



PLM for high tech and electronics

SIEMENS

Business challenge

Respond to the fast-paced, highly competitive high tech and electronics market with new and improved products that are on target, on time, and on budget.

Integrated solutions

Integrated and collaborative products from Siemens PLM Software and Microsoft help you increase your potential for successful product introductions, with specific solutions for:

- > Strategic product planning.
- > Digital design and validation.
- > Global collaboration.

Solution components

- > Siemens Teamcenter software, together with Microsoft Office and Microsoft SharePoint Server, enables comprehensive customer needs management and business performance analysis for effective strategic product planning.
- > Teamcenter software, together with SharePoint Server and Microsoft Unified Communications, enables real-time, global collaboration across teams, departments, customers, and partners, and facilitates enhanced product development and delivery.
- > Teamcenter software on Microsoft SQL Server facilitates a high-performance, scalable PLM solution at a low total cost of ownership.
- > NX Suite on Windows and Windows HPC Server optimizes digital product development cycles—from concept to validated design—and enables the delivery of better products in less time for less money.

Powerful, integrated solutions that move you quickly and effectively from concept to reality

Continuous need for product innovation. Incredibly short life spans. Razor thin margins. A mind-boggling assortment of electrical, mechanical, and software components. Intense regulatory scrutiny. Endless range of brand and product options. Global collaboration with geographically dispersed design and manufacturing teams, partners, and suppliers. Demanding user communities. Constantly changing customer expectations and requirements. These are just some of the daunting challenges faced by high tech and electronics manufacturers in today's fast-paced, ultra-competitive marketplace.

Introducing our solutions

To help you meet these challenges, Siemens PLM Software and Microsoft have teamed to provide tightly integrated, powerful product lifecycle management (PLM) solutions to help enhance and accelerate strategic product planning, digital design and validation, and global collaboration. Our combined solutions help you position your company for competitive advantage and profitable growth in today's ever-expanding global electronics market.

Strategic product planning

High tech companies rely on innovation for their survival. Companies need a way to capture and evaluate ideas from all stakeholders as they define their product directions. The Siemens PLM Software-Microsoft integrated PLM platform enables you to identify and focus on innovative concepts with the greatest potential for commercial success by facilitating:

- > Disciplined and coordinated innovation.
- > Comprehensive customer needs management.
- > Easy reporting and analysis.
- > Requirements-driven design.

Using the Siemens PLM Software's Teamcenter® collaboration portal, which is based on Microsoft® SharePoint® Server, you can effectively capture, track, and evaluate customer needs and product requirements, consolidating input from customers, engineers, suppliers, and other stakeholders throughout your value chain. Feasibility analysis and requirements definition are streamlined through Teamcenter's live integration with Microsoft Office. This enables you to readily manipulate and evaluate product data using familiar tools.

By running Teamcenter on Microsoft SQL Server® database software, you are able to leverage a high-performance, scalable, high-availability database that runs on industry-standard hardware at a low total cost of ownership. In addition, built-in SQL Server business intelligence capabilities provide intuitive wizards and innovative tools with the familiar Microsoft Office interface to help you optimize data integration and business reporting and analysis as you chart your company's direction.

Benefits

Maximize your product portfolio's profits, from concept ideation to end of life.

- > Innovate with discipline and coordination by leveraging comprehensive customer needs management and requirements-driven design.
- > Streamline product design by leveraging real-time collaboration and existing product knowledge and processes.
- > Reduce manufacturing costs by decreasing development and production cycle time.
- > Accelerate product launch by increasing product design, development, and manufacturing efficiencies.
- > Extend lifecycle returns by developing the right products, easily customizing them to meet brand and localization requirements and readily repackaging them with incremental improvements.

“Our end users are happy with software from Siemens PLM Software because it is fast, easy to use, and it helps them achieve the ultimate goal of creating innovative products. For management, which is extremely cost-driven, user acceptance and Siemens PLM Software’s focus on lower cost of ownership are exactly the things they want to see.”

— Matthias Bronowski, Teamcenter Product Manager, BSH

About Siemens PLM Software

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a leading global provider of product lifecycle management (PLM) software and services, with 6.7 million licensed seats and 63,000 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software works collaboratively with companies to deliver open solutions that help them turn more ideas into successful products.

Siemens is a leading provider of PLM software and services to the high tech and electronics industry. The Siemens solutions for this industry span the entire product life cycle and provide key support for strategic product planning, virtual product development, manufacturing, and service life cycle management. Siemens PLM Software is widely used at the leading high tech and electronics companies globally, including the top semiconductor manufacturer, four of the top five consumer electronics original equipment manufacturers (OEMs), three of the top five semiconductor equipment manufacturers, and eight of the top ten contract manufacturers. For more information on Siemens products and services for the high tech industry, visit www.siemens.com/plm/hightech.



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Digital design and validation

The complexity of high tech products—coupled with their short lifespan—present a multitude of engineering challenges. Reducing product development time and cost is essential to a positive bottom line. Digital design and validation of your products using Siemens PLM Software solutions on the Microsoft platform enables you to:

- > Accelerate product and model option development.
- > Increase product quality.
- > Manage environmental and regulatory compliance.
- > Speed time-to-market.

By using Siemens PLM Software’s NX™ Suite of CAE applications on the Windows® operating system and Windows HPC Server, you can design products, run virtual simulations, evaluate options, and reduce your need for costly physical prototypes. In addition, you can readily tap into Teamcenter’s SQL Server database to re-use existing product designs and track environmental and regulatory compliance.

Global collaboration

High tech products are complex, containing mechanical, electronic, and software intellectual property (IP). As a result, there is increasing need for inter-enterprise and intra-enterprise collaboration. Given the short cycles that high tech and electronics products demand, collaboration needs to be near-real time. However, in many cases, the engineers making critical decisions work in different parts of the world, and often for different members in the value chain. Together, Microsoft and Siemens PLM Software provide a rich, collaborative environment for real-time global design and manufacture, enabling you to:

- > Leverage capabilities of globally dispersed teams.
- > Maintain a “single version of the truth.”
- > More quickly refine product concepts and designs.
- > Reduce time, travel, and errors.

Teamcenter’s tight integration with Microsoft Office and SharePoint Server provides secure, real-time, global collaboration across your extended value chain with a familiar, easy-to-use user interface. You can readily identify and access your company’s subject-matter experts, and automatically track, manage, and share their knowledge throughout your enterprise. Engineering teams dispersed across the globe can readily communicate and collaborate with each other and with their far-flung and dynamic value chains, enhancing and accelerating product design and delivery.

Microsoft Unified Communications combines email, instant messages, audio, video, web conference, voice mail, and presence detection, enabling engineers to find the right people and communicate with them, regardless of their location. This solution lets these users accelerate decision making and meet tight deadlines.

Together, Siemens PLM Software and Microsoft provide PLM solutions that enable you to accelerate innovation, optimize resources, ensure quality, and compress your products’ time-to-market. Your company’s bottom line improves as you deliver the products your customers want, when they want them.

About Microsoft

Founded in 1975, Microsoft (Nasdaq MSFT) is a worldwide leader in software, services, and solutions that help people and businesses realize their full potential.

The Microsoft Worldwide High Tech and Electronics (HTE) Group and its partners provide companies with technology solutions that empower people to achieve excellence across their business networks. Microsoft solutions empower people within HTE organizations to gain insight through advanced analysis services, drive innovation through collaboration, and improve performance through increased visibility into operations across the manufacturing value chain. Innovative software from Microsoft that is familiar and easy to use can take advantage of employees’ knowledge and capabilities to accelerate business results, and provide the flexibility that lets a company adapt to changes in partners, products, and the business climate. For more information, please visit www.microsoft.com/hightech.