

FAQ

HOW GLOBAL PARTNER ECOSYSTEMS SUPPORT DIGITALIZATION AND INDUSTRIAL IOT

Enterprises around the world are on digitalization journeys, transforming their businesses with greater efficiency optimized by technology and better decisions driven by advanced data analysis. Because undertaking such journeys means navigating strategic, technological, operational, and financial challenges, many businesses partner with a company that has a robust global partner ecosystem. Such an ecosystem can support businesses at every stage of digitalization.

In the complex digital environment, collaboration with a network of suppliers, customers, partners, and distributors is needed. Having access to a network of partners that specialize in different digitalization capabilities yet work together to help ensure interoperability and understand their various strengths builds imperative advantages for companies that are looking to shorten go-to-market time and minimize risk and barriers.

Here are some commonly asked questions and answers about how Siemens' global partner ecosystem can help businesses leverage industrial IoT solutions—at every stage of digitalization.

Q: What role does the industrial IoT play in digitalization?

Successful digitalization strategies rest on the foundation of the industrial Internet of Things (IIoT). Many businesses on a digitalization journey look to partner with companies that offer support for IIoT connectivity, data collection, and advanced analytics. Siemens' global partner ecosystem enables customers to gain access to consulting services, cloud-infrastructure and technology, ready-to-use solutions, implementation services, connectivity support, and other resources that help them adapt to changes in the digital landscape and fulfill the needs of their customer bases.

MindSphere®, the industrial IIoT as a service solution from Siemens, enables digitalization with global access to secure, cloud-based applications and solutions that quickly, scale, expand, and integrate based on business needs. Global partners of MindSphere guide users through their digitalization journey and offer support at every step, enabling enterprises to save valuable time and resources.

Q: What industries are represented by MindSphere's global partner ecosystem?

The global partner ecosystem encompasses about 525 businesses worldwide serving industries including automotive, energy and utilities, aerospace, medical devices, consumer products, electronics, and food and beverage. Partners' areas of focus range from application development and software as a service to connectivity solutions and consulting and strategy to hybrid operational technology and system integration.

Businesses can leverage partners' digitalization and industry expertise along with Siemens technology to make industrial IoT work for them. Partners can help build IoT infrastructure; enhance businesses' edge, web, or cloud technology; implement machine learning and advanced data analytics; and more.

Q: What value can a global partner ecosystem bring to a customer considering industrial IoT?

The industrial IoT lays the foundation of a successful digitalization strategy, but transforming industrial IoT data into meaningful and actionable information is not one-size-fits-all. A diverse global partner ecosystem—combined with Siemens' domain expertise across industries—is a vital way to meet unique challenges with unique solutions.

Those challenges and solutions vary depending on where a business is in its digitalization journey. Some businesses are customers just beginning to think about how industrial IoT can impact their business and operations, some are in an initial proof-of-concept stage, some have successfully deployed at least one industrial IoT solution, and some have the know-how but not the capacity to scale their digitization journey.

The diversity of the global partner ecosystem means that support is available to help Siemens' customers no matter what stage of digitalization they are in—from getting machines connected and collecting data for analysis all the way to implementing emerging technologies like artificial intelligence, machine learning, and comprehensive closed-loop digital twins.

In a robust partner ecosystem centered around an industrial IoT as a service solution such as Siemens' MindSphere, each partner has its own skillset, area of expertise, and customer experience. Some partners help their customers develop applications while others help clarify and deploy industrial IoT strategy. Some are focused on shop-floor operations while others integrate business units across an enterprise or create robust user experiences. All have technical staff trained by Siemens to help customers achieve substantial business value through IoT.

Q: How do MindSphere partners in the global ecosystem benefit from each other?

As members of the MindSphere ecosystem, companies can access each other's expertise, which helps them to build their solutions faster and more economically. Partners will be able to work together to jointly provide a holistic solution based on MindSphere for a comprehensive customer offering.

For companies that are expanding into new markets, members of the ecosystem already established in the market can be an important referral and introduce newcomers to local partners and customers with the joint goal of accelerating the go-to-market of their MindSphere based solutions.

Q: How can I get immediate value out of a partner ecosystem?

With Siemens' global partner ecosystem, enterprises have the immediate advantage of leveraging a network of diverse partners focused on helping their customers navigate and thrive in Industry 4.0 and a data-driven world. There are many areas where immediate value can be achieved:

For instance, a business may be committed to developing an Industry 4.0 strategy that includes a full digital transformation but is uncertain where to begin. This business will find the highest immediate value in consulting partners within the network who can help craft a workable strategic plan from their industrial IoT expertise and industry experience. The diversity of the global partner ecosystem is key for this business; they are more likely to find a partner with knowledge and insights for the business's particular industry.

Another business might have a strategy, but isn't yet sure whether to buy an industrial IoT solution like MindSphere, or build their own. This business may be weighing the time- and resource-intensive process of building a solution in-house with the perception that pre-built solutions may not meet their specific needs. For this business, MindSphere's open, extensible, standards-driven platform may tip the scale by providing immediate access to out of the box solutions along with access to partners who can offer further customized industrial IoT solutions.

For a business which has already decided to include MindSphere in their digital strategy, the global partner ecosystem opens the door to a diverse array of capabilities and industry experience. Partners within the ecosystem use their technical training in MindSphere to develop and support industry-adaptable and customer-specific applications, provide and implement industrial IoT technology, ensure robust connectivity, integrate systems, and refine strategy. This business can be assured that these partners, with their history of working with Siemens and Siemens' products, have both the expertise and relationships to execute and support implementation of the MindSphere solution for the long term.

Q: How can businesses get started with finding the right MindSphere partner?

Visit Siemens' MindSphere partner page, [siemens.mindsphere.io/partner](https://www.siemens.mindsphere.io/partner), to learn more about the diversity of the global partner ecosystem. Businesses can also contact Siemens to leverage the best-in-class domain knowledge and expertise represented by the company and its partners. Together, Siemens and its global partner network drive digital enterprise transformation initiatives and develop industry solutions that enable effective, profitable business outcomes that ensure success.

Note: MindSphere is a registered trademark of Siemens AG.