

Services and support

Accelerate achievement of your business goals through rapid implementation of product lifecycle management solutions

Siemens PLM Software

www.siemens.com/plm



Helping you manage the product lifecycle to meet the business imperatives of today's digital economy through best practices and industry expertise. Siemens PLM Software helps you optimize the key processes that determine your organization's effectiveness.

SIEMENS

Siemens PLM Software consulting services:

Expert professionals from Siemens with real-world experience in product lifecycle management who team with your organization to measurably improve your entire product development process.

Siemens PLM Software consulting services help your top and bottom lines

Choosing a product lifecycle management solution would be less of a strategic decision if it was just a matter of installing software. However, implementing that software and integrating it with the way you do business is critical.

Siemens makes your product lifecycle management (PLM) decision so much easier by providing an unsurpassed depth and breadth of value-added services and support with Siemens consulting services.

Siemens consulting services will help your company make PLM work for you to bring new products to market faster than ever before and capture new markets with innovative solutions, unique product features, special options and tailored solutions.

Siemens consulting services professionals will team up with your company to help you:

- Continuously improve the efficiency and effectiveness of your product lifecycle
- Eliminate the boundaries that isolate people, organizations and mission-critical systems that support your product lifecycle
- Enable your suppliers, business allies and customers to fully collaborate in an extended enterprise
- Establish trusted relationships that allow you to globally share information and product knowledge while maintaining the integrity of every participant's business interests

Properly implementing and fully exploiting PLM solutions will make the difference between being a market leader or an "also ran" in today's fast-paced competitive environment. Siemens consulting services are the key to your success.

- ▶ *Siemens PLM Software's consulting services provide best-practice solutions that enable you to more effectively manage comprehensive product lifecycles – and optimize key processes that determine a lifecycle's operational effectiveness.*

Gain continuous improvement and eliminate boundaries



Product lifecycle management solutions are neither quick fixes nor discrete events. Your competitors aren't going to stop trying to get better, and you can't afford to stand still. Your business drivers will evolve and change, as will your operational initiatives and best practices.

Siemens brings together the world's best technologies and processes to help clients achieve four critical business imperatives – essential actions that Siemens consulting services have identified through years of consulting with Fortune 1000 companies.

- **Continuously seek improvement:**
You must embrace speed, innovate and digitize everything. Enterprises must continuously seek new and better processes to conduct business in order to achieve and sustain market leadership.
- **Eliminate boundaries:**
You must champion mobility and remove borders because it's an "anytime, anywhere" world. Digital technologies remove barriers that inhibit business relationships and knowledge sharing across geographies and among traditional enterprises. Market leaders in the digital economy use new technologies to dismantle borders, including geographical, technical, commercial, social, cultural and economic boundaries.

- **Collaborate in new ways:**

You must collaborate with customers, suppliers and valued partners – even competitors. One key trend that describes the state of the digital economy is the evolution of the collaborative enterprise, in which the walls between traditional organizations fall and virtual collaborative enterprises form. New partnerships and alliances give rise to innovative technologies. Businesses find that they cannot go it alone. Enterprises must join forces, often in ways never before imagined, to fulfill customers' demands for speed, customization, high quality and lowest possible cost.

- **Establish trust:**

You must gain customer intimacy, build digital wisdom and provide both security and privacy. Strong, long-lasting business relationships have always been based on trust. To establish trust in the digital economy, enterprises must not only develop customer intimacy but must also ensure that customer security and privacy requirements are part of the customer relationship strategy. Firms that consistently earn their customers' trust will win business and lead the competition.

Siemens is the PLM provider of choice for leading companies in every industry. Siemens consulting services have a thorough, proven process to keep your company moving forward to meet the challenges of today and the future.

Achieving business goals starts with a solid strategic plan

Siemens will help make PLM work for you. We'll roll up our sleeves and team up with your top people to develop a comprehensive success plan designed to take your company from today's "as is" to tomorrow's "to be" product lifecycle environment. This plan will map all major milestones needed to achieve your specific business goals such as a phased implementation schedule, as well as training requirements.

Based on more than 35 years of practical, hands-on PLM experience helping companies in virtually every industry, Siemens has developed and documented metrics, methodologies, best practices, techniques and templates that not only jumpstart your process improvement at the outset, but also smooth out the entire process by learning from other companies' experiences. You'll be able to quickly assess your company against industry standards to gauge current status and develop benchmarks to measure your progress.

process initiatives to best practices to solutions for each major step throughout the product lifecycle. You'll be able to continuously measure value against specific metrics and constantly track the returns on your investment. There will even be a governance plan to ensure that your new PLM deployment is under control and on time.

Siemens provides all the support and services you require from initial implementation onward. Everything you need is available – from specialized industry solutions through product lifecycle management planning and execution, to tailored engineering and implementation assistance, to process implementation expertise, to an array of educational services, to technical assistance by telephone or via the Internet.

- ▶ *We'll be there whenever you need us.*

A solution tailored to your objectives

Working closely with you in a true partnership, your Siemens team will research, strategize and craft a detailed tactical success plan that is custom-tailored to your objectives. Elements of that plan include:

Business case development

We will help you identify the business needs and value justification results to develop high-level return on investment metrics.

Shared vision

The plan will apply Siemens software, new processes and new infrastructure configured to support your business objectives, based on a shared vision of the future "to be" environment.

Implementation strategy

Functional roles, responsibilities and resource levels will be defined for both your company and Siemens. This will include schedules, deliverables and estimated costs.

Governance

Together, we will establish an executive steering committee, solution delivery organization, implementation and success metrics, as well as a communications program.



We'll help you link business goals to

A plan with solutions aligned to your business goals



Siemens has helped thousands of companies throughout the world achieve their “mission critical” business goals. And, while we recognize your needs are unique, our experience shows that there is a proven three-step “golden thread” that connects your:

1. Business goals
2. Operational initiatives
3. Best practice solutions

This “golden thread” is the backbone of your success plan.

Your business goals normally include one or more of the following:

- Speeding time-to-market
- Lowering costs
- Improving quality
- Leveraging intellectual capital
- Increasing innovation
- Collaborating globally

The operational initiatives required to help you respond to those business goals may include:

- Driving design by requirements
- Enabling your enterprise to design anywhere and manufacture anywhere
- Protecting and providing traceability for your intellectual property
- Integrating configuration management
- Migrating from legacy systems
- Ensuring single-point, 24/7, worldwide access to product information
- Increasing the yield of your development staff
- Designing to achieve target costs

The best practices you need to enable those initiatives may include:

- Your eBusiness strategy
- Electronic notification and distribution
- Systems engineering and requirements management
- Design collaboration with neutral format visualization
- Change management
- Failure modes and effects analysis (FMEA)
- Product performance predictability
- Design for Six Sigma
- Capability Maturity Model Integration (CMMI)

► We will connect your “golden thread” for a shared solution vision.



Achieving faster time-to-value



Your success plan includes defining and applying fundamental best practices for faster time-to-value. This begins with a thorough grasp of Siemens' "out of the box" capabilities for product and document management, release and change control, as well as authoring and presentation environment management.

This foundation of best practices is aligned with a proven production implementation methodology and delivered via a streamlined delivery process which reduces the cost of deployment, cuts learning curve and rollout time and provides rapid payback.

In collaboration with top companies in major industries, Siemens has extended the concept of "best practices" into industry-focused templates that intelligently extract and apply standards, government regulations and best practices common to those industries. For example, in the aerospace and defense industries, there are specific requirements for program, configuration and change management, as well as parts list documentation and requirements management.

Similarly, in the auto industry, there are commonalities in the interaction between OEMs and their supply chains. These include costing and requests for quotes, bills of materials, CAD data management, engineering change management and document management.

Industry-focused templates make it easy for you to simply enter the appropriate information in predefined areas. Templates ensure that you not only don't waste time reinventing the wheel, but you also get a head start on 80 to 90 percent of the requirements of your industry. This saves you months or even years of extra, nonproductive effort.

For global organizations, Siemens has maximized industry templates for the entire enterprise. These solutions understand the infrastructure needs of a globally-distributed development and production environment, as well as the dynamics of partner/supplier collaboration and the integration of business systems such as enterprise resource planning (ERP), customer relationship management (CRM) and supply chain management (SCM).

Whether your needs are focused on a single company, specific industry requirements, or a worldwide enterprise implementation, Siemens consulting services provide the appropriate level of expert assistance to ensure faster time-to-value, at lower cost of ownership, as well as the lowest implementation risk.

Industry-specific solutions fast-track your success



When you team with Siemens, you leverage our vast experience in providing product lifecycle management solutions for innovative companies throughout the world. This gives you a head start in implementing best practices and finding out what works – and what doesn't – from the experiences of other companies in your industry.

Available Siemens industry solutions include, but are not limited to:

Defense Logistics
Maintenance, Repair and Overhaul
Consumer Packaged Goods
Aerospace and Defense
Automotive Supplier
High Tech Electronics
Design for Six Sigma

With these industry solutions, you'll be able to quickly and efficiently implement PLM solutions that have already addressed regulatory compliance issues and incorporate standards, practices and requirements unique to your industry.

These cross-industry solutions provide a rapid delivery mechanism for defined business value with low implementation risk. You'll be able to target critical issues of collaboration in engineering and manufacturing that offer you business value improvement opportunities. As a result, you'll accomplish as much as 80 percent of your implementation with "out of the box" software.

Siemens consulting services know what it takes to be successful in PLM and how you can get the best return on your investment in technology.

► *We're really looking forward to working with you.*

A suite of blended solutions for software education and support



Siemens PLM solutions are carefully designed from the very outset to be intuitively easy to learn and use. On top of that, Siemens offers extensive documentation online and via the web with easy-to-follow instructions for novice users and refresher information for long-time users.

Siemens provides a suite of education options that is the envy of the industry. A full curriculum of more than 70 traditional instructor-led classes is offered at more than 30 Siemens training centers throughout North America, with many more in Europe and in Asia-Pacific. These same classes can also be scheduled onsite at your company's facilities. And that's just for starters.

There are also self-paced asynchronous tutorials available via CD-ROMs and the web, as well as exciting new interactive "distance learning" classes available that exploit cutting-edge Internet technology. Led by a "live" instructor, class members participate in a synchronous virtual classroom from their offices or homes, using a variety of tools to ask questions, chat live and provide feedback. It's the next best thing to being there.

If you require customized training, Siemens can provide everything you need to implement a custom training solution – from specialized needs assessment and data mining services to professional learning media developers, PLM application specialists and certified training instructors.

The customized training solutions that Siemens delivers are comprised of new content, *your company's* own content, business objectives, processes, methodologies and role definitions and *core learning content* taken from Siemens PLM Software's PLM portfolio. Siemens can

develop multiple delivery solutions, including e-learning and instructor-led classes while leveraging proven implementation and evaluation strategies. Siemens also offers training support and maintenance services, in addition to hosting services for web-based training.

Siemens phone support puts you in touch with an actual person

If you ever need technical assistance or have questions about the use of Siemens, expert help is only a phone call or a few mouse clicks away.

Worldwide telephone support is available from 8 a.m. to 5 p.m. local time by calling our toll-free support numbers. Your team will be able to connect with a support engineer within 100 seconds on average.

Whether your issue concerns NX™ software, Solid Edge® software or Teamcenter® software, you will be connected with an actual person who is highly trained and knowledgeable about the software.

Web support is available worldwide 24/7

No matter where you are or what time it is, you can search a comprehensive database of documented solutions to all known issues via the web at: <http://support.ugs.com>

Chances are, you'll be able to quickly find out if your problem has been reported and get documented help right on the spot. If not, you can immediately report a problem. When a new problem report comes in through the web, all support engineers and their supervisors are immediately notified. If necessary, your problem will be escalated immediately to the development organization.

- ▶ We enable your people to concentrate on product development.

Accelerating the implementation of any product or solution



When you implement any new solution from Siemens PLM Software, you have the option of calling upon us for expert assistance. Siemens consulting services will help you with best practices, shortcuts, special tricks and proven procedures to expedite deployment on all Siemens products and solutions.

For example, Siemens can work with you to deliver customized MCAD solutions that include best practices that its consulting services teams have gained from their experiences in manufacturing implementation, as well as from their development of templates, post-processors and machine tool simulations.

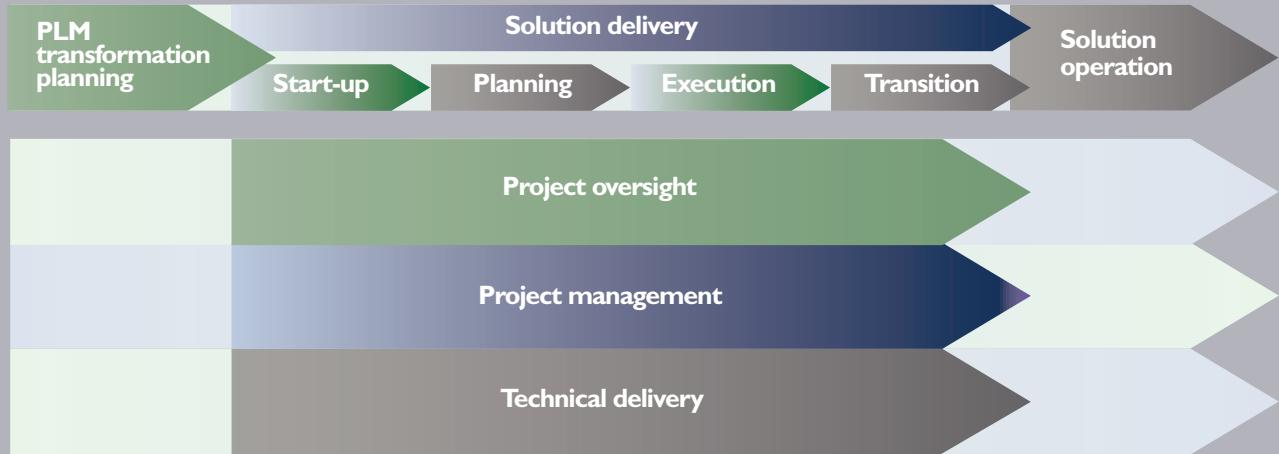
Services available include virtually anything – from tailoring a set of program files, to process audits, to implementation planning, packaged services, legacy data migration, design automation and more.

Our experts will ensure that Siemens' solution is up and running as quickly and efficiently as possible and that it is integrated with your legacy systems. More importantly, we'll make sure these solutions help improve your product lifecycle management process. Working closely with your staff, Siemens consulting services will provide mentoring guidance to your key users to accelerate your success on a real-world basis.

The bottom line, after all, is not about installing software – it's about realizing your business goals.

- ▶ *Technical support is available whenever and wherever you need it.*

Proven delivery process and excellence scoreboard



Siemens program managers are trained and certified in Program Management Institute (PMI) program management processes and employ PMI program management techniques to plan and implement its clients' PLM solutions. The top level in this process consists of *success planning, solution delivery and solution operation* at your facilities. This methodology is consistently applied.

Solution delivery by Siemens consulting services consists of a four-step process. Each step has a plan template that is completed before the next step begins. Each step has well-defined milestones or gates allowing you to monitor and control progress.

In addition, there are three bands or roles. The top role oversees the project and focuses on the big picture. The project management role ensures milestones are met on time. The technical delivery role is charged with delivering the best possible solution.

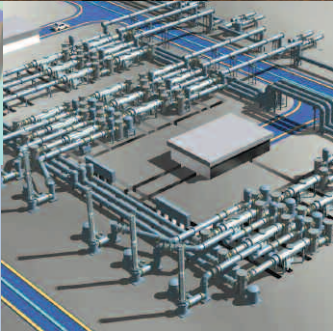
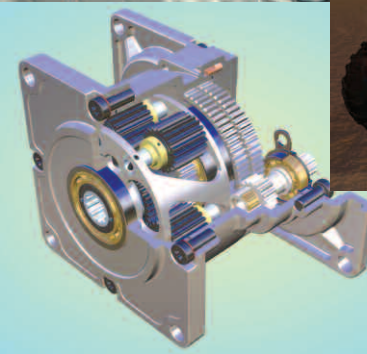
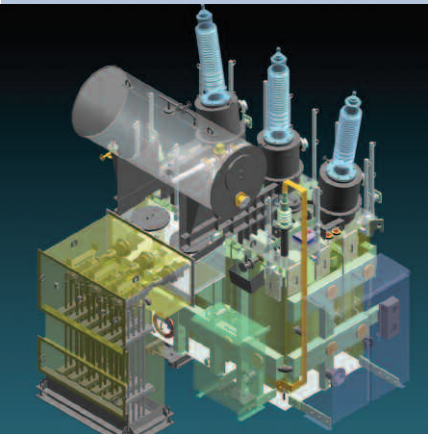
We align our delivery process to yours as needed – realizing that this methodology ensures success.

The screenshot shows the Siemens Client Dashboard with a table of project metrics. The table is titled 'OVERALL' and lists various accounts with their respective metrics.

ACCOUNT NAME	OVERALL		REFERENCE		BENCHMARK		LAST FLAG	LAST FLAG SURVEY
	PLM OVERALL	CLIENT REFERENCE	CLIENT REFERENCE	PLM BENCHMARK	CLIENT BENCHMARK			
Siemens No. 120 JM - North America	4	5.00	5	4.00	5	4.00	18-Jan-04	18-Jan-04
Siemens No. 121 JM - North America	5	4.00	3	5.00	5	3.00	15-Jan-04	18-Jan-04
Siemens No. 122 JM - North America	7	5.00	4	4.00	3	6.00	12-Jan-04	18-Jan-04
Siemens No. 124 JM - North America	1	7.00	5	6.00	6	5.00	14-Jan-04	18-Jan-04
Siemens No. 126 JM - North America	2	7.00	6	5.00	3	3.00	14-Jan-04	18-Jan-04
Siemens No. 127 JM - North America	3	5.00	5	4.00	5	5.00	20-Jan-04	20-Jan-04
Siemens No. 130 JM - North America	3	4.00	5	5.00	3	6.00	20-Jan-04	18-Jan-04

Client dashboard

We measure how well we deliver through our unique client dashboard. The dashboard is a web-based tool to monitor and communicate on delivery issues and success. It not only facilitates collaboration, but focuses on continuously improving client relationships. Siemens continually monitors the dashboard and when a "flag" is raised, help is provided.



Siemens' full range of services completes your enterprise effectiveness

Siemens provides a comprehensive set of services to empower your best-of-breed technology and optimize/integrate its capabilities with your entire manufacturing enterprise.

Siemens is the world's leading provider of collaboration and product design, manufacturing, factory simulation and human ergonomics software and services. Siemens works collaboratively with its clients to create solutions enabling them to transform their process of innovation and thereby begin to realize and capture the promise of product lifecycle management.

Siemens is uniquely positioned to deliver unified enterprise solutions that address all of the product, customer and operational initiatives that today's global manufacturing companies need to establish and maintain market leadership.

Siemens helps you develop the strategic plan you need to identify the business imperatives you expect product lifecycle management to deliver. Siemens assists you in aligning these imperatives with the missions and charters of your other technology investments.

Siemens partners with the world's leading hardware and software providers to deliver mission-critical capabilities that support your enterprise's need for SCM, ERP and CRM.

Siemens can demonstrate the proven improvements in product innovation, time-to-market, customer satisfaction and stakeholder value that your PLM solution can deliver.

Call your Siemens PLM Software representative today to optimize your product lifecycle. Ask about Siemens consulting services – the keys to establishing competitive excellence in today's digital economy.

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 nearly six million licensed seats and 56,000 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. For more information on Siemens PLM Software products and services, visit www.siemens.com/plm.

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