



MCI-“Kaminabend” Sep21

Bernhard Bauer | Factory-Automation | SIEMENS AG Österreich

I Bernhard Bauer

Mag.Prok.

seit Juli 2014

SIEMENS Wien
Factory Automation & Digital Office

CFO von 2 BusinessUnits & Digital Officer
21 Länder Central-Eastern-Europe inkl. Österreich



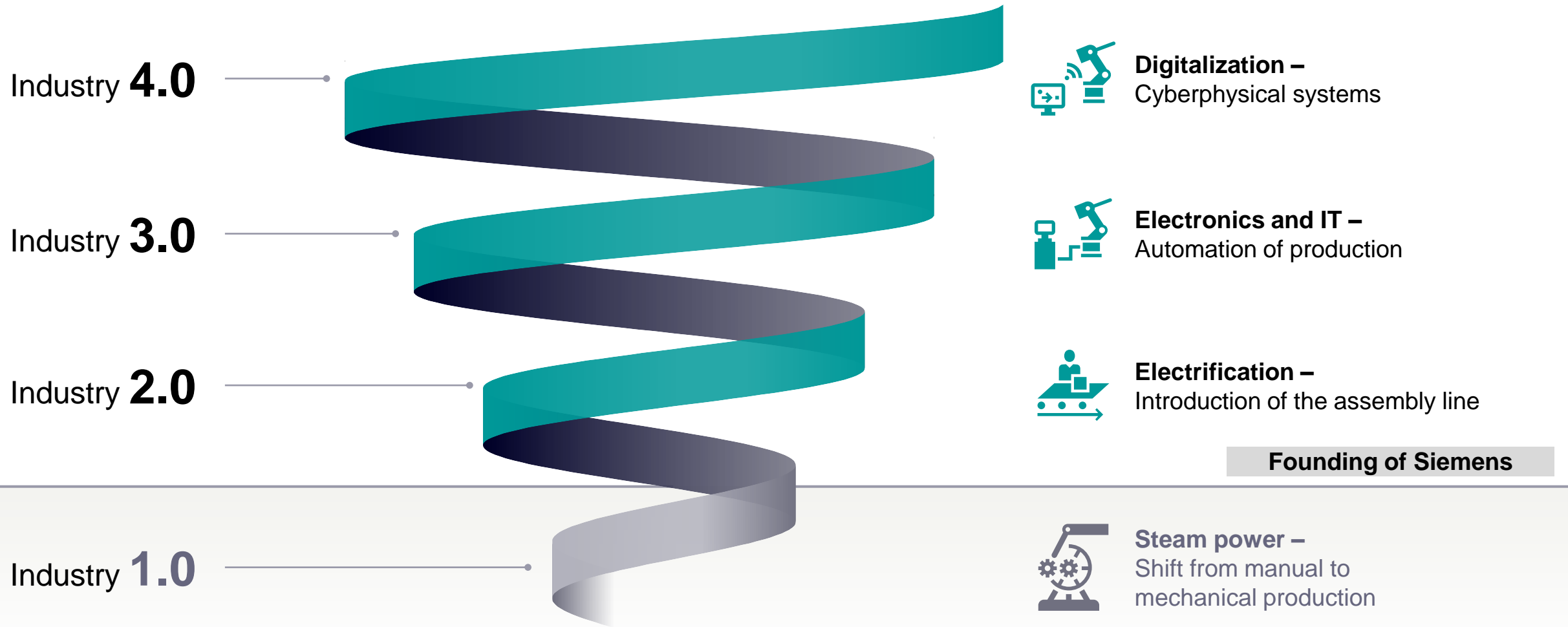
2010 – Mitte 2014	SIEMENS <u>München</u> Strategy & Bus. Develop. EMEA	Senior Vice President Europe
2007-2009	SIEMENS <u>Wien</u> Gesamtes Portfolio	Regional Director & Aufsichtsrat/Beirat 19 Länder Central-Eastern-Europe
2003-2006	SIEMENS <u>Brüssel</u> Sektor Energie	Kfm. Leiter Belgien/Luxemburg/Algerien/West-Afrika
2002	SIEMENS <u>Buenos Aires</u> Energie/Industrie/Transport	Kfm. Leiter Argentinien/Chile/Uruguay
1997-2001	SIEMENS <u>Erlangen/Deutschland</u> Akquisition U-Bahn-Züge	Regional Director Europa/USA/Afrika
1990 -1992	IKEA <u>Wien</u> Beleuchtungs-Portfolio	Productmanager Österreich (3 Möbelhäuser)
1989 - 1990	SKAN-BO <u>Wels/Österreich</u> Werbe-Displays	Verkaufs-Außendienst Ostösterreich inkl. Wien

Formale Ausbildung:

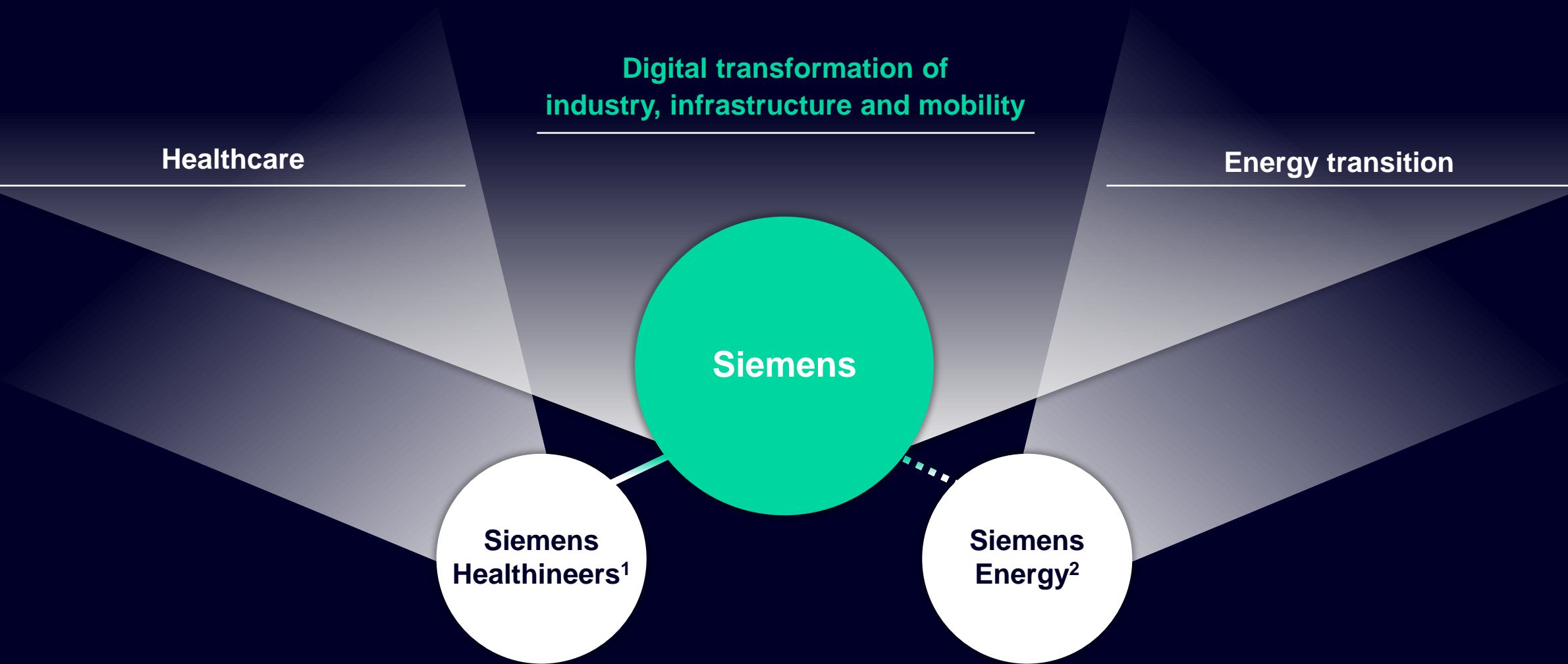
* Magister „Internationale BWL“, Universität Wien

* Ecole supérieure de Commerce, Marseille/Frankreich (ERASMUS-Semester)

After the “internet of the people,” the next decade will be all about connecting machines and industries.



SIEMENS – founded 173 years ago - is focused on the industries that form the backbone of our economies >> industry, infrastructure, mobility, and healthcare.



¹ Publicly listed subsidiary of Siemens; Siemens' share in Siemens Healthineers: 75% | ² Non-controlled publicly listed associate

Businesses of Siemens AG

Industrial Businesses

Digital Industries



Smart Infrastructure



Mobility



Siemens Healthineers¹



¹; Siemens' share in Siemens Healthineers: 75%

Other Businesses

Portfolio Companies



Siemens Advanta



293,000
employees¹

€55.3 bn
in revenue²

€4.2 bn
in net income³

14.3%
adjusted EBITA margin
for the Industrial
Businesses²

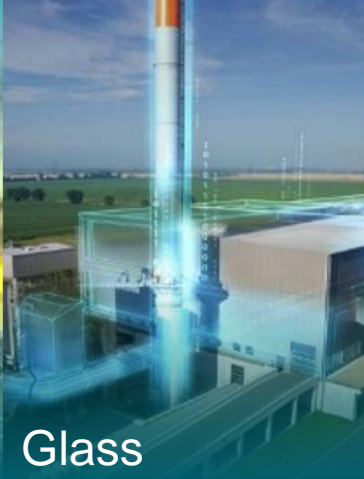
¹ As of September 30, 2020 (excluding Siemens Energy) | ² For fiscal 2020 (excluding Siemens Energy) | ³ Continuing and discontinued operations



Chemicals



Marine



Glass



Food and Beverage



Electronics



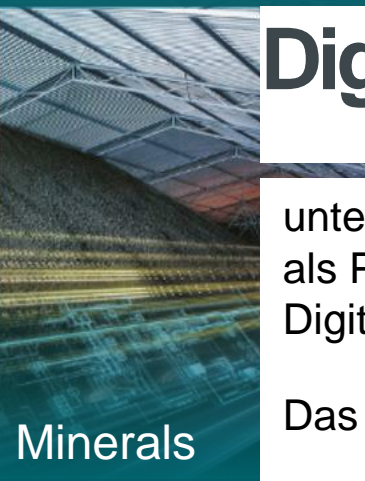
Aerospace



Automotive



Water and Wastewater



Minerals

Digital Industries

unterstützt unsere Kunden bei der Erschließung des vollen Potenzials: als Partner für Spitzentechnologien für die Automatisierung und Digitalisierung in der diskreten Industrie und der Prozessindustrie.

Das Digital Enterprise-Portfolio steht im Mittelpunkt unseres Angebots.

Es bietet Unternehmen jeder Größe die richtigen Produkte, zusammen mit konsistenten Lösungen und Dienstleistungen für die Integration und Digitalisierung der gesamten Wertschöpfungskette.



Intralogistics



Oil and Gas



Power and Utilities



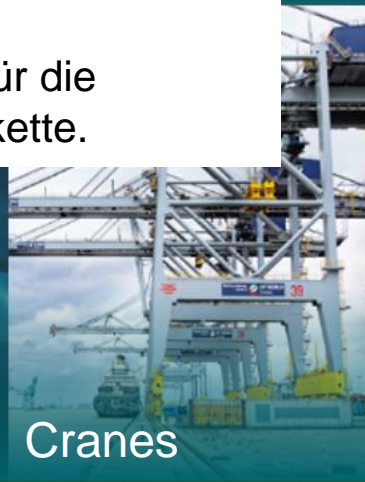
Fiber



Tire



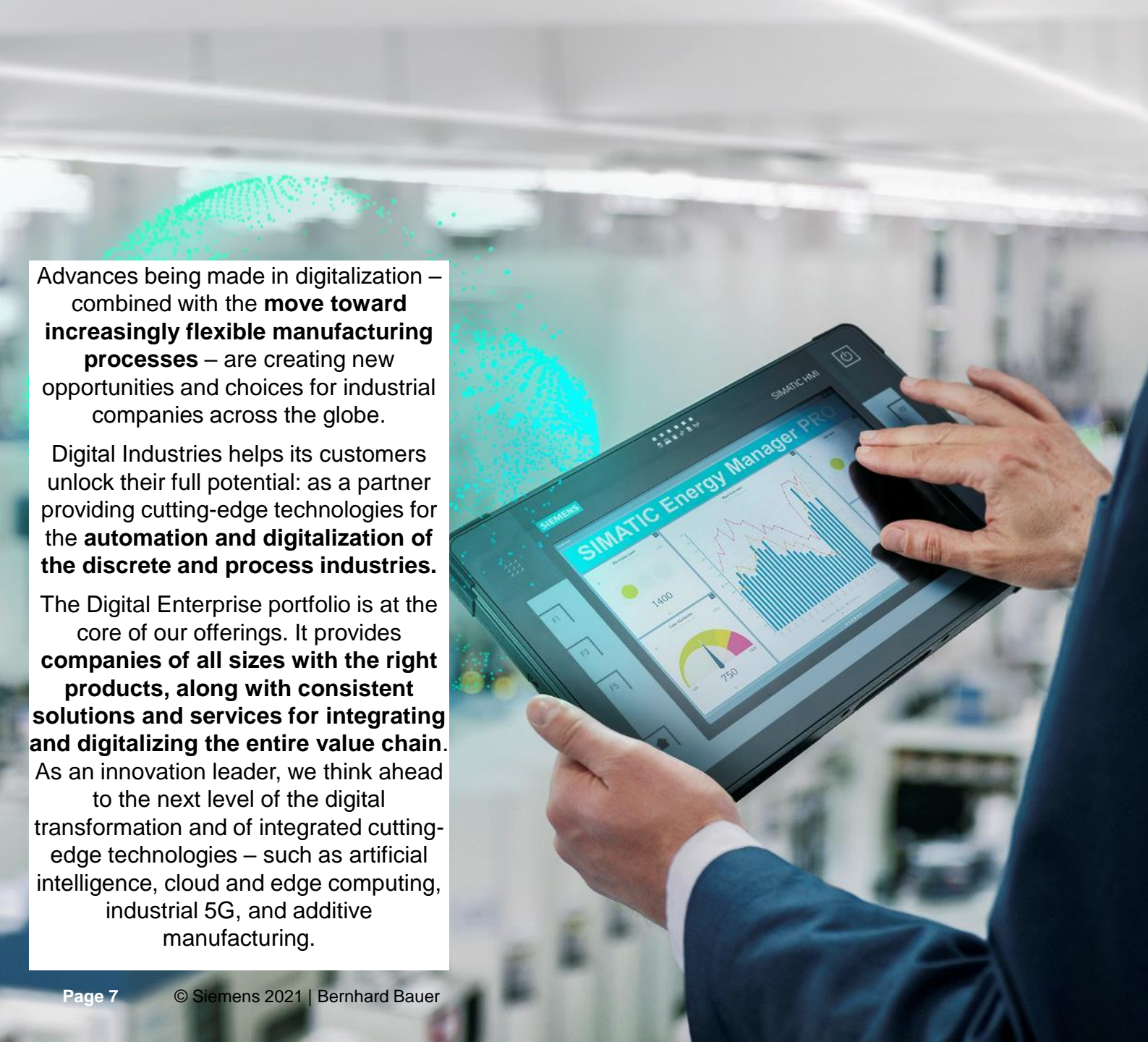
Additive Manufacturing



Cranes



Robotics



Advances being made in digitalization – combined with the **move toward increasingly flexible manufacturing processes** – are creating new opportunities and choices for industrial companies across the globe.

Digital Industries helps its customers unlock their full potential: as a partner providing cutting-edge technologies for the **automation and digitalization of the discrete and process industries.**

The Digital Enterprise portfolio is at the core of our offerings. It provides **companies of all sizes with the right products, along with consistent solutions and services for integrating and digitalizing the entire value chain.** As an innovation leader, we think ahead to the next level of the digital transformation and of integrated cutting-edge technologies – such as artificial intelligence, cloud and edge computing, industrial 5G, and additive manufacturing.

Digital Industries

71,700
employees

21.7%
adjusted
EBITA margin

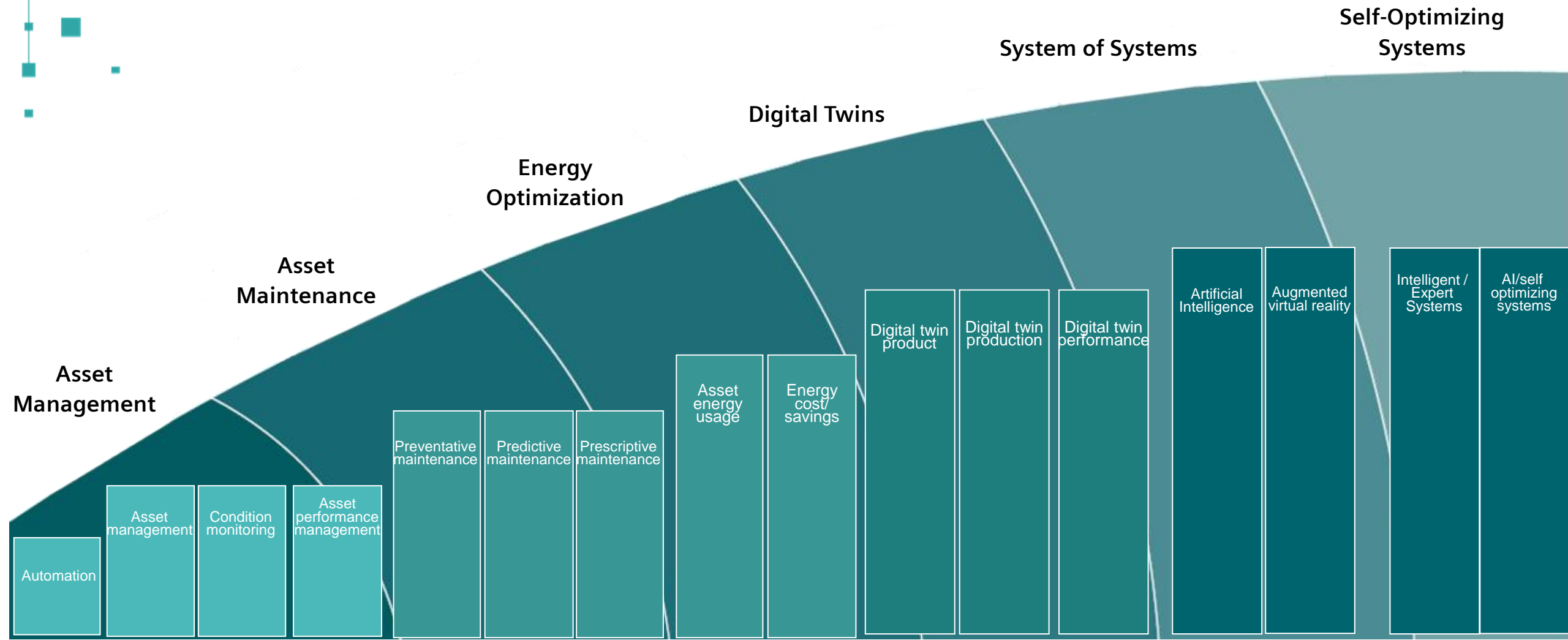
€15.00 billion
in revenue

→ Industrie 4.0 <> Künstliche Intelligenz

→ Co2-footprint pro Produkt

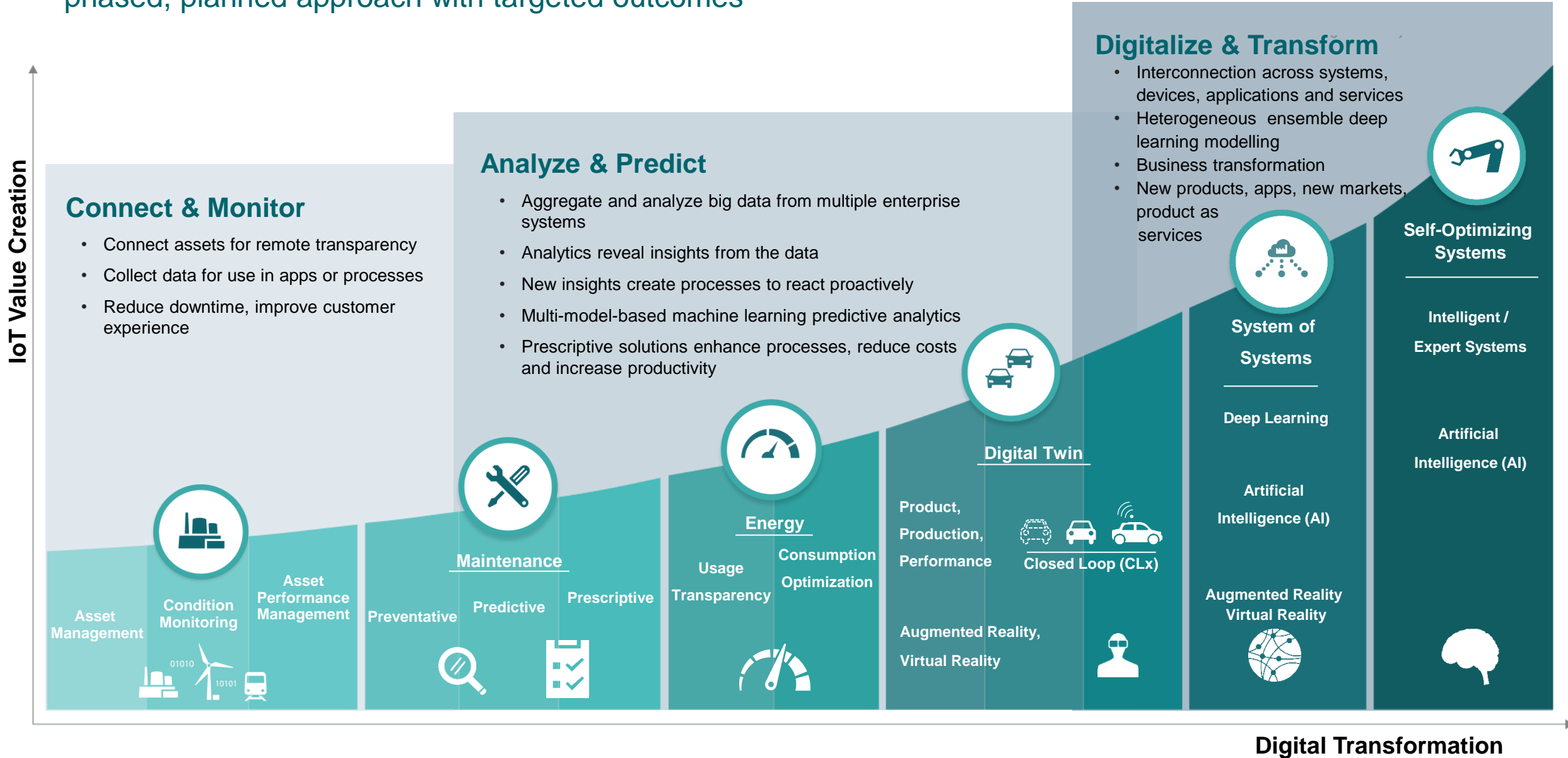
IoT

Digital Transformation Journey

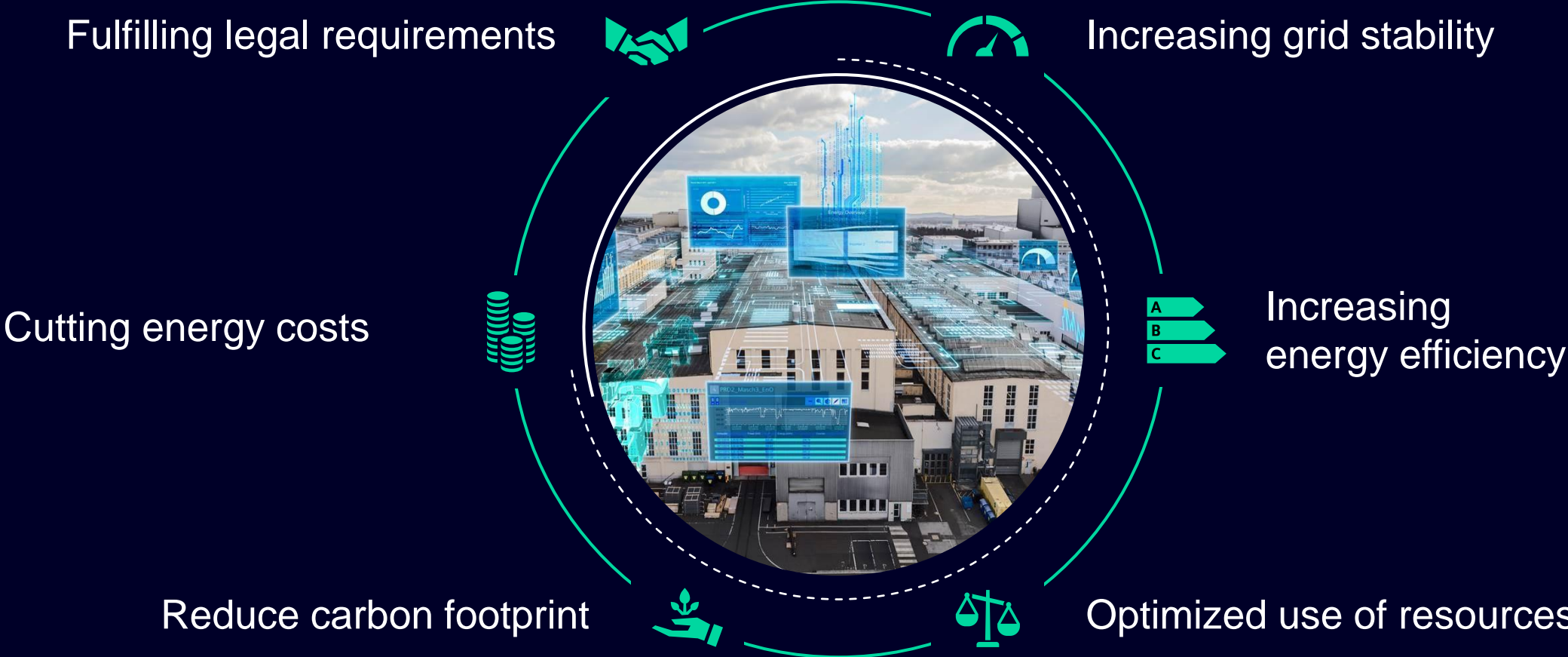


IoT = path to digital maturity

phased, planned approach with targeted outcomes

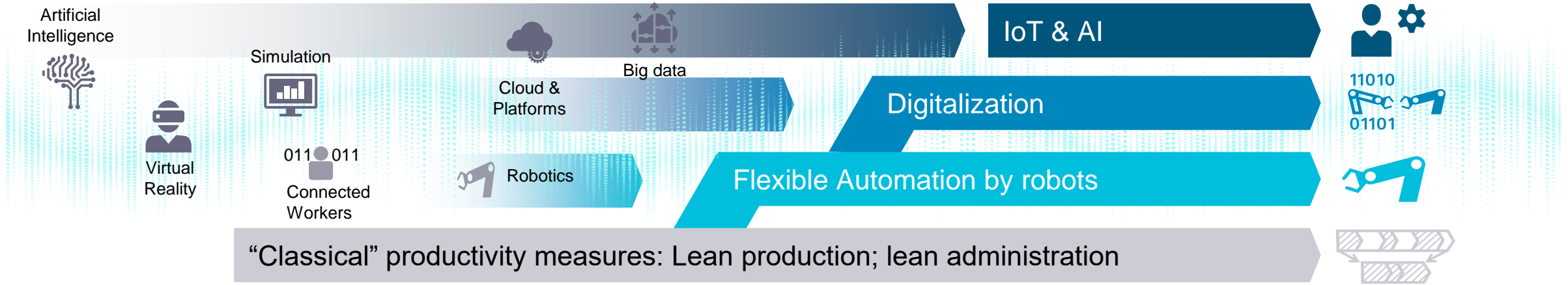


Upcoming & rising challenges in Industrial Energy Management



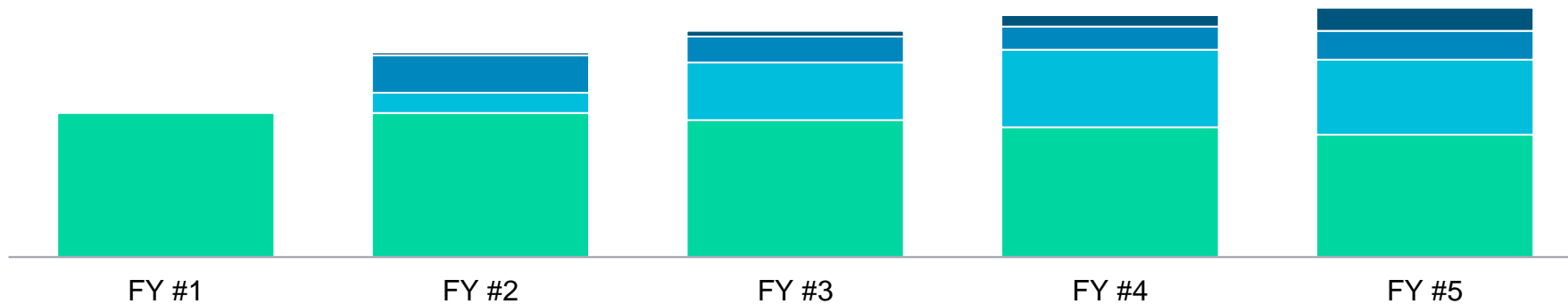
SIEMENS Digital-Industries internally

factories strengthen focus on automation & digitalization hand in hand with lean productivity



Additional productivity

Base productivity



>50%
by automation, digitalization and IoT & AI

≤50%
by Lean Long-term

Our Lean Digital Factory program guides the way to IoT-Transformation

... meine wichtigste Erkenntnis ...

WIR > **ich**

A.) „platform“-Wirtschaft

warum ist das relevant ?!

B.) digi-Transformation

in der Praxis

C.) low-coding

warum ist das relevant ?!

D.) „DataScience/KI“

in der Praxis

platform-economy

world's most valuable public-listed companies

1/5

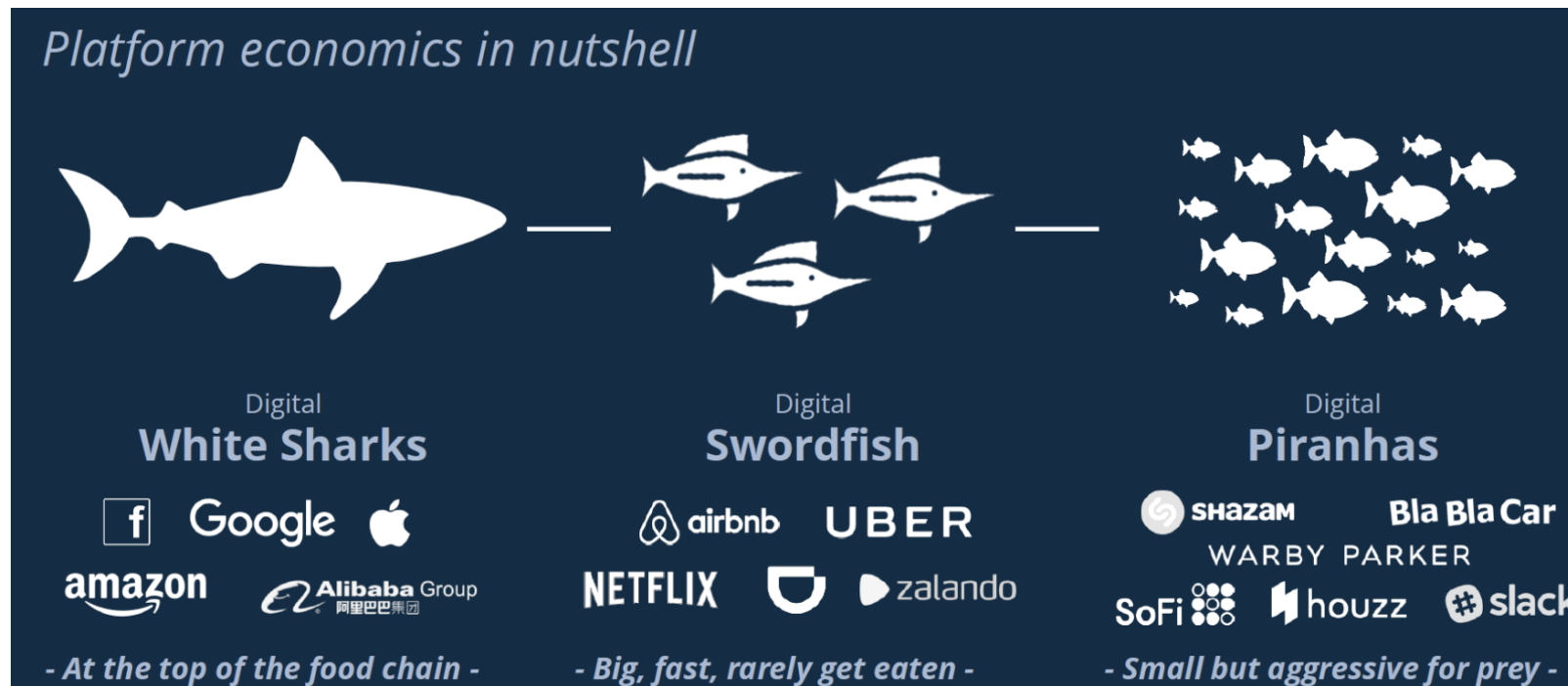
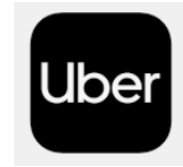
SIEMENS

2019 (4Q)		2009 (4Q)	
Company	Market Cap (bn USD)	Company	Market Cap (bn USD)
Saudi Aramco	1,900	Petrochina	353
Apple	1,305	Exxon Mobil	324
Microsoft	1,203	Microsoft	271
Alphabet	922	Industrial & Commercial Bank of China	269
Amazon	916	Wal-Mart	204
Facebook	585	China Construction Bank	201
Alibaba	569	BHP Hilton	201
Berkshire Hathaway	553	HSBC	199
Tencent	461	Petrobras	199
JP Morgan Chase	437	Apple	190

The most valuable and powerful businesses are built around multi-sided platforms (MSPs)

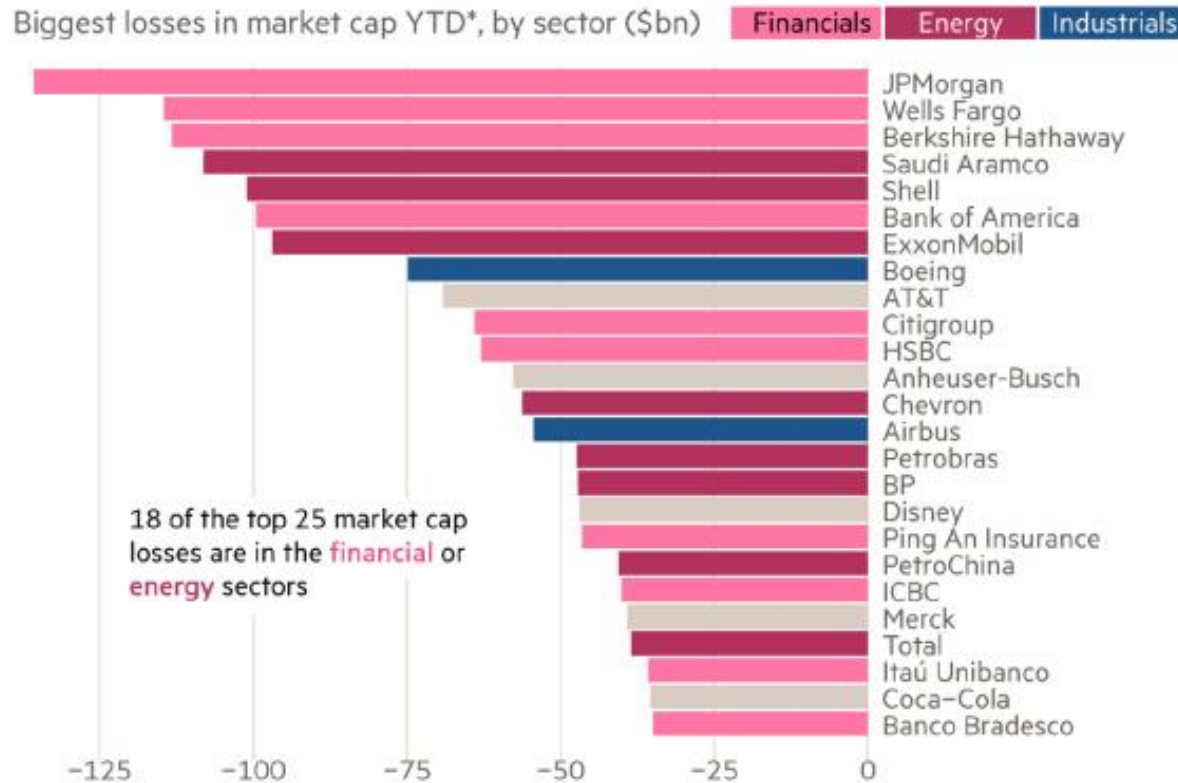
platform-economy
different category of companies

2/5

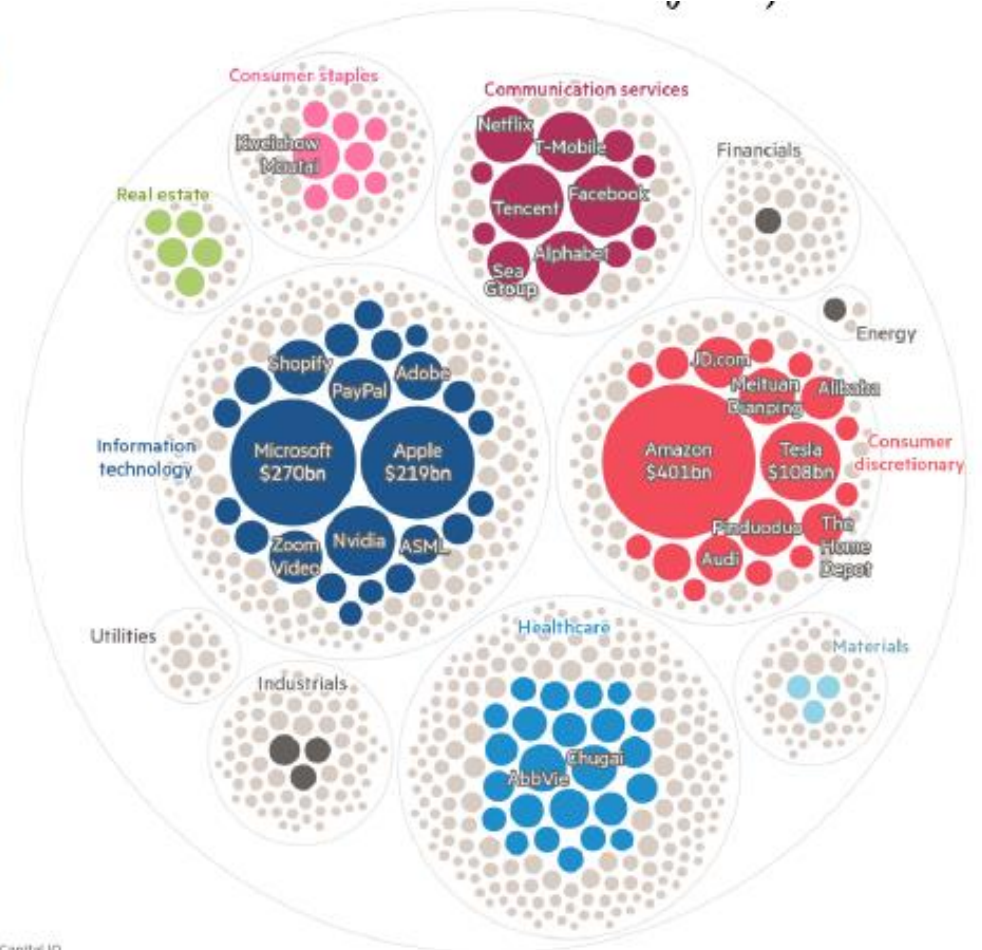


platform-economy

since COVID-19, Finance & Energy have led losses Platforms & Tech have led gains



* As at Jun 18 2020
Source: Capital IQ
© FT



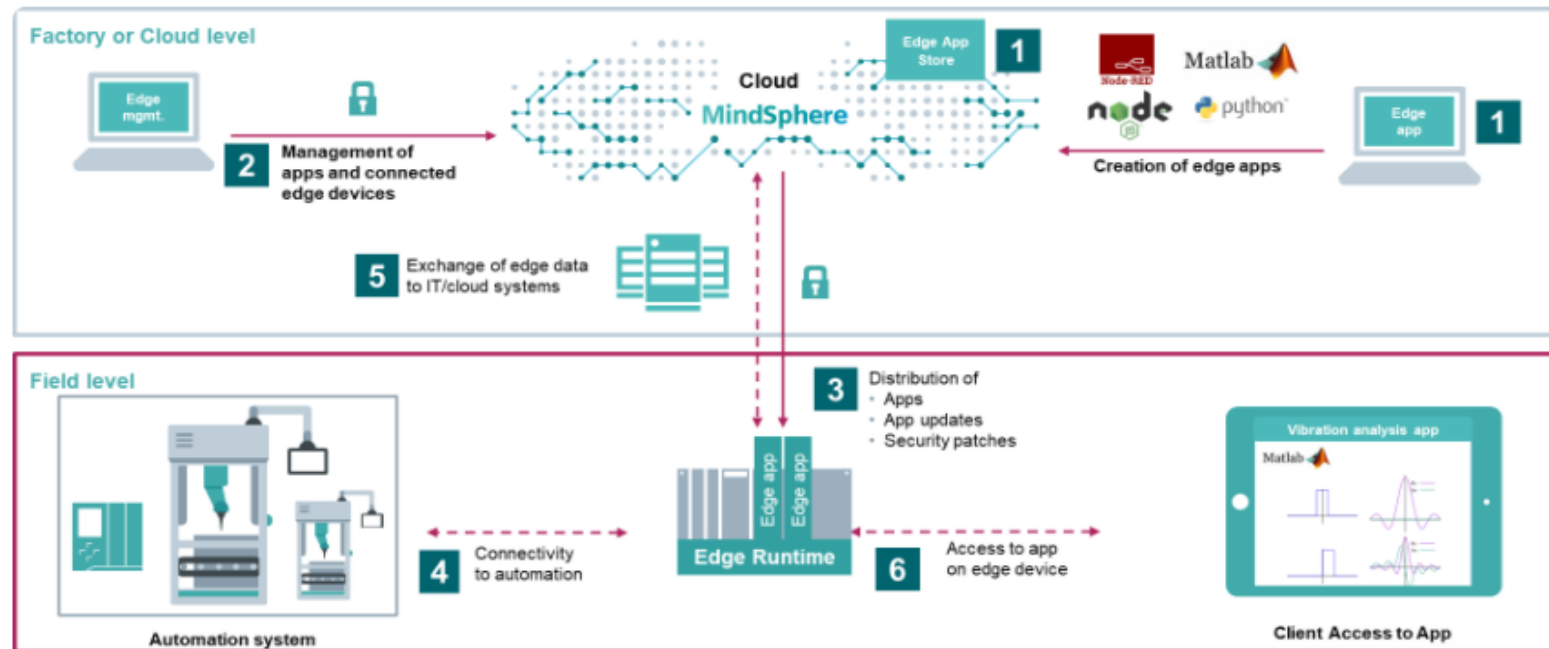
Source: Capital IQ

platform-economy

4 / 5

“INDUSTRIAL EDGE” = SIEMENS’s market-offerings towards a “platform”

Industrial Edge is the SIEMENS platform to host applications from different vendors on a computing platform close to the shopfloor. Thus enables the extensions of automation, deployment of demanding streamprocessing and learning algorithms as well as the hosting from integration code to site automation.



Siemens has signed an agreement to acquire Supplyframe, a leading **Design-to-Source platform** for the **global electronics value chain**, for USD 700 million.

The transaction unlocks significant value for customers of Supplyframe and Siemens, providing seamless and quick access to both Siemens' offerings and Supplyframe's marketplace intelligence. This will help customers to reduce costs, increase agility and make highly informed decisions.

The acquisition also strengthens the Siemens portfolio through Software as a Service (SaaS) – not only in the field of Electronic Design Automation (EDA) and Printed Circuit Boards (PCB), but also scaling into other domains and technology fields.

Supplyframe has created a strong Design-to-Source Intelligence (DSI) ecosystem with **over 10 million engineering and supply chain professionals worldwide**, transforming how businesses design, source, market and sell products in the global electronics value chain.

Supplyframe's SaaS offerings have been **growing with ca. 40% p.a. over the last years**, a rate that is expected to continue mid-term.

... meine wichtigste Erkenntnis ...

WIR > **ich**

digital “roadmap”: Mitarbeiter ↔ Technologie

Low-Code ist eine Art der App-Entwicklung, die mit Hilfe visueller, modellbasierter Entwicklungsmethoden, die Zeit bis zur tatsächlichen Wertschöpfung verringert.

Dabei ermöglichen die agilen Entwicklungsmethoden **teamübergreifende Zusammenarbeit und das schnelle Erstellen und Bereitstellen von cloudbasierten Anwendungen.**

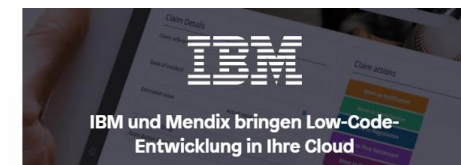
Zusätzlich **entlasten Low-Code-Plattformen einerseits Programmier-Laien, indem diese keinen Code schreiben müssen und unterstützen gleichzeitig professionelle Entwickler bei ihrer Arbeit**, indem langwierige Installations- und Infrastrukturaufgaben bei der Anwendungsentwicklung abstrahiert werden.

Das bedeutet konkret:
Entwickler aus der jeweiligen Fach- und der IT-Abteilung entwickeln, iterieren und veröffentlichen Anwendungen gemeinsam in einem Bruchteil der Zeit, die mit den üblichen Entwicklungsmethoden benötigt wird.



An was wir glauben.

- 01** Eine schnellere Time-to-Market ist das Ergebnis einer engen Zusammenarbeit zwischen IT- und Business-Abteilungen.
- 02** Business Stakeholdern die Möglichkeit geben, schneller innovative Projekte durchzuführen und so die Unternehmens-IT erfolgreicher zu machen.
- 03** Behält die IT die Kontrolle über den gesamten Entwicklungsprozess, reduziert sich das Ausfallrisiko.
- 04** Die Integration aufstrebender Technologien und von Kernsystemen führt schnell zu Erkenntnissen, die die Geschäftsergebnisse verbessern.
- 05** Eine offene, flexible Architektur ist entscheidend für zukunftsichere Investitionen.



Fragen

&

Anmerkungen



VIELEN DANK



für IHRE AUFMERKSAMKEIT.