

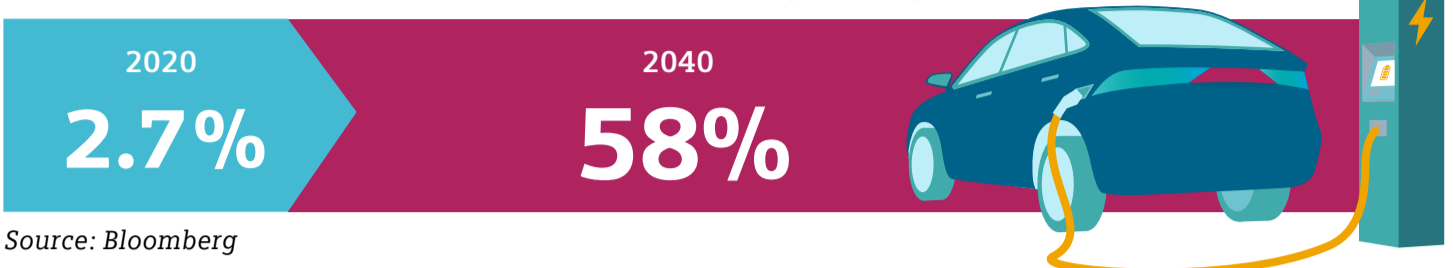
Siemens Digital Industries Software

# Drive the change that changes driving with Software & Systems Engineering

Unprecedented change in the automotive industry...

## Rise of Electrification

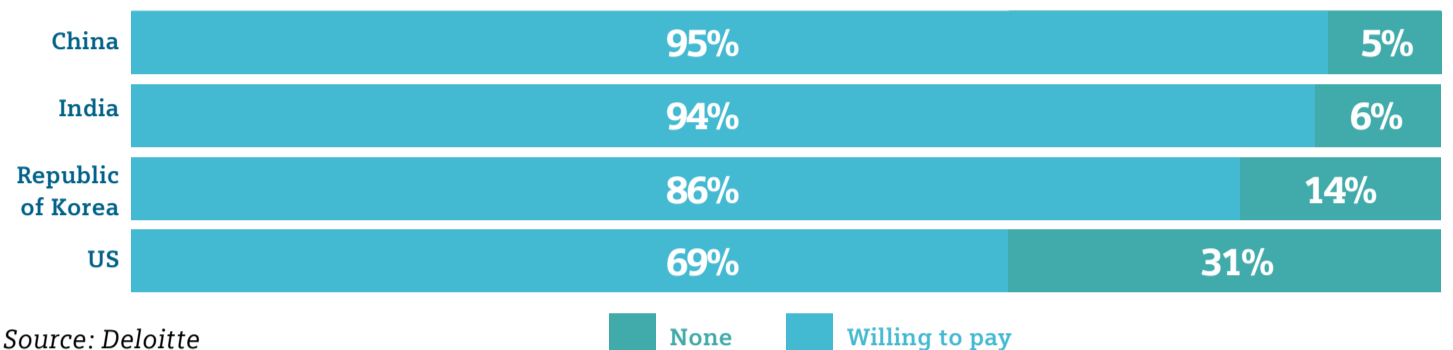
The electric vehicle's share of new car sales will increase significantly



Source: Bloomberg

## Shift in Consumer Demands

Consumers want to be connected... and are willing to pay for it



Source: Deloitte

## Sustainability

Governments are requiring cleaner, greener transportation

Number of governments with plans to phase out internal combustion vehicles

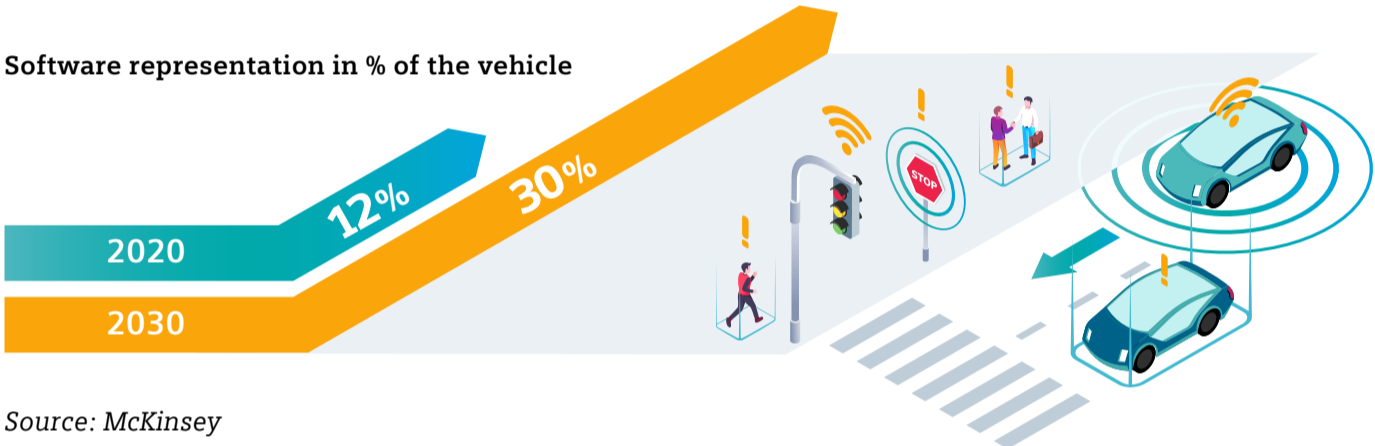


Source: Bloomberg

...Leads to exponential growth of complexity, forcing automakers to adapt

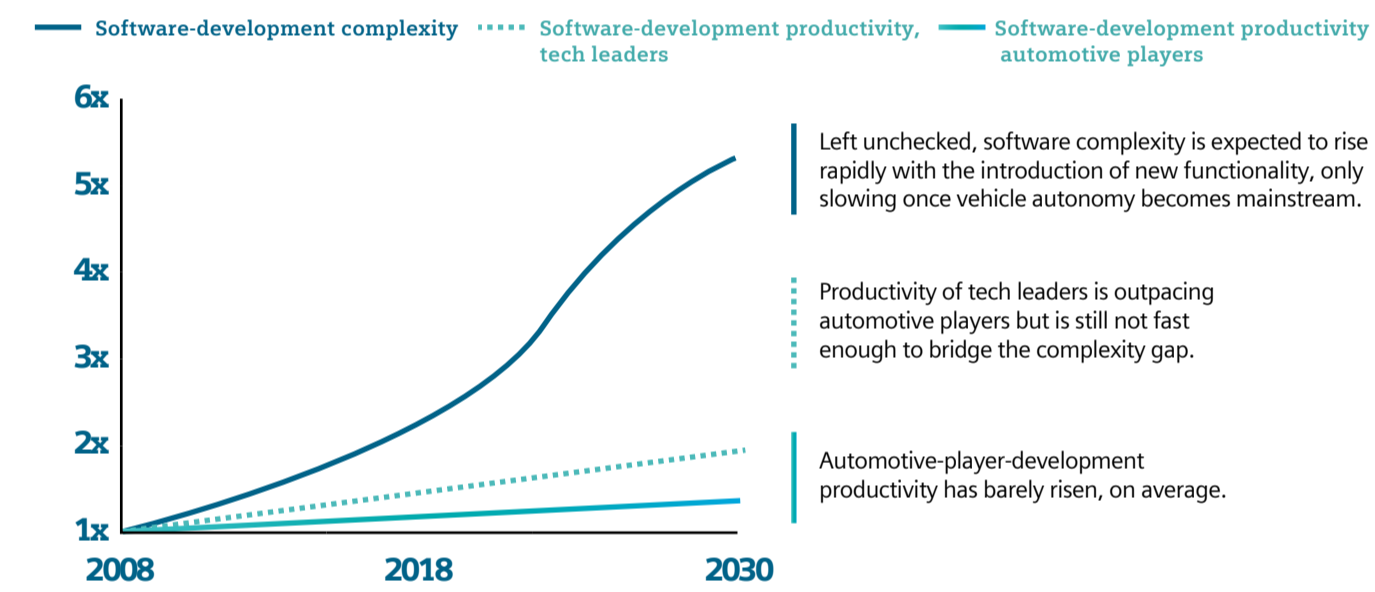
## Increase of software

Software representation in % of the vehicle



Source: McKinsey

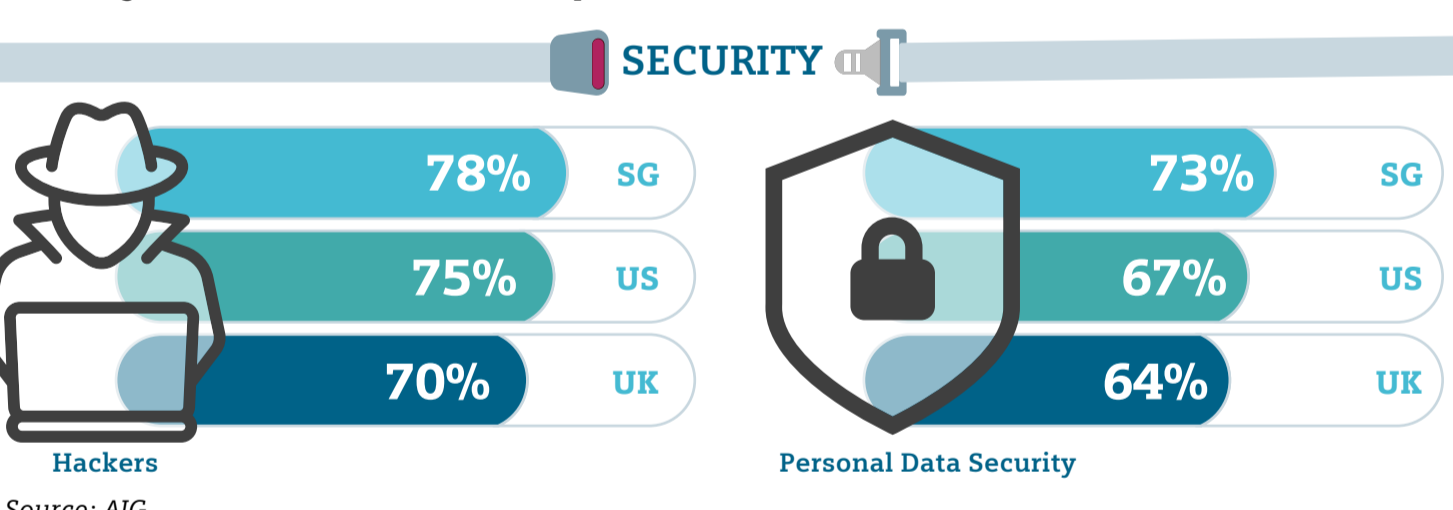
Growing, unsustainable gap between software complexity and productivity levels



Source: McKinsey

Software increases lead to safety, reliability and security risks

Percentage of consumers concerned about personal data theft and hacker attacks

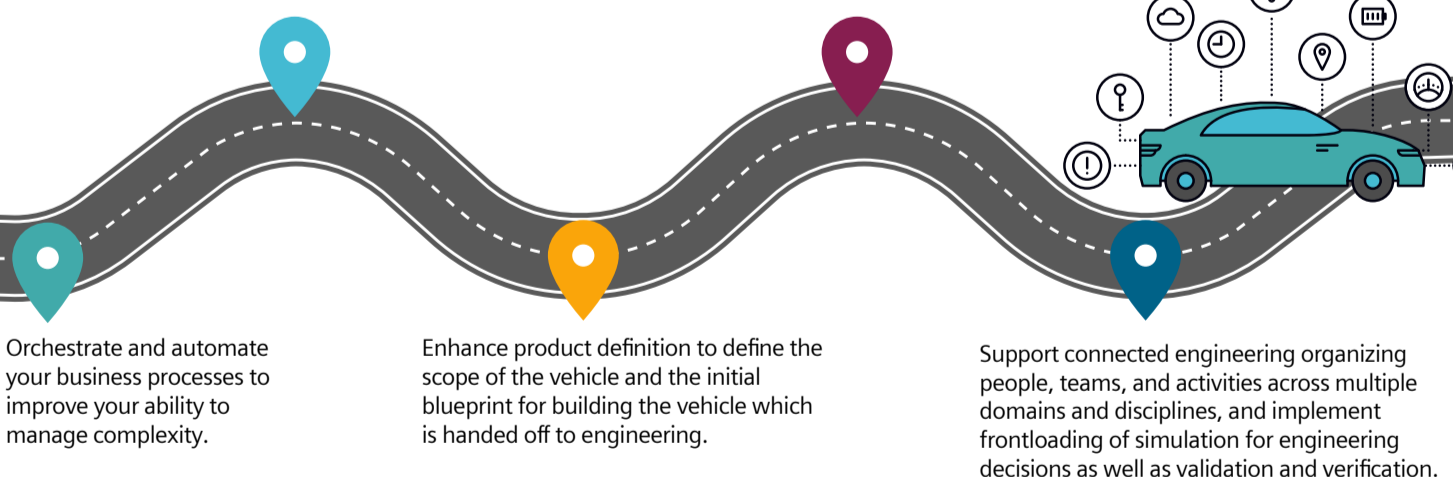


Source: AIG

## Digitally transform your business from ideation through delivery

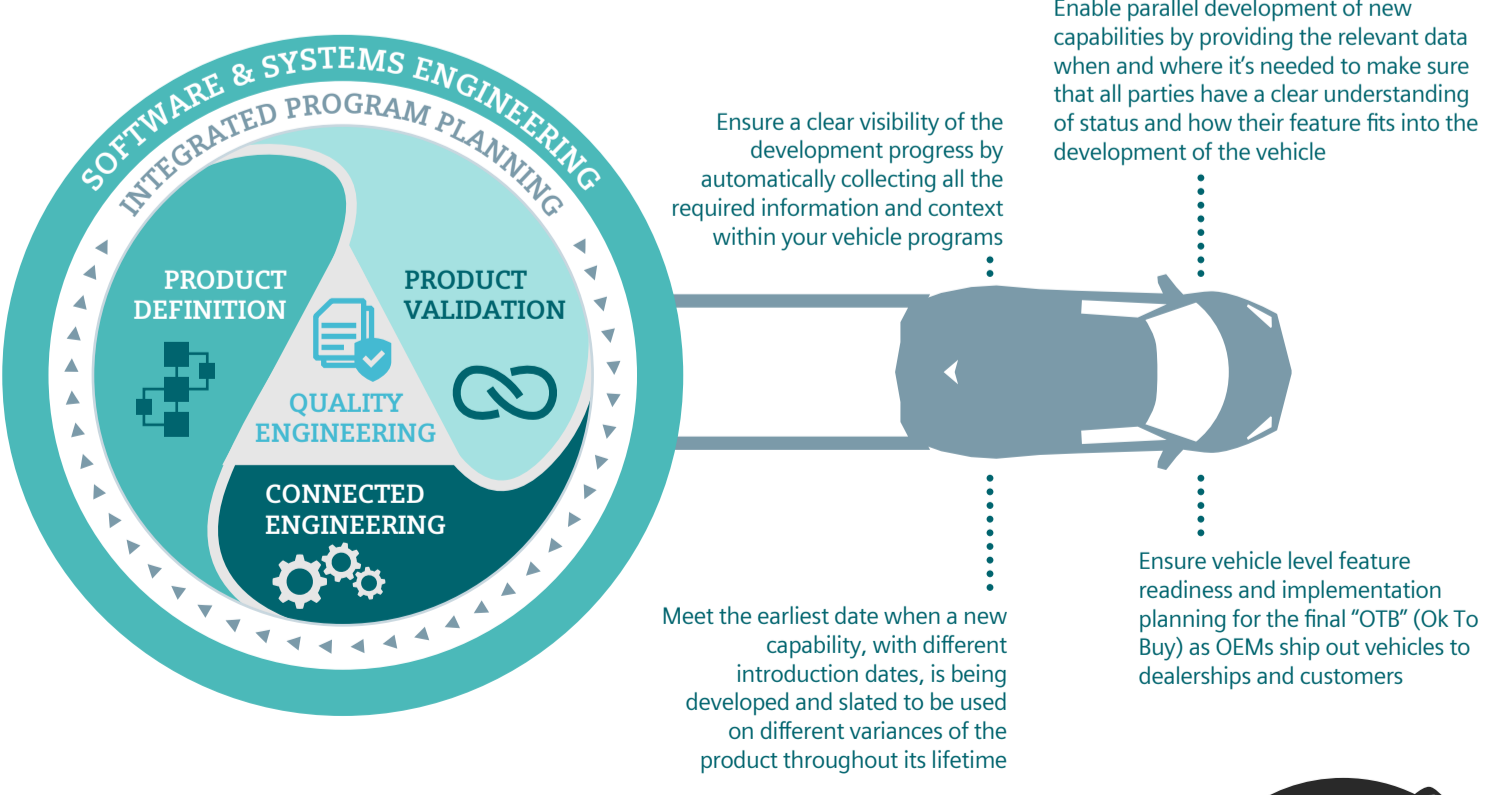
Improve the management of all the interconnected digital information to address the massive complexities in today's vehicle development.

Enable a systems approach to program planning and execution by integrating timing, cost, resource scheduling and technical requirements into a fully planned, resourced and budgeted program managing all program artifacts.



## Software & Systems Engineering: Integrated Program Planning

An integrated Model Based Systems Engineering approach that helps you develop today's complex vehicles faster, with higher quality, and meet the demands of consumers and governmental regulations.



Drive the change that changes driving with Software & Systems Engineering from Siemens



For more information, visit:

[www.siemens.com/SSE](http://www.siemens.com/SSE)