

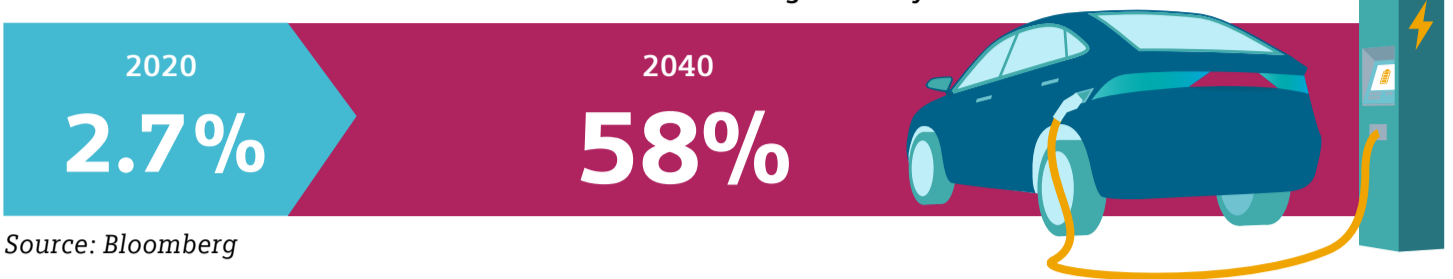
Siemens Digital Industries Software

Drive the change that changes driving with Software & Systems Engineering

Unprecedented change in the automotive industry...

Rise of Electrification

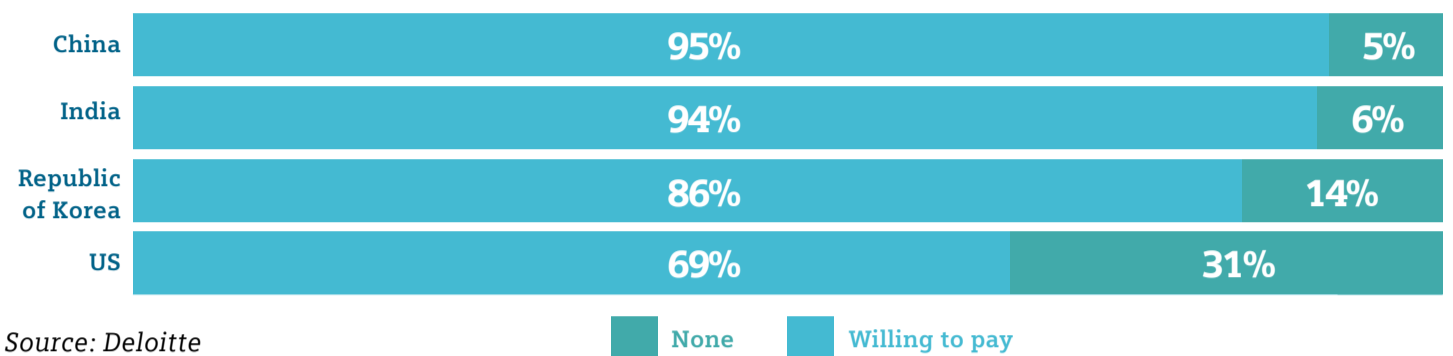
The electric vehicle's share of new car sales will increase significantly



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

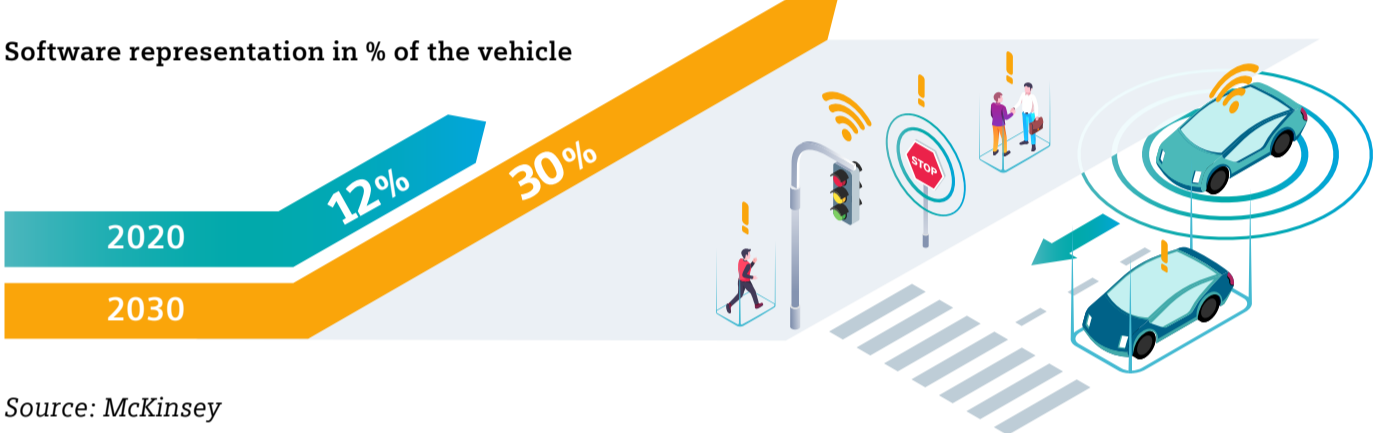


Source: Bloomberg

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

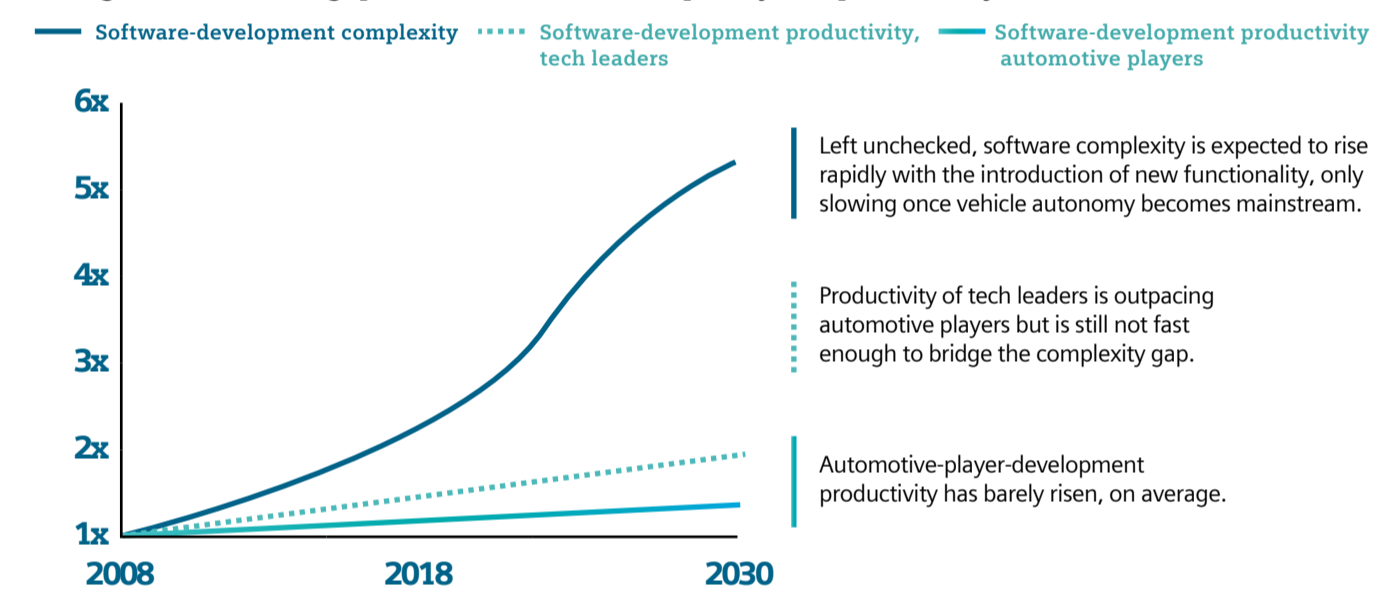
Increase of software

Software representation in % of the vehicle



Source: McKinsey

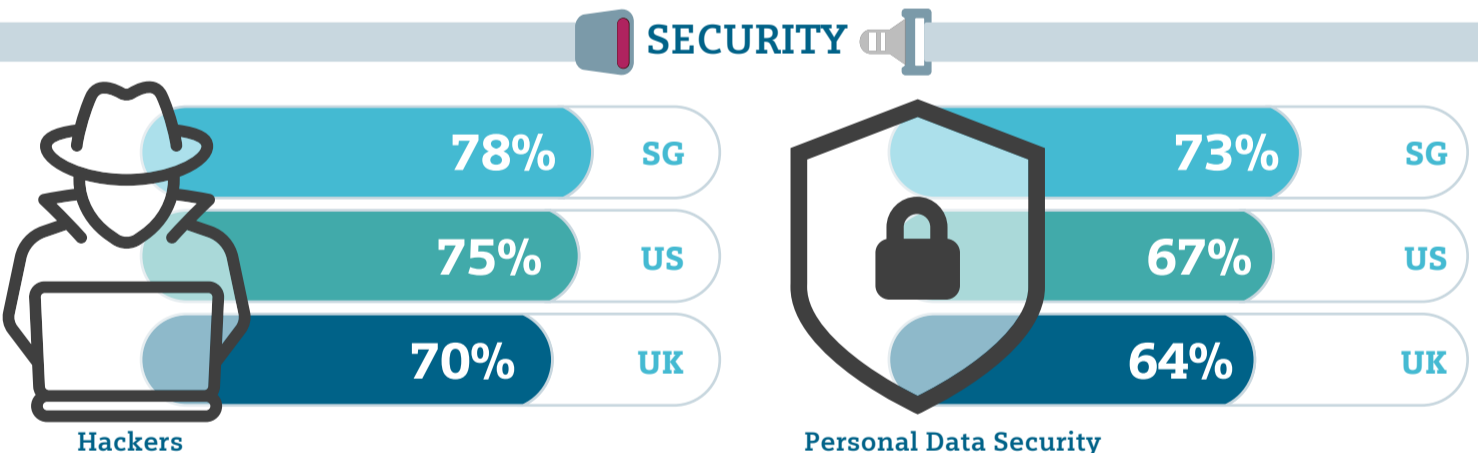
Growing, unsustainable gap between software complexity and productivity levels



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

Optimize the definition of the "right product" with a realistic simulation model of the system, product and process intent before going to engineering.

Expand the ability to capture and drive requirements throughout the development lifecycle to ensure vehicle programs meet standards.

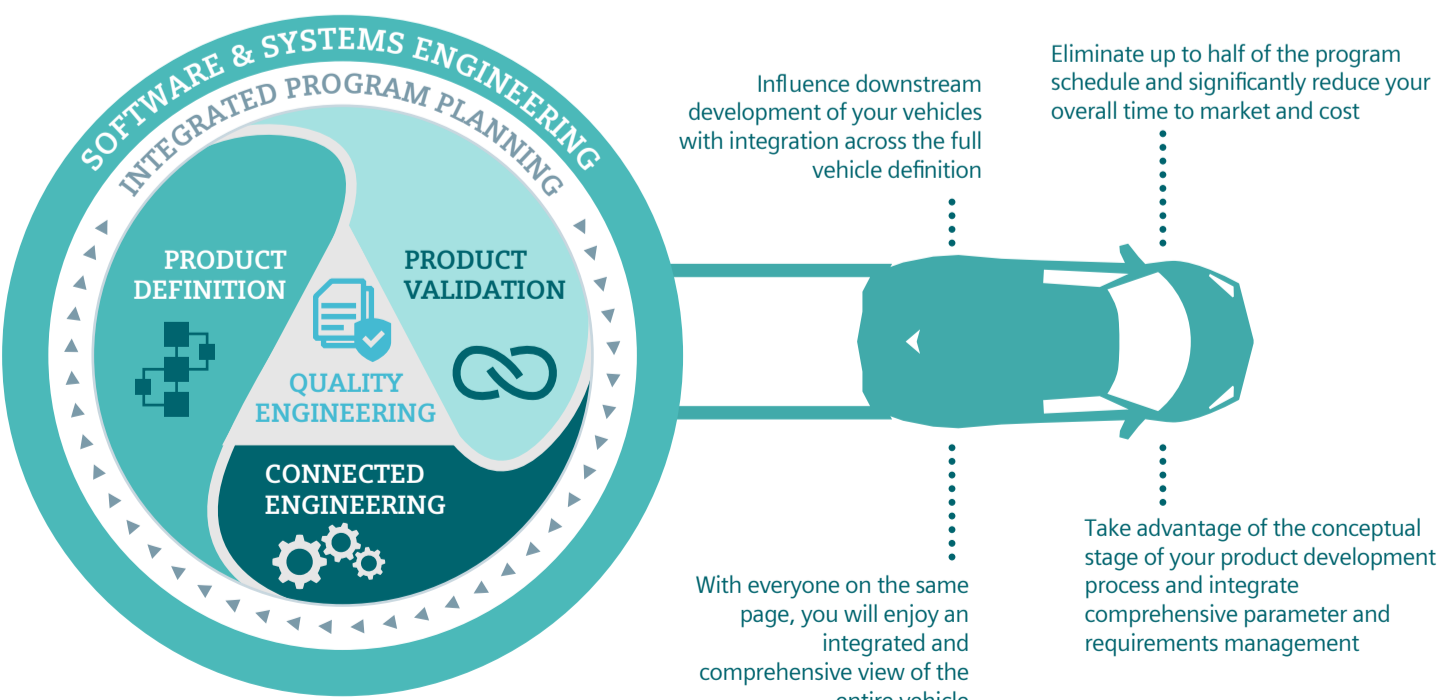
Harness the full, integrated vehicle definition, from the concept phase through design, simulation and manufacturing.

Leverage a fully traceable, documented and specified vehicle aligned to stakeholder requirements, decomposed across its systems, interfaces and components represented as reusable digital models and product architecture.

Understand future market requirements and decompose them into innovative hardware and software solution capabilities to deliver exciting new vehicle designs.

Software & Systems Engineering: Product Definition

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