

Advantage Digital Experience



Why and How Siemens manages DX across all
interfaces

Greg Gibbons, Global Head of DX at Siemens

Welcome to Siemens!

Businesses and Services of Siemens AG; 175+ years of history

Industrial Business

Digital Industries



Smart Infrastructure



Mobility



Siemens Healthineers¹



Portfolio Companies



Siemens Advanta



Services

Siemens Financial Services



Siemens Real Estate



Global Business Services



¹ Publicly listed subsidiary of Siemens; Siemens' share in Siemens Healthineers is 75%



Digitalization is transforming the backbone of our economies:

**Industry, infrastructure, mobility,
and healthcare.**

This transformation is key to business success and for shaping a sustainable future.

With our technologies, we're helping our customers to accelerate their own digital transformation, to reinvent their companies and industries, to become more sustainable.

Dr. Roland Busch

President and CEO of Siemens AG



Digital transformation has the potential to drive progress and growth and reduce resource consumption in all countries

Industry



50%

material savings can be realized using digital twins and innovative production technologies such as additive manufacturing.

Infrastructure



30%

of energy worldwide is consumed by building operations. Data analytics & automated building mgmt. can unlock large saving potentials.

Mobility



30%

higher network capacity can be achieved through automatic train operation and by optimizing train flows and rail operations.

Healthcare



44%

faster door-in-door-out¹ time for stroke patients is possible with AI-supported analysis of brain scans.

¹ Time interval between patient arriving at the hospital and leaving from mechanical thrombectomy
Source: International Energy Agency, Royal Berkshire Hospital NHS Foundation Trust

A little about me...coming back to where it all began

- Started with Siemens in South Africa in 2001 – “Online Publisher” for the siemens.co.za
 - 2005: Corporate Advertising, Siemens AG, Munich
 - 2006 – 2009: Head of Corporate Communications Siemens Southern Africa, plus later for the Africa cluster
 - 2009 - 2011: Vice President of Communications, Siemens Industry Inc., Atlanta
 - 2011 – 2014: Head of Communications, Infrastructure & Cities Sector, Siemens AG, Munich
 - 2014 – 2017: Head of Marcom, Siemens USA, plus later Head of Global Marcom
 - 2018 - 2022: Chief Communications Officer, GE Power and then GE Healthcare
 - 2023 – Head of Digital Experience, Siemens AG
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What has changed?

A rapidly transforming organization – a leading technology company

A focus on Customer Impact

Culture and Empowerment

Digital Transformation across the portfolio, all operations and go-to-market models

What are the implications for the work we do in Communications?

We live in an experience driven world.

The ability to interact and engage with a company in a true Omni-channel fashion is what is required to stay relevant and win

Digital Experience at Siemens

Driving an enhanced enterprise level focus on digital experience to build and deliver compelling, consistent, engaging, integrated and measurable digital experiences across the organization's key digital channels and touchpoints.

These seamless experiences should build brand and demand and position Siemens as a leading technology company worldwide... in essence, ensuring a digital experience that mirrors our real-world technology leadership.



Integrated



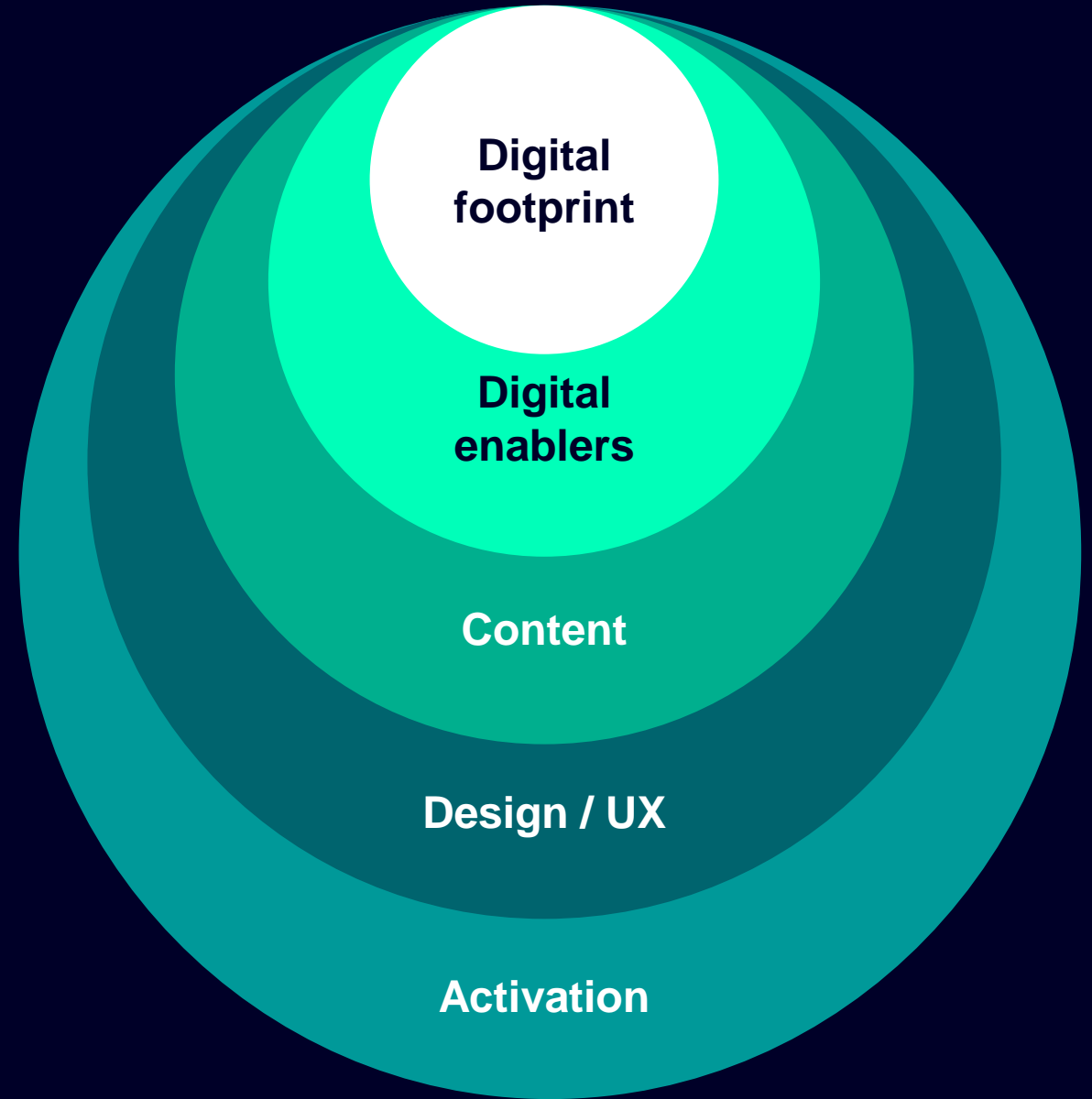
Customer-centric



Data-driven



Efficient/fast



An oldie, but a goodie: The experiment in the Subway...



- A violinist played for 45 minutes in the Washington D.C. subway
- The violinist was Joshua Bell, a world-famous musician, playing a violin worth over \$3million
- Of the 1,097 people who passed by, only seven stopped to listen to him, with only one recognizing him
- He made \$32 in tips from 27 people, excluding \$20 from the person who recognized him
- Two days prior to playing in the subway, he had sold out a Boston theatre, with tickets averaging >\$100
- **The extraordinary in an ordinary environment does not shine**
- **All of Context, Excellence and Audience Understanding matter...**

Questions we are grappling with and can use your insights

- How do we measure a great Digital Experience?
- How do you drive synergies and standards across a large, globally-matrixed and complex organization?
- What is the best approach for scaling new digitally-driven business models while not ‘breaking’ existing channels and platforms?

Thank You