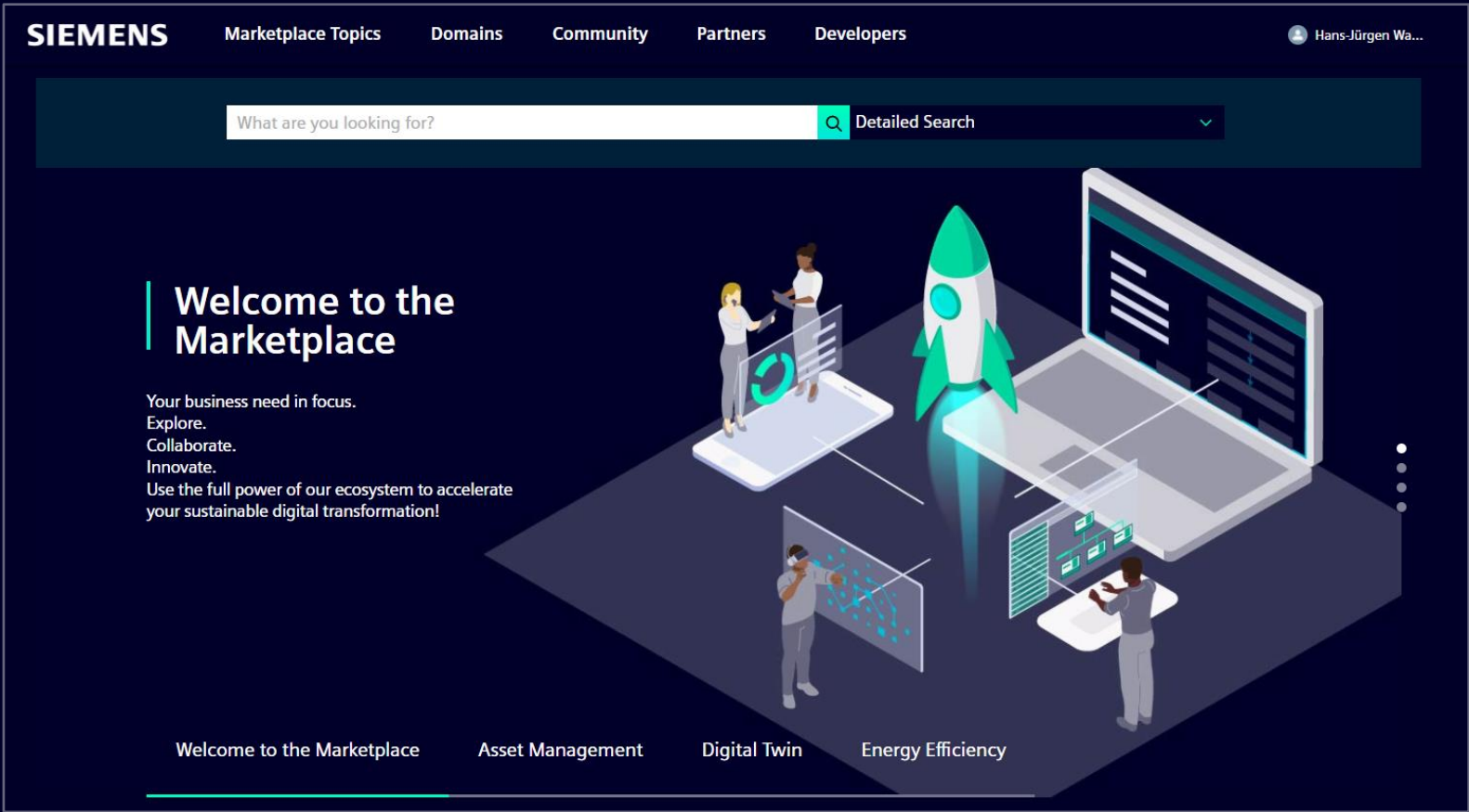
Exchange
with a community of specialist around the world to find answers for your business problem

Buy[1)]
get access to the necessary portfolio with one click

1) Planned for future development

SIEMENS

The Marketplace makes your life easier by putting everything you need at your fingertip

Visit the Marketplace

Learn

Find

Exchange

Buy[1]

1) Planned for future development

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Summarizing what makes Siemens Xcelerator unique

Most holistic OT/IT integration capability on the market

Easiest access & user interface and personalization potential

Access to the broadest and deepest domain expertise

Supports customers across the whole digital transformation value chain

A unique business platform combining expertise across major industries

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