

Business and customer understanding - How do we do in Siemens ?

Bjarne Lykke Soerensen Ph.D. – CEO Siemens Denmark

Co-creation of value is the key to successfully Key Account Management

- Short introduction to Siemens
- Training and Growth mindset is key
- How to make effective value co-creation and build partnerships and ecosystems
- It is crucial to be able to build partnerships and ecosystems to gain market shares in High-tech markets
- Key Takeaways

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

Dr. Roland Busch,
President and CEO of Siemens AG

Our four strategic priorities

Customer impact

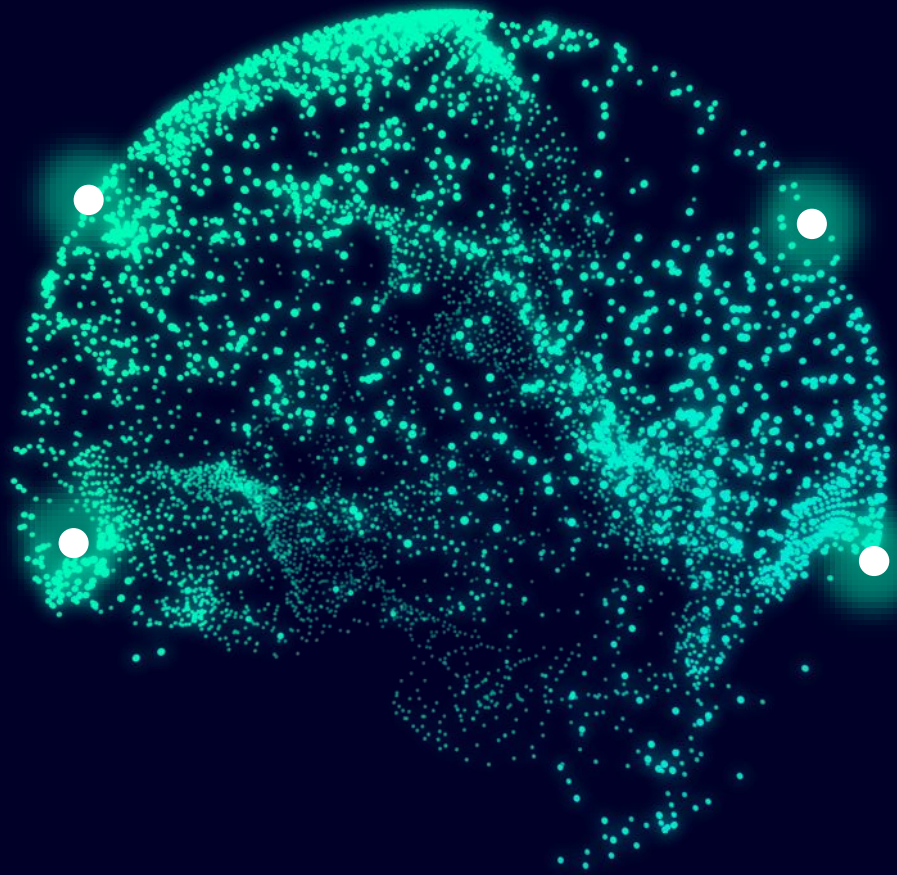
We anticipate what our customers need before they even know they need it.



Our four strategic priorities

Customer impact

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Empowered people

Driving progress through empowering our customers, partners and employees.

Our four strategic priorities

Customer impact

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Empowered people

Driving progress through empowering our customers, partners and employees.

Growth mindset

Rather than make yesterday last, we are committed to building tomorrow – by learning and being open to change.

Our four strategic priorities

Customer impact

We anticipate what our customers need before they even know they need it.

Technology with purpose

Innovative technology has been at the core of Siemens for more than 170 years and it will remain at the core of the future we're building.



Empowered people

Driving progress through empowering our customers, partners and employees.

Growth mindset

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A focused technology company

Businesses and Services of Siemens AG

Industrial Businesses

Digital Industries



Smart Infrastructure



Mobility

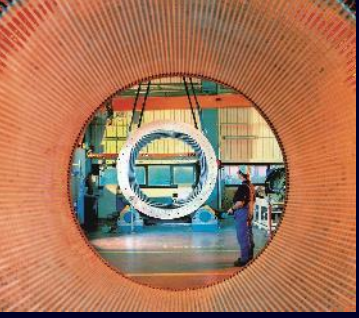


Siemens Healthineers¹



Other Businesses

Portfolio Companies



Siemens Advanta



Services

Siemens Financial Services



Siemens Real Estate

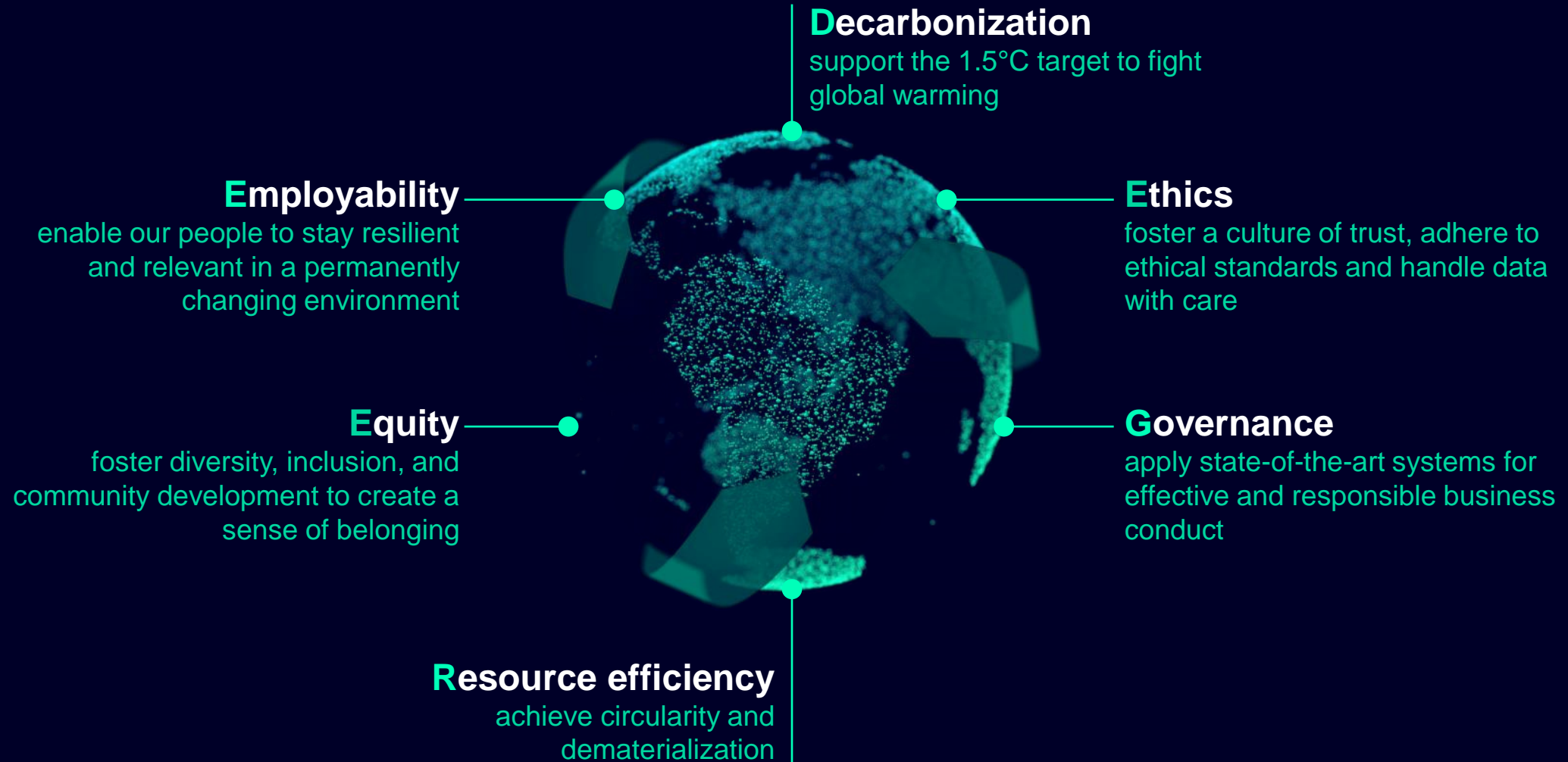


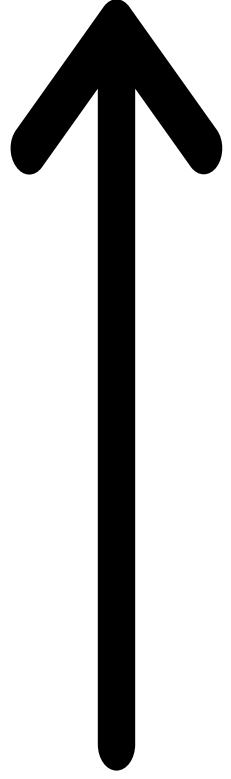
Global Business Services



¹ Publicly listed subsidiary of Siemens; Siemens' share in Siemens Healthineers: 75%

Our DEGREE framework sets clear priorities for Sustainability at Siemens





Mastering the transformation	» New business models » Digital data-driven solutions
Partner of choice	» Sustainability » Partner expertise
Win together market share	» Comprehensive offering » Trust & collaboration at all levels

Train Key account managers in principles that reflect the fundamental changes that come with the shift to platform-based ecosystems

Key source of value of ecosystems are network effects. Scale network effects outside of your firm

Attract complementary sources of value to your ecosystem, even competitors can become complementors.

Orchestrate and inspire your ecosystem towards a clear mission. Market your ecosystem and not your product.

Ecosystems are all about interactions and the value creation of your ecosystem. Ensure your ecosystem partners benefit from it.

Successful ecosystems balance openness and control. Establish the right governance and technology architecture for it.

The Challenger Sale

Teach – about the customer challenges

Tailor – Show the customer a new and better way

Take Control – Of the conversation

Key takeaways:

- Train Key Account managers in building partnerships and Ecosystems**
- Co-creation of value is key**
- Make a certification process to enhance knowledge of customers industry and understanding of own company**

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