

Thinking Systems

to foster innovation for the Smart Age

CSDM - Paris
December 12th, 2017
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Innovating is not optional !



Incremental Innovation

SIEMENS
Ingenuity for life



***Has Elon Musk
gone far enough ?!***

We need disruptive products...
...and business models

SIEMENS
Ingenuity for life



Changing the way ideas come to life



Siemens has been a serial disrupter over its 170-year history



1816 – 1892

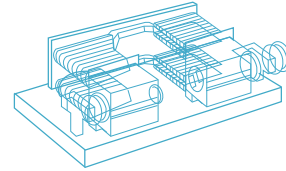
Company founder,
visionary and inventor



Werner von Siemens

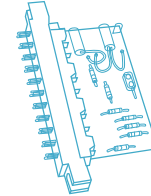
1866

The **dynamo** makes
electricity part of
everyday life



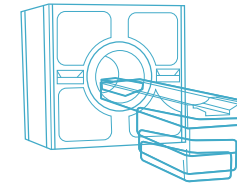
1959

SIMATIC makes
Siemens a leader in
automation technology



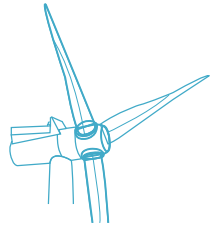
1983

First magnetic resonance
imaging scanner goes
into operation



2012

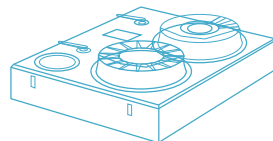
Test operation of the
world's largest rotor for
offshore wind
turbines



Siemens innovations over the past 170 years

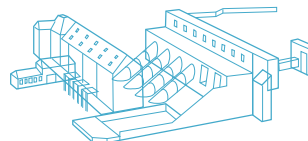
1847

Pointer telegraph
lays the foundation
of Siemens as a
global company



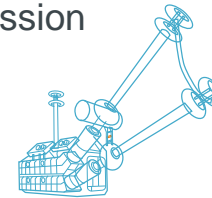
1925

Siemens electrifies
the Irish Free State
with a **hydroelectric**
power plant



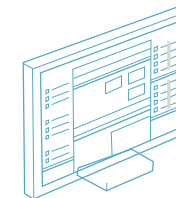
1975

Breakthrough of
high-voltage direct
current (HVDC)
transmission



2010

TIA Portal takes
automation a stage
further

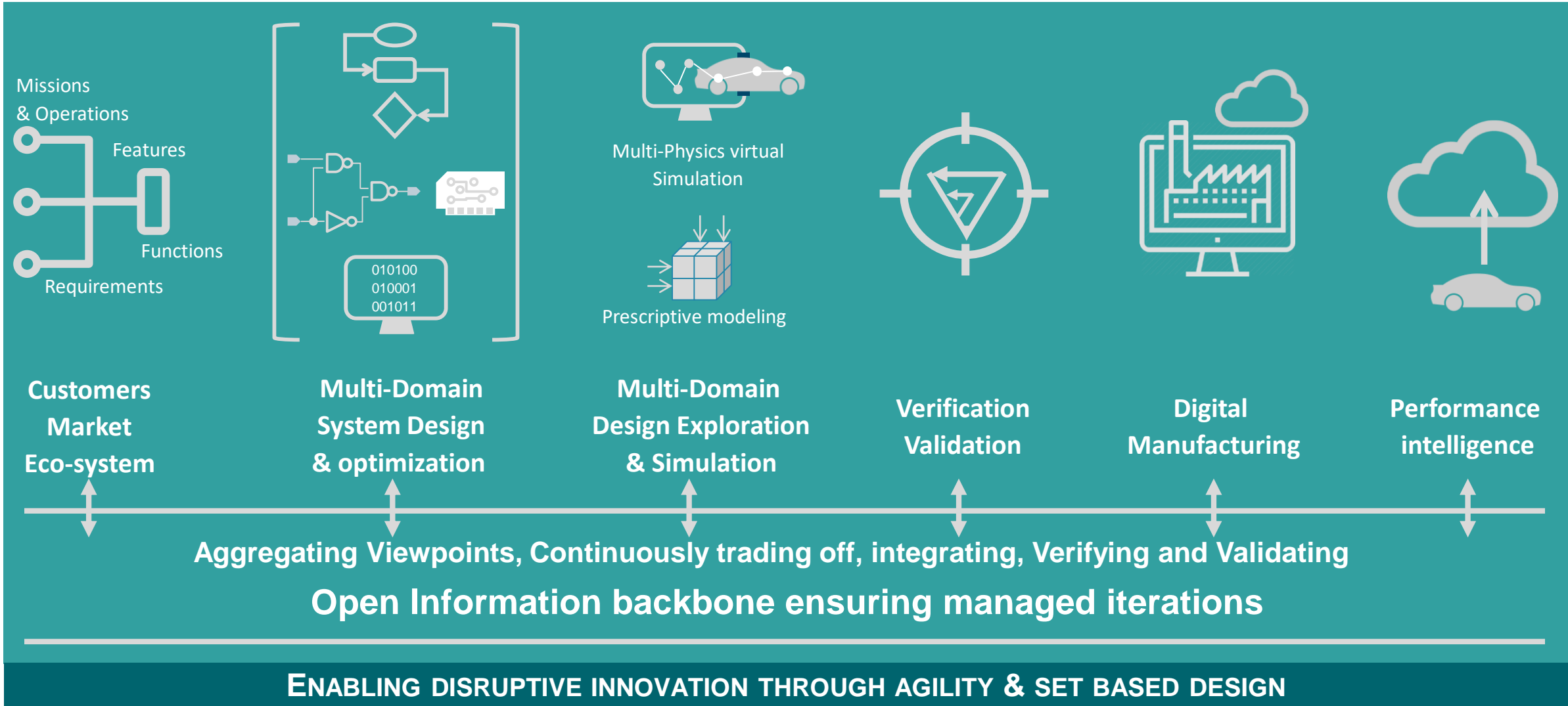


2016

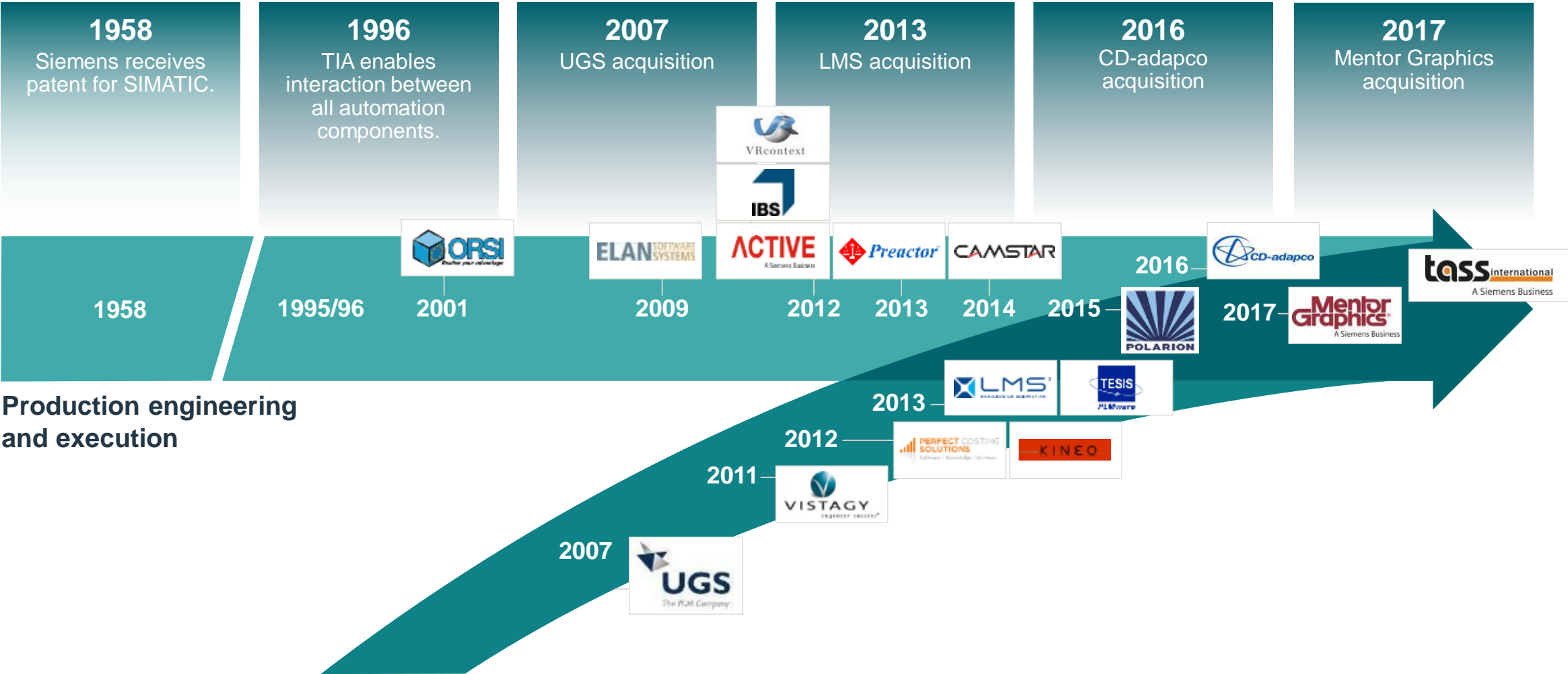
MindSphere
introduced as the
digitalization
platform for all
industries



System driven approach foster Cross Domains Transformation



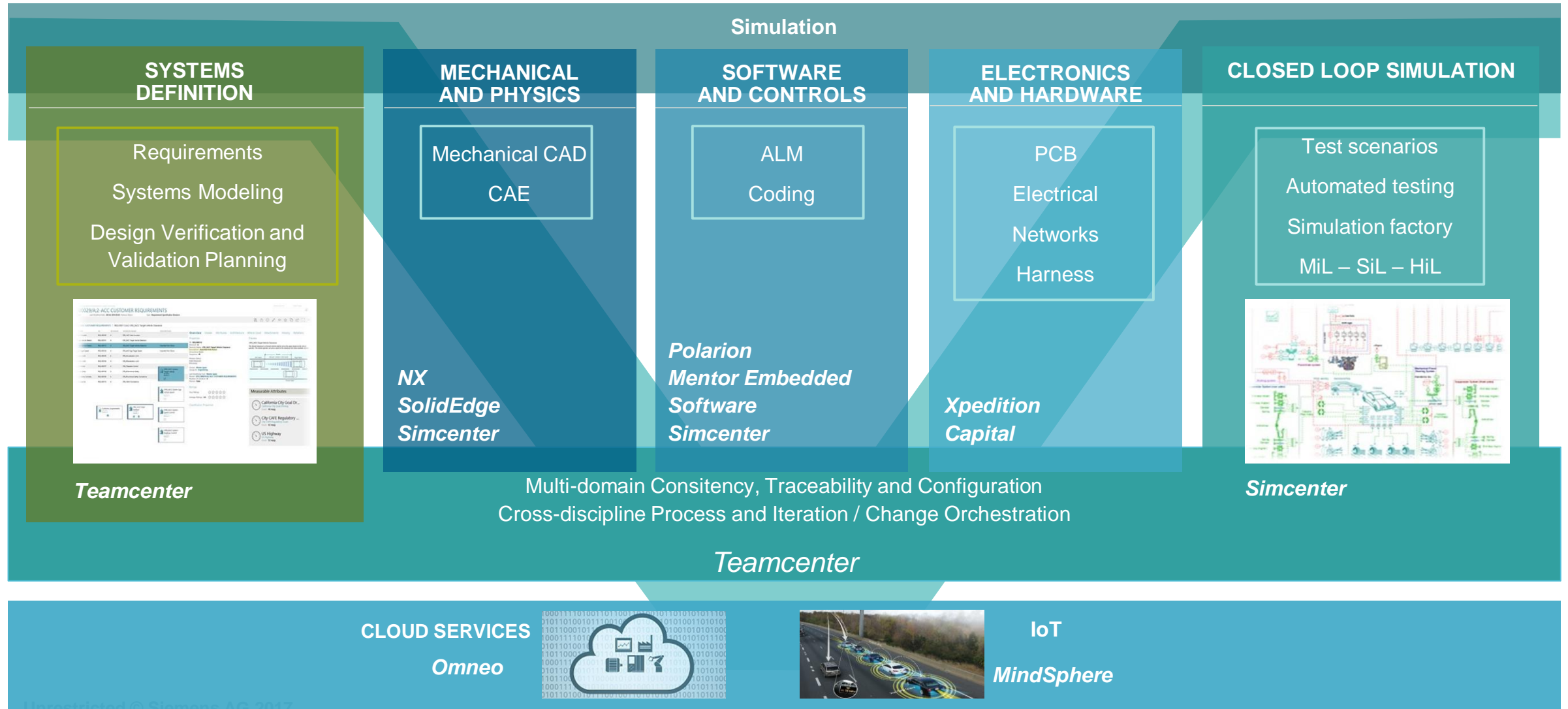
Long-term strategy expanding the portfolio with a System Thinking mindset



Systems-driven product development (SDPD)

Supporting smart / mechatronic systems

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Holistic System Approach

Digital Product

Digital Production

Digital Performance



*Integrates all domains in a
single information model*

*Try and Fail at no cost
Free disruptive innovation*

*Democratizes models
through the company*

