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Digital Buildings

Smart Infrastructure

Unrestricted @ Siemens SpA 2019

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LARGEST GLOBAL COMPANIES IN 2018 VS 2008: SEVEN OUT OF TEN ARE NOW BASED ON PLATFORM BUSINESS MODELS

2018

RANK	COMPANY	FOUNDED	USBn
1.	*	1976	890
2.	Google *	1998	768
3.	Microsoft *	1975	680
4.	amazon *	1994	592
5.	*	2004	545
6.	Tencent 腾讯 *	1998	526
7.	BERKSHIRE HATHAWAY	1955	496
8.	Alibaba.com *	1999	488
9.	Johnson & Johnson	1886	380
10.	J.P.Morgan	1871	375

2008

RANK	COMPANY	FOUNDED	USBn
1.	PetroChina	1999	728
2.	EXXON	1870	492
3.	GE	1892	358
4.	中国移动 China Mobile	1997	344
5.	ICBC	1984	336
6.	GAZPROM	1989	332
7.	Microsoft	1975	313
8.	Shell	1907	266
9.	Sinopec	2000	257
10.	AT&T	1885	238

* Companies based on the platform model

Sources: Bloomberg, Google

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World is changing faster than ever

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The world's most popular media company does not create its own content

The world's largest provider of accommodation does not have its own buildings

The world's largest taxi company does not have its own vehicles

The most valuable trader has no stocks

… something is going on…

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Google+
Messenger
Pinterest
Instagram
WhatsApp
Facebook
Cambridge
Analytica

Siemens Smart Infrastructure

SIEMENS
Ingegno per la vita

Operating Companies

Gas and Power

Smart Infrastructure

Digital Industries

Strategic Companies

Mobility

SIEMENS Gamesa RENEWABLE ENERGY

SIEMENS Healthineers

Service Companies

- Financial Services
- Global Business Services
- Real Estate Services

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BIoT
Biga Data
BIM
Energy Smart Data
BMS
IPS
nZEB
Remote digital service

Internet of things (IoT)

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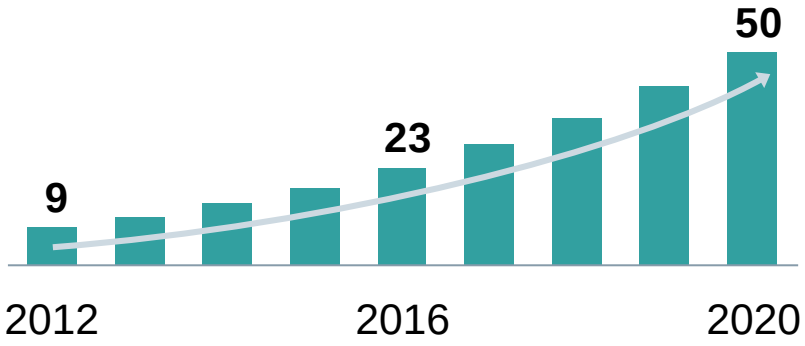
Digital transformation

Connected devices, in billion

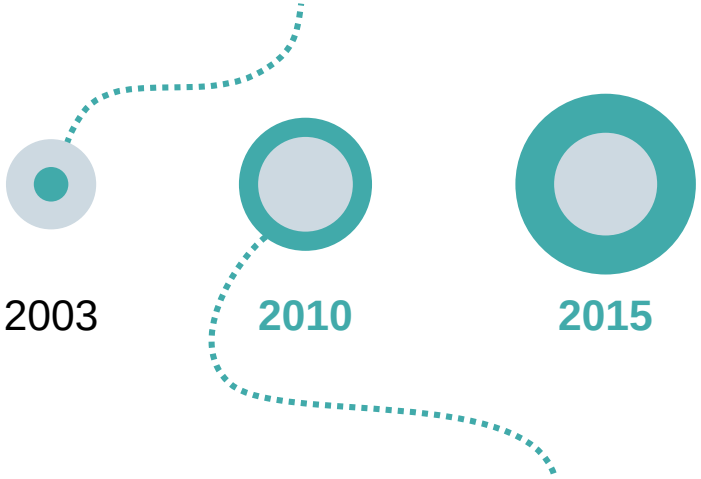
Exponential growth of connected devices...



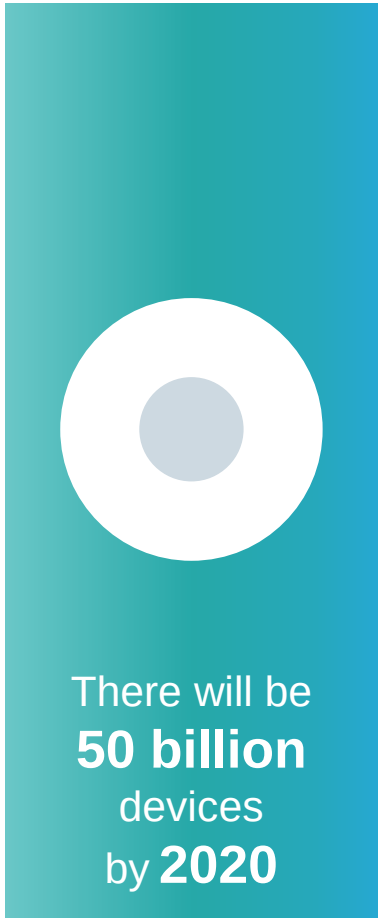
… and digital data

ZB = zettabytes = 10^9 terabytes

The year 2008 marked the first time in history that more **devices** were connected to the Internet than there were **humans** on earth



There are **many more devices** connected to the Internet than just smartphones and tablets



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Digitalization changes how we work, do business and interact

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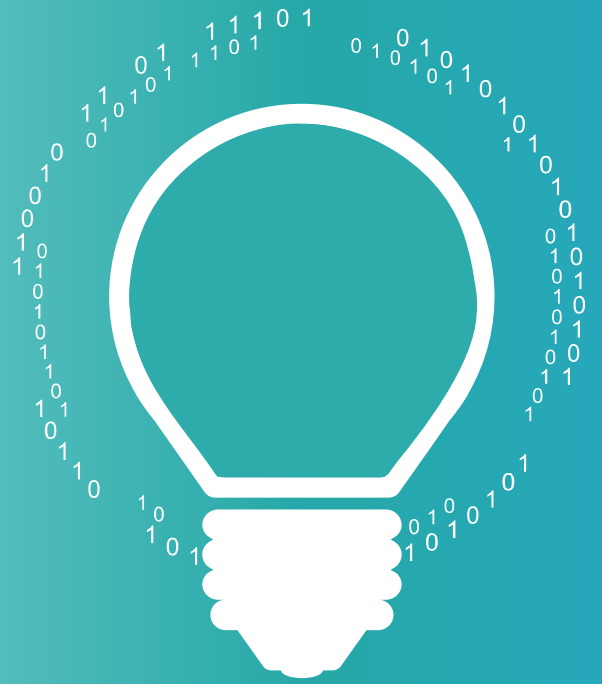
Digitalization Innovation Fields



- **Data analytics**
- **Artificial Intelligence**
- **Simulation tools**
- **Cloud and platform technology**
- **Secure connectivity**
- **Cyber-Security**

How to create value out of it?

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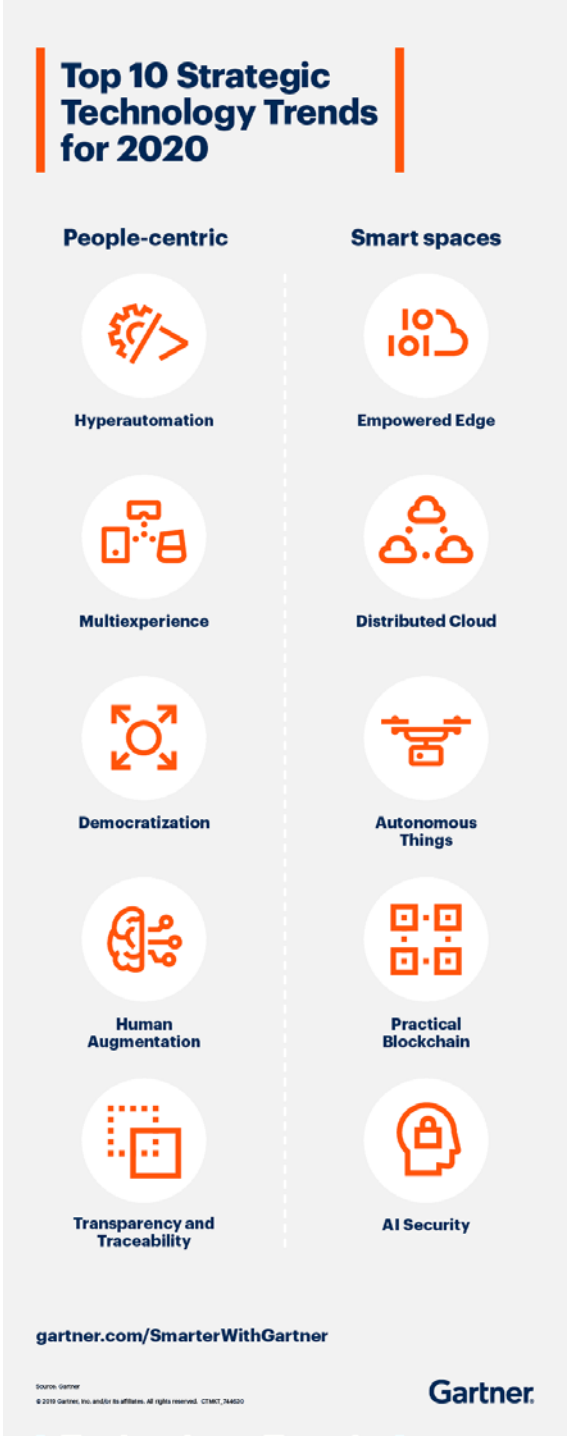
Tech trends 2020

Gartner
Società di consulenza, ricerca e analisi nel campo dell'Information Technology



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Siemens Value propositions in creating perfect place

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comfortable and safe

- Ensure well-being and protection of people and places
- Optimize room conditions and intuitive operation
- Guarantee LifeCycle performance

energy and asset efficient

- Enhance business continuity through asset and building efficiency
- Optimize OPEX including energy and maintenance costs
- Enhance public perception through increased sustainability
- Achieve flexibility and resilience with Distributed Energy Systems

space and user efficient

- Create user centric building experience
- Impact building user productivity and satisfaction
- Increase space efficiency and utilization
- Improve equipment utilization

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Holistic view of Building

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Security | Power | Lighting | HVAC | Safety | 3rd Integration

analytics for operator and/or real estate manager

enlighted™
A Siemens Company

Localization Platform

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What is driving Localization services in buildings?

Spendiamo il
90%
del nostro tempo all'interno di edifici

NHAPS Study, USA

Circa
87%
dei millennials hanno il loro smartphone sempre a disposizione

Mitek / Zogby Analytics

Prodotti, applicazioni e servizi legati ad ambienti di lavoro smart cresceranno del
16%
all'anno fino al 2021

Mind Commerce

400 Milioni
Beacon Bluetooth installati entro il 2020

ABI Research

Il mercato della localizzazione indoor varrà
23 Miliardi
EUR nel 2021

Markets & Markets

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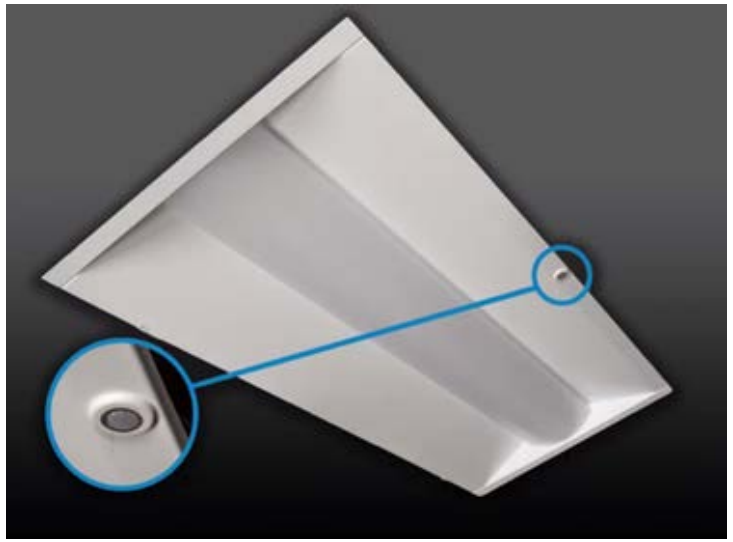
Space Efficiency Analytics

- Movement
- Brightness
- Power
- Temperature
- Bluetooth



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What we can do

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Energy Management

Realtime consumption monitoring

History data per area

Energy Savings per category

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Space usage optimization

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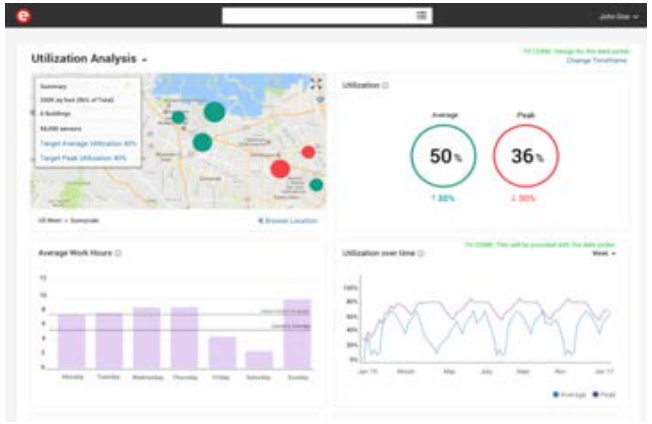

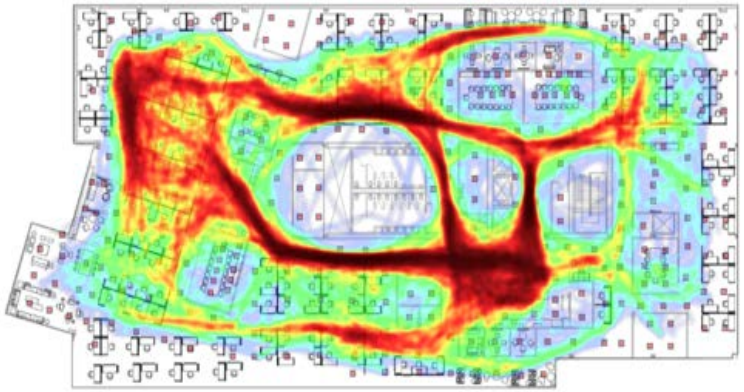

Dashboard
Highlight KPIs for sites, buildings and managed floors

Data Analytics
Intuitive analysis of the use of spaces, movements, occupation by area/floor and reporting of data

Data-driven optimization
Improves space utilization, flow design and area management

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People and assets localization

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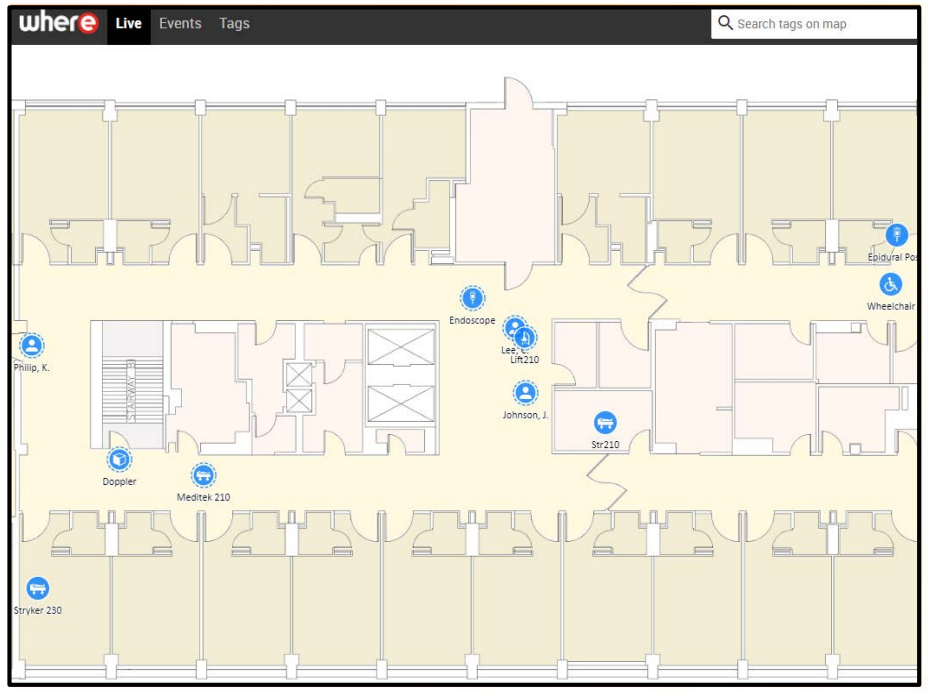
- Find people and devices
- Asset Management
- Safety
- Process Optimization
- Visitors control



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Hospitals

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Assets Usage

Lower CAPEX or rent cost thanks to increased usage

Process optimization

Analyzes patient, staff and assets paths and response times

Patient Mgmt

Improves pathways and waiting time for optimal patient management

Sicurezza

Create and configure virtual constraints and alerts related to assets or people

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Wharehouses

Asset Localization

Lower CAPEX or rent cost thanks to increased usage

Process Optimization

Analyzes asset movements and paths

Energy Savings

Lighting management can significantly reduce energy consumption

Safety & Security

Analyzes the presence of people or things in motion in all areas

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Offices

Spaces

Reconfigure meeting rooms and common areas to optimize their use

Smart Work

Allows you to create a truly Smart office that adapts to your needs

Flows

Analyzes flows and bottlenecks to handle high-density points of people

Cleaning

Track frequently used areas to optimize time and resources

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The labour market is **changing**

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PEOPLE

Workers today expect more choice on how, where and when to work

SPACES

Real Estate prices are very high - while office space is not fully exploited

TECHNOLOGIES

Office technology must be intuitive and part of a holistic vision

Siemens in Italy

Active in the country from **1899**

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FY 2017

≃ **2**
revenue in billion of €

1
Technological and Application Center

6
global competence centers

2
factories

>3,200
employees in Italy

2,400
Smart Workers*

46
average age

25%
women

top EMPLOYER ITALIA 2019
CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

* Since January 1st, 2018 all Siemens Spa employees are smart workers

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A day with Comfy

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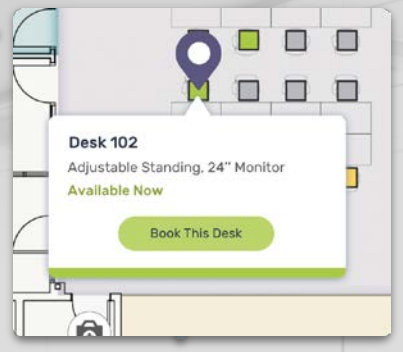
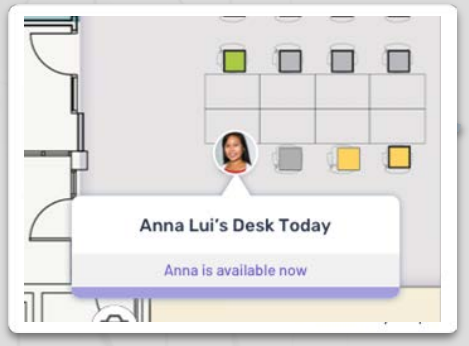
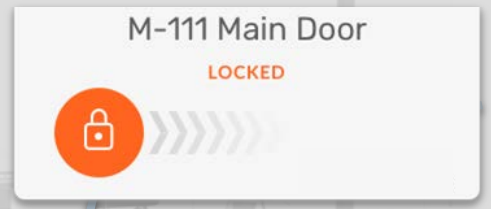
Book a desk while you're moving to the office

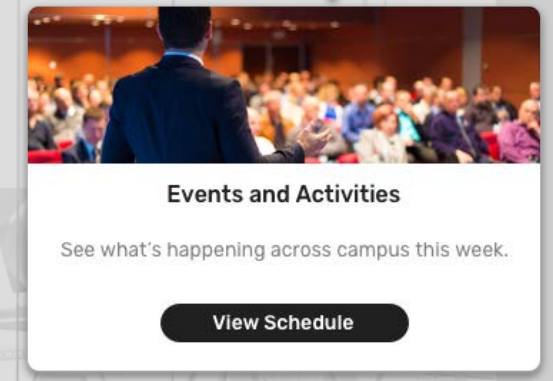


Find a colleague on the map



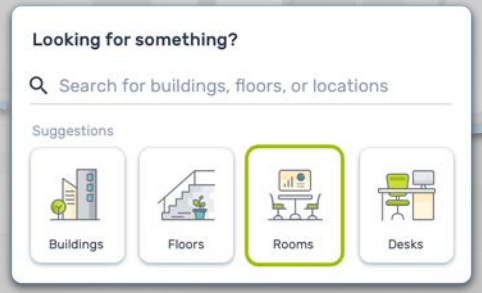
Enter in the office with a swipe



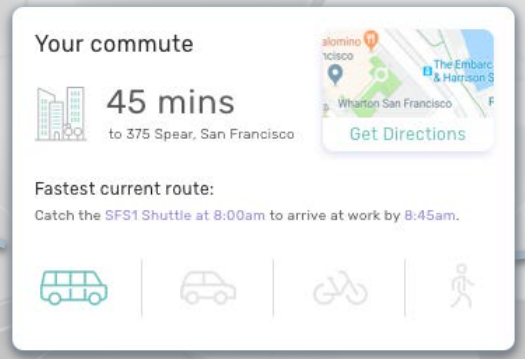


Stay up to date with the latest company news

Navigate to next meeting



Find a free meeting room



Check your way home at the end of the day

Available Rooms

Headquarters East Building

Rooms near:

Desk C1260, Floor 3, Headquarters East Building

Meeting Room 500
Floor 3
Available now: 90 mins

Conference Room D
Floor 3
Available now: 90 mins

Meeting F
Floor 3
Available

Available Parking

Headquarters East Building

Parking near:

Meeting Room 446, Headquarters East building

Lot A	Lot B	Lot D
23	11	5
Open spots	Spots left	Spots left
Directions	Directions	Directions

Company News

State of the Business 2020

Oct. 25th, 10:00am - Building B Auditorium

As 2020 draws near, let's take a look at our company's vision for the future. Join our CEO for the State of the Business address.

Read more

Your weather

In San Francisco, CA

53° F

Cloudy / Rainy

Feels like 50°

55°	53°	48°
Rainy	Cloudy	Showers
12pm	5pm	9pm

More details

Your commute

45 mins

to 375 Spear, San Francisco

Get Directions

Fastest current route:

Catch the SFS1 Shuttle at 8:00am to arrive at work by 8:45am.

Spear St. Cafe

375 Spear, 6th Floor

Open

Very busy now

Today's menu

View full menu

Organic Edamame

DIY Ramen Cart

Boba Soy Milk Tea Bar

Comfy features

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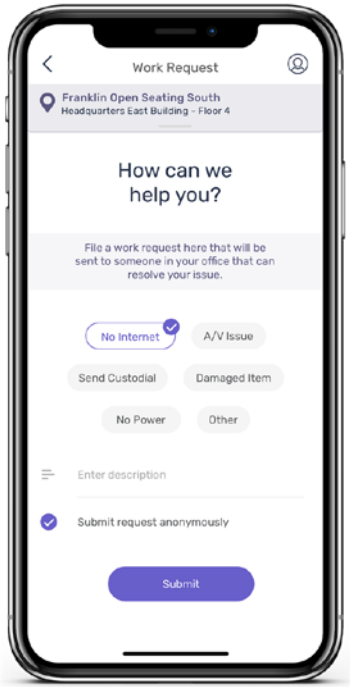
Services

Find POI around you

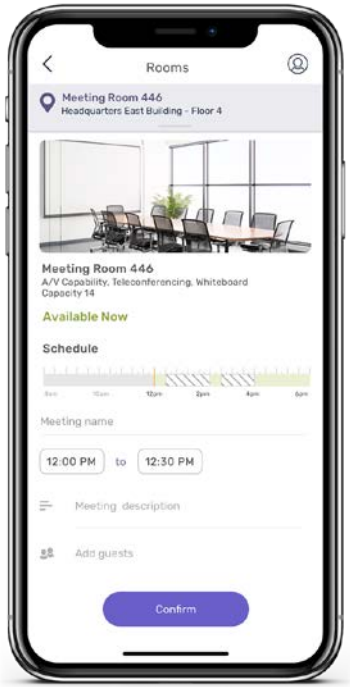
Requests

Insert a Maintentance Service request



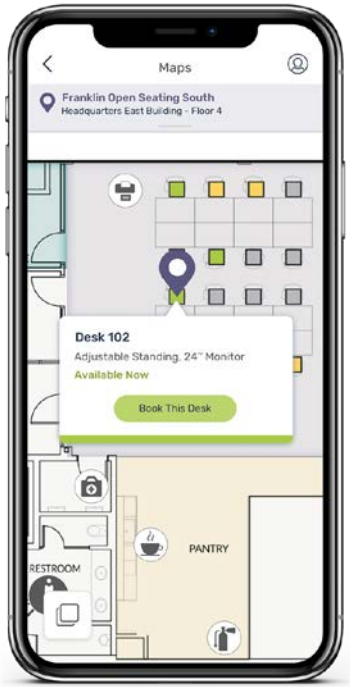
Rooms

Book your meeting room



Desks

Find and book avaliable desks

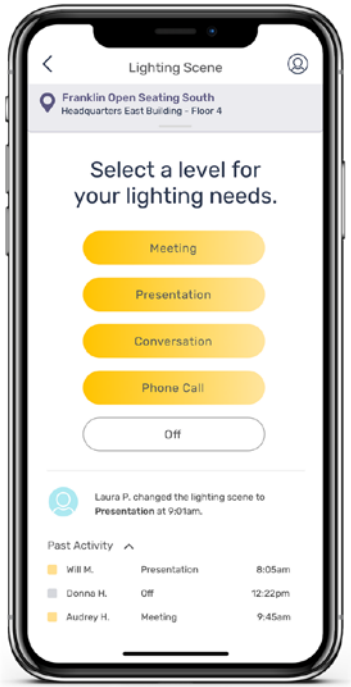


Temperature

Warm or cool you workplace/desk

Lights

Light Management



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Comfy Insights

Comfy combines data from people, locations and systems to provide greater transparency about:

Building performance
Use of spaces
Interactions between employees and the workplace

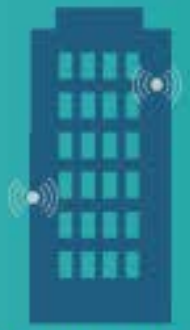
The journey to

self-adaptive buildings

Cave

Traditional building

- Sub-systems working in silos



Automated building

- Fully integrated
- Connected IoT devices
- Centralized control

>> diagnostic <<

Cyber-physical building

- Smart, combining the digital & physical world
- Starting point for AI

>> predictive <<

'Living', self-adaptive building

- Acts as a living organism
- Anticipates needs

>> prescriptive <<

Reaching the vision:

Σ Data + Σ Data Scientists → Self-adaptive buildings

Siemens today

Siemens tomorrow

#CASASIEMENS

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EnergyIP DEOP
NAVIGATOR

PV - Galileo
85 kW
510mq

E-Cars
Charging stations
45 kW

External Grid

PV - Leonardo
840 kW
5000mq

Desigo CC

CCHP
238kW
fired with Natural Gas

Energy Storage
Li-Ion
270kW / 135 kWh

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“We cannot solve our problems with the same thinking we used when we created them.”

Albert Einstein

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