



Siemens Analyst Relations Program

Correlating analyst projects with outcomes

ARchitect User Forum
December 8, 2021

| Agenda for today

- About Siemens and analyst relations program
- The outcome
- How we use ARchitect
- Correlations & insights



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Siemens Serves a Wide Set of Customer Needs

Businesses

Digital Industries



Smart Infrastructure



Mobility



Siemens Advanta



Portfolio Companies



Siemens Healthineers¹



Countries

Service & Governance

¹ Publicly listed subsidiary of Siemens; Siemens Healthineers with its own setup for Countries and Service & Governance

Siemens Digital Industries: #1 or #2 in Software, Automation and Services for Industrials

Key Figures FY21: €16.5bn Revenue | ~72,000 Employees



Software (industrial)

#1 market position

- Product lifecycle mgmt.
- Electronic design automation
- Manufacturing operations
- Cloud architecture services
- Industrial IoT
- Low-code



Factory Automation

#1 market position

- Automation products
- Automation engineering software
- Controls software
- Systems for production machines
- Industrial Edge



Motion Control

#1 market position

- Drives
- Motors
- Machine tool systems
- Additive manufacturing
- Industrial Edge for machine tools and drive technology



Process Automation

#2 market position

- Automation systems and software for process industries
- Process instrumentation and analytics
- Industrial communication and identification
- Power supply systems

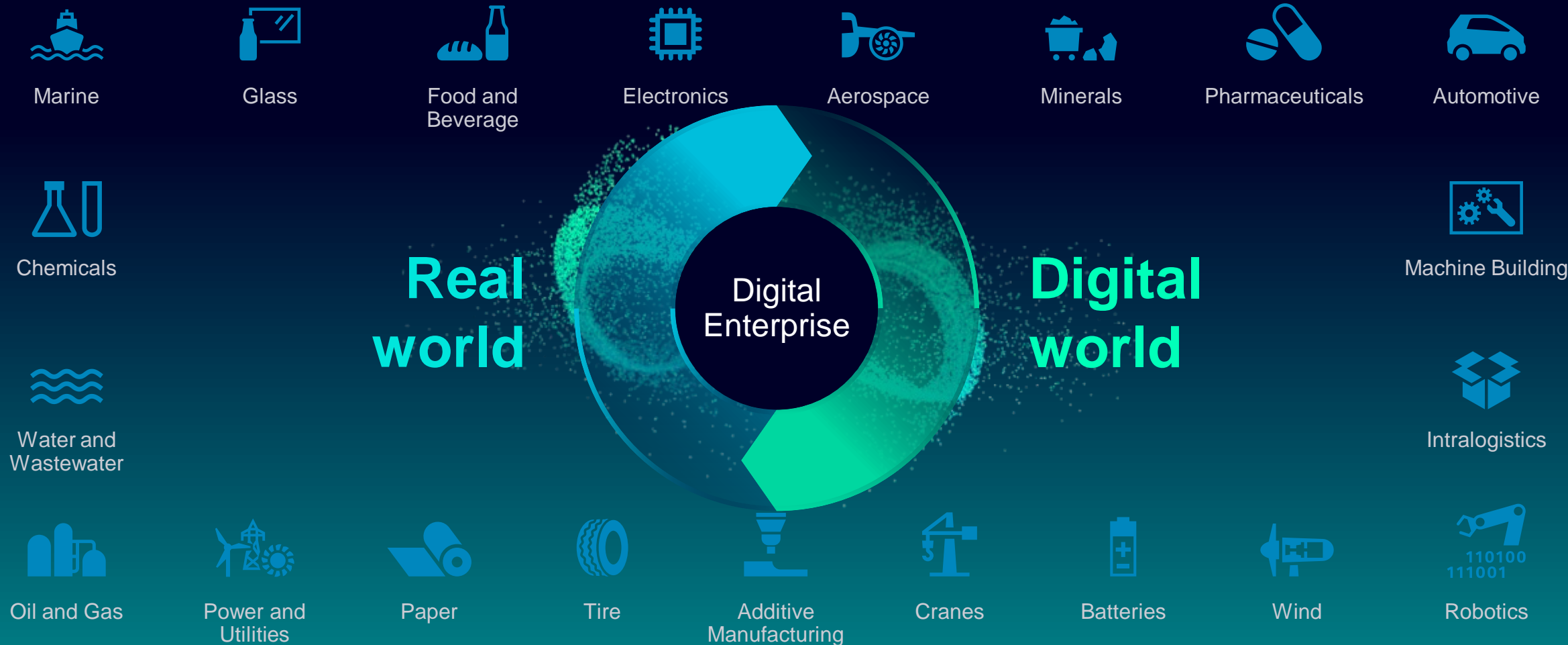


Customer Services

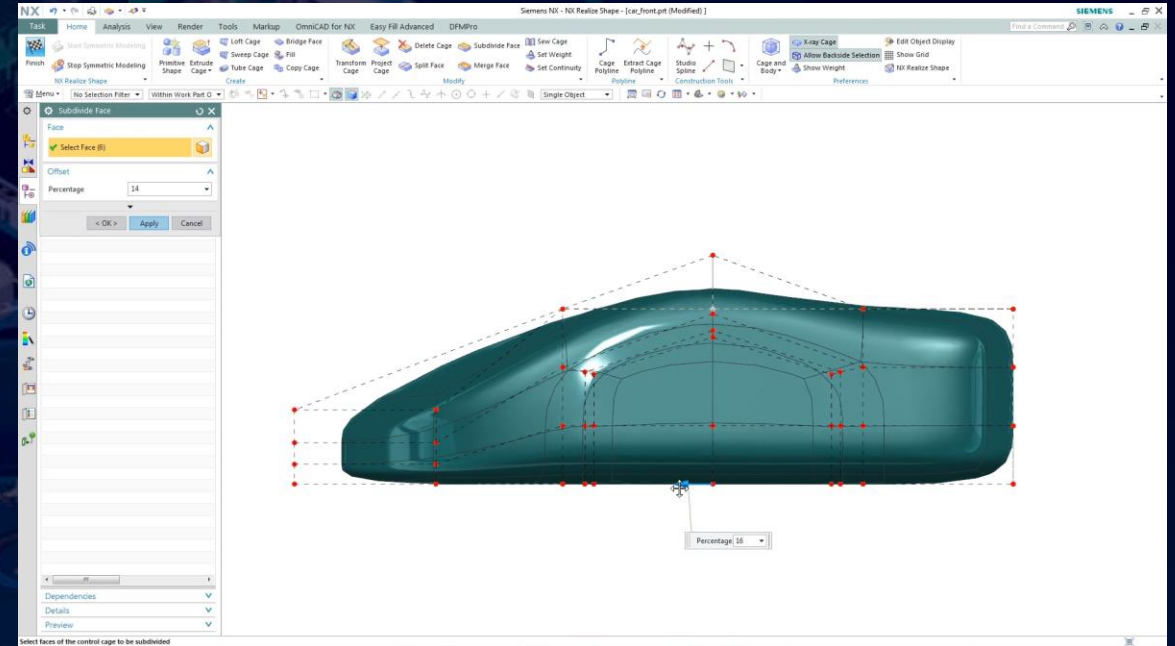
- Lifecycle services
- Artificial intelligence services
- Remote services
- SITRAIN/E-learning
- Digital enterprise services with consulting, implementation and optimization approach

Solutions for focus industry verticals

Digital Enterprise – Combining the Real and the Digital Worlds with the Comprehensive Digital Twin

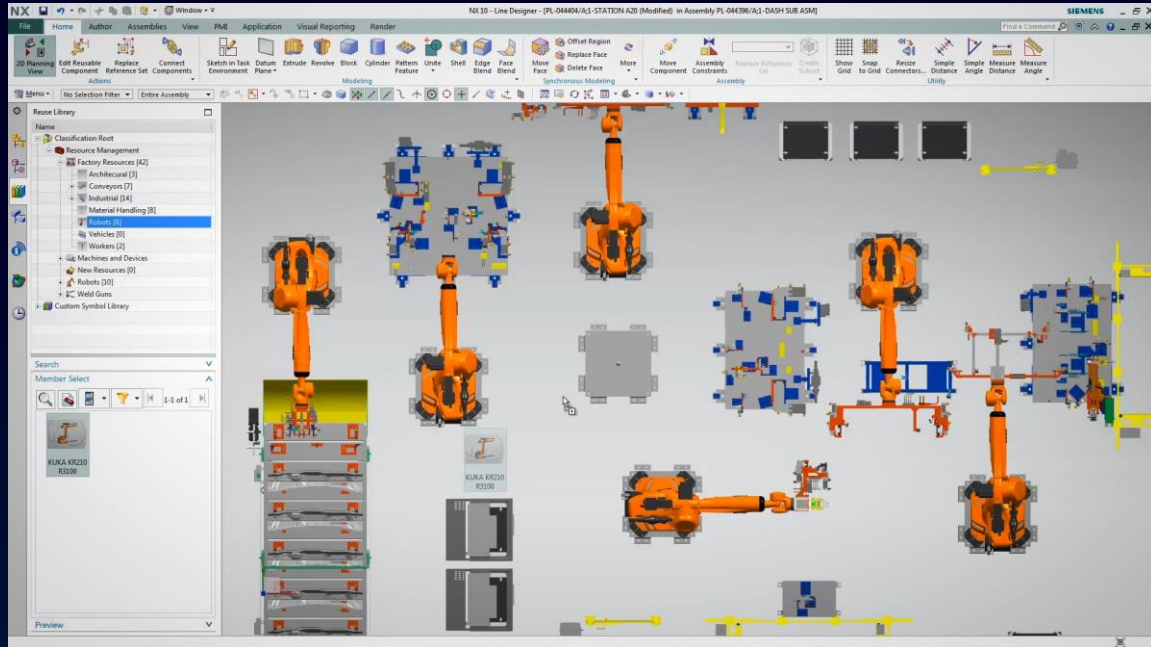


The Digital Twin Product



Design, simulate and verify products digitally, including mechanics and multi-physics, electronics and management of software.

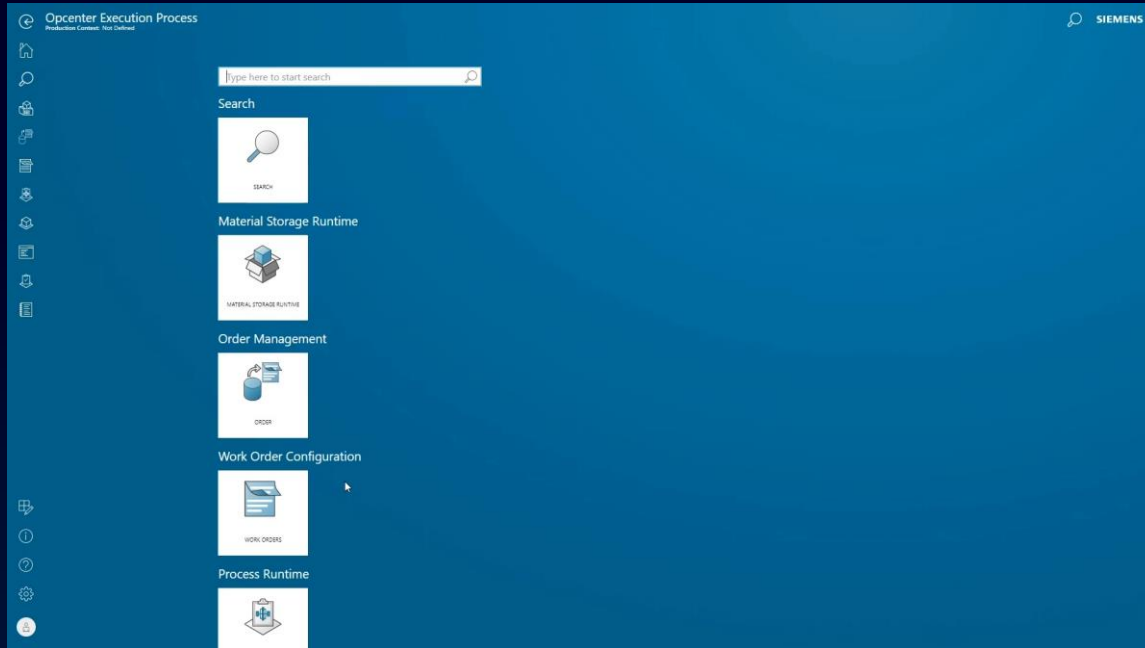
The Digital Twin Production



Plan, simulate and optimize production digitally with PLC code generation and virtual commissioning.



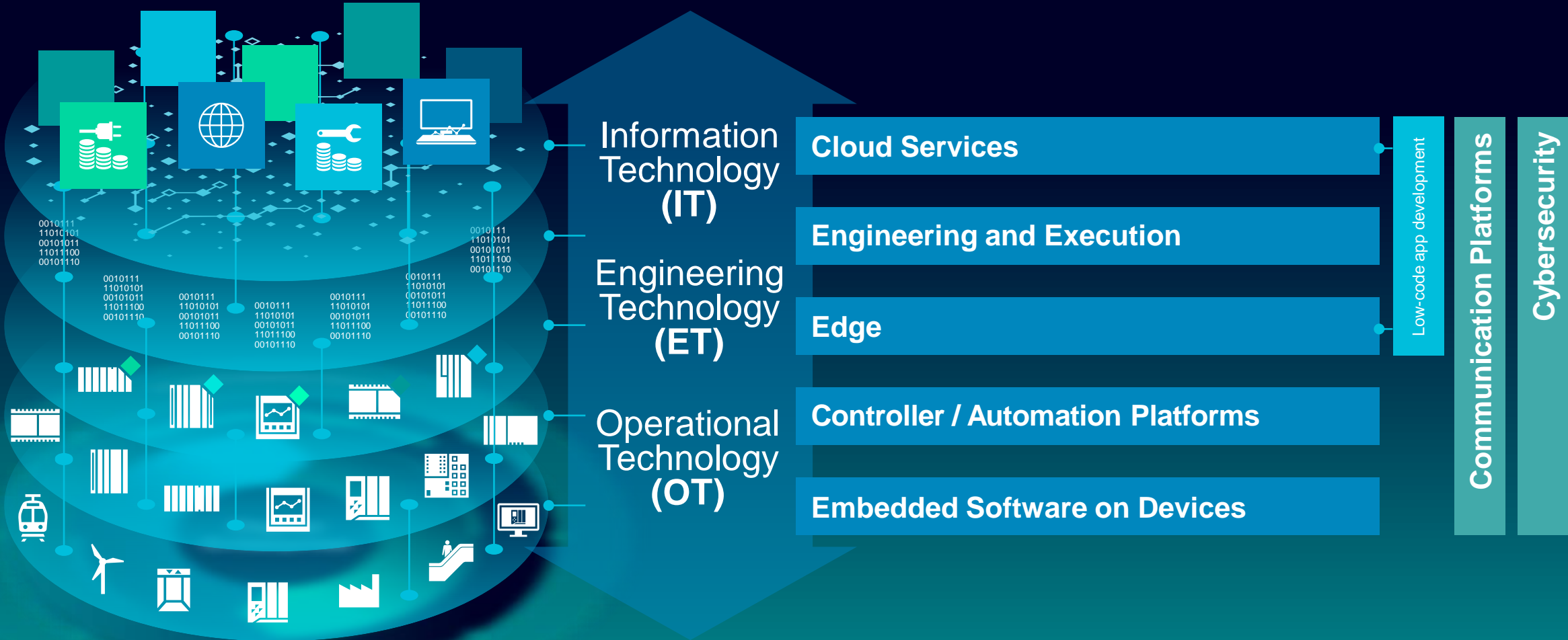
The Real Product and Production



Run production efficiently and securely with Totally Integrated Automation, and optimize product and production with data insights.

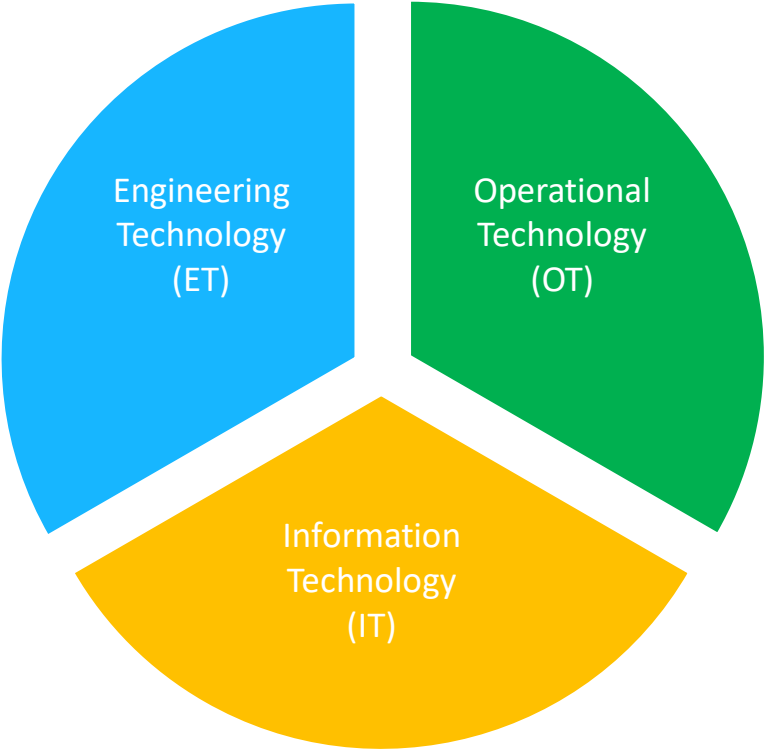


Integration Across Diverse Areas and Layers – Intelligence for Data-Driven Decision Making



Changing Analyst Landscape: IT / OT / ET Convergence = AR Importance

ARchitect supports broad group of analysts in “Premium Content” across AR landscape



“But first, the end”

Spoiler alert!

Recognized Leader Confirmed Through 2021 Analyst Research

FORRESTER WAVE

**PLM—
clear #1
vendor!**

FORRESTER WAVE

**Industrial IoT—
leader and most
visionary!**

FORRESTER WAVE

**Low Code
Platform—
highest scoring!**

GARTNER MAGIC
QUADRANT

**MES—4th
year a
leader!**

ABI RESEARCH

**Industrial Simulation Software—
overall leader!**

GARTNER MAGIC
QUADRANT

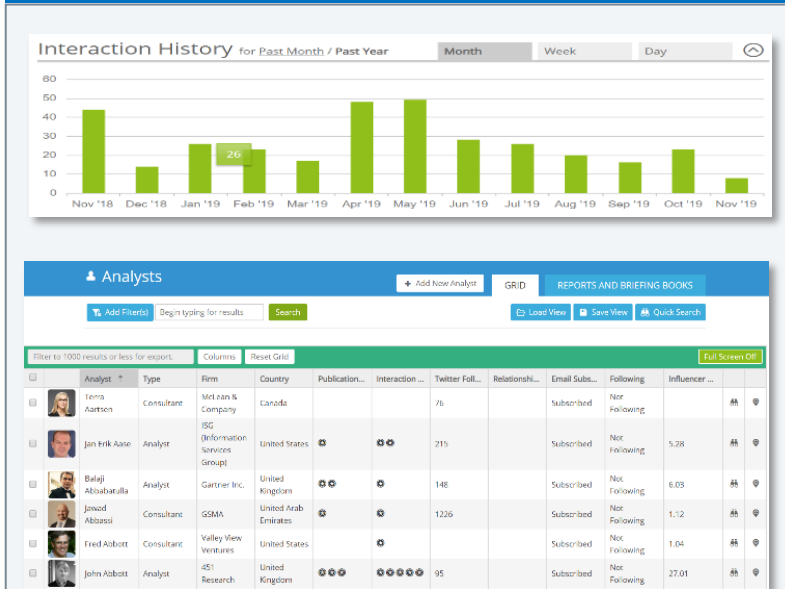
**Multi-experience
Development—
leader!**

How did we do it?

Long-Time ARchitect User since 2013

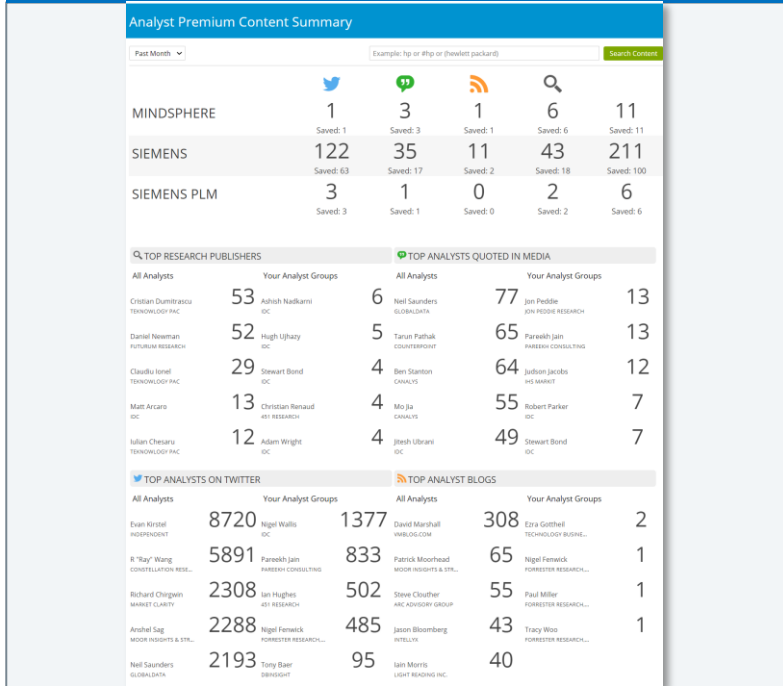
Critical to our success as AR professionals

Log AR Activities



Centralize AR activities
 Analyst tracking & engagement
 Monitor / reporting
 Calendar – research, briefings

Premium Content



Track analyst feedback / engagement
 Monitor competitive landscape
 Future SoV and advanced reporting

Analyst Portal



Soft launch in 2021
 Self service for long-tail of analysts
 Requires care and feeding of content



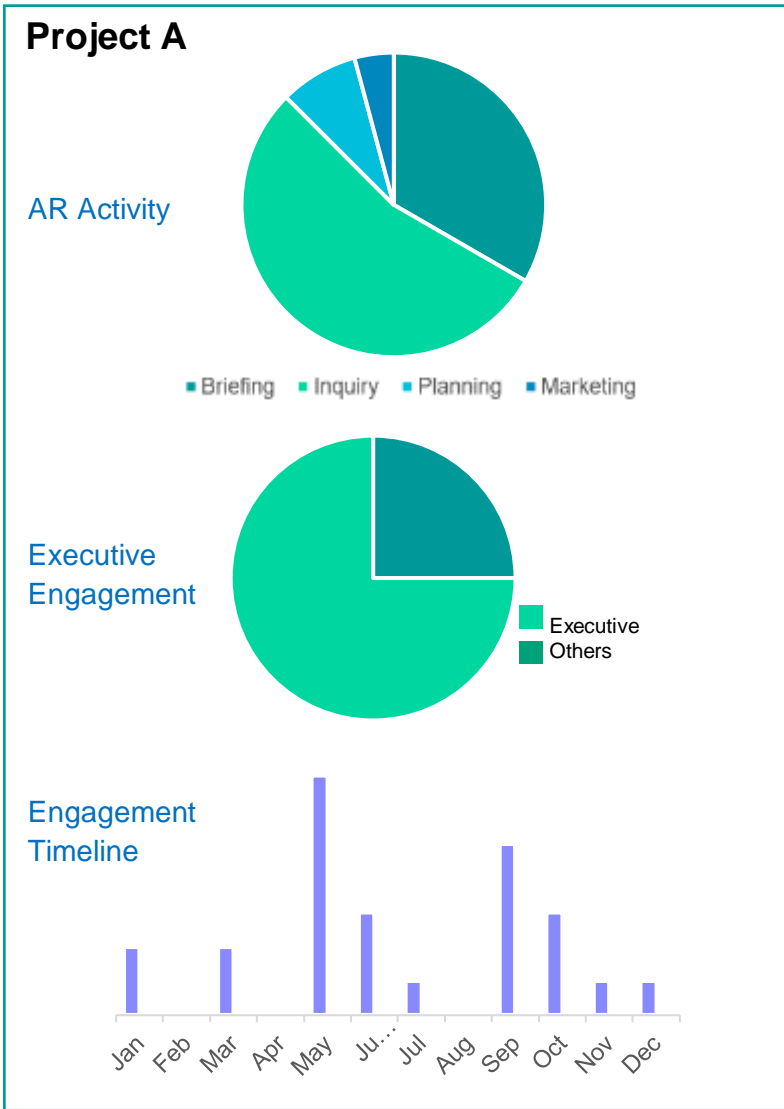
Introduction of Projects

Can be added to “individual Project” or “series of Projects”

The screenshot displays the Siemens software interface. At the top, there is a navigation bar with the SIEMENS logo and user options like 'Recent', 'Notifications', 'My Analysts', 'Team Links', 'My Account', and 'Log out'. Below this is a secondary navigation bar with 'ANALYSTS', 'INTERACTIONS', 'CONTENT', 'EMAIL', 'PROJECTS', 'SITE', and 'HELP'. The 'PROJECTS' menu is highlighted with a red box, showing options: 'Projects', 'Add New Project', 'Recent', and 'Saved Reports'. Below the navigation, there are sections for 'Projects' (with 'Add Project', 'CALENDAR', 'GRID', 'REPORT' buttons), 'Project Reports' (with 'Add Filter(s)', '11/28/2021 - 12/4/2021', and 'Begin typing' options), and 'Create a new report' (with 'Project Custom Report' and 'Project Summary' options). The 'New Interaction' form is shown on the right, with fields for 'Title & Description', 'Basics' (including 'Interaction Type', 'Date', 'End Date', 'Initiator', 'ARPrimary', 'Location'), 'Analysts', 'Participants', 'Coverages', 'Project' (highlighted with a red box), and 'Attachments'. The 'Project' field is a dropdown menu with '+New' and 'Pick' icons.

Group Interactions into “Projects”
Provides additional category of activities
Track engagements and outcomes to Projects

A Tale of Two Projects: Analyst Research Projects with Varying Outcomes

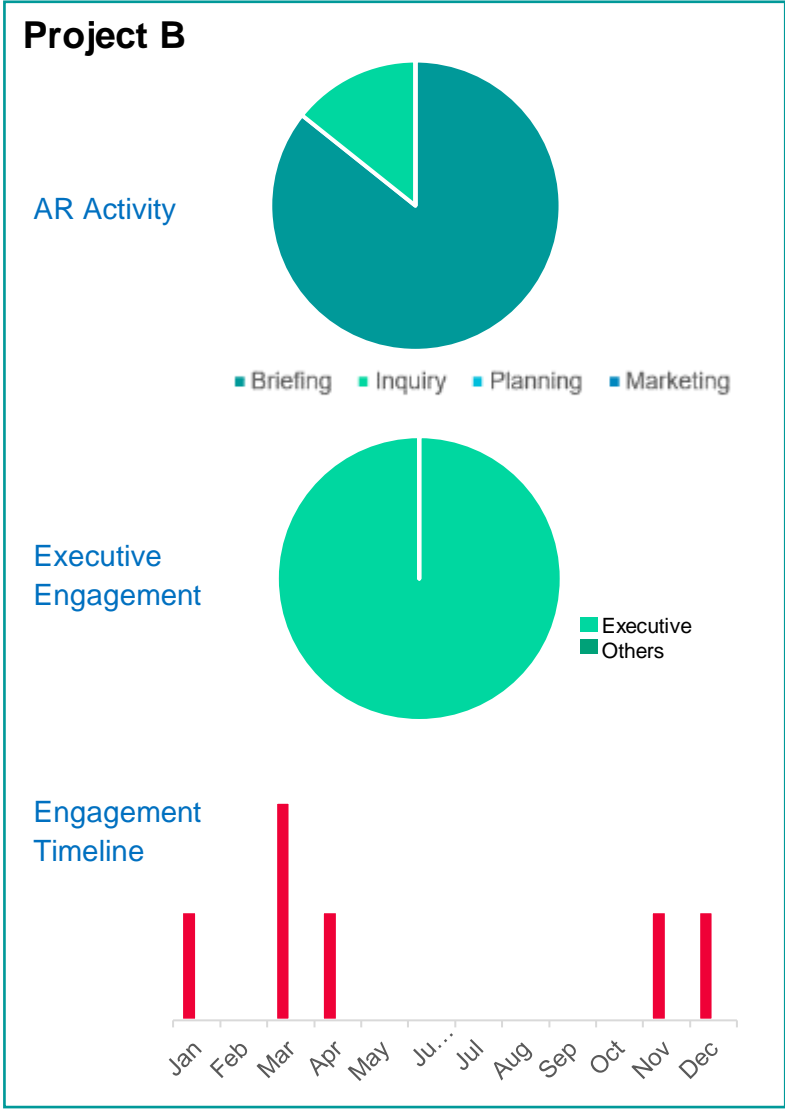


“Good” outcomes had a higher mix of interactions—inquiry.

“Good” outcomes had more executive involvement in interactions (internal and external benefits with shared ownership).

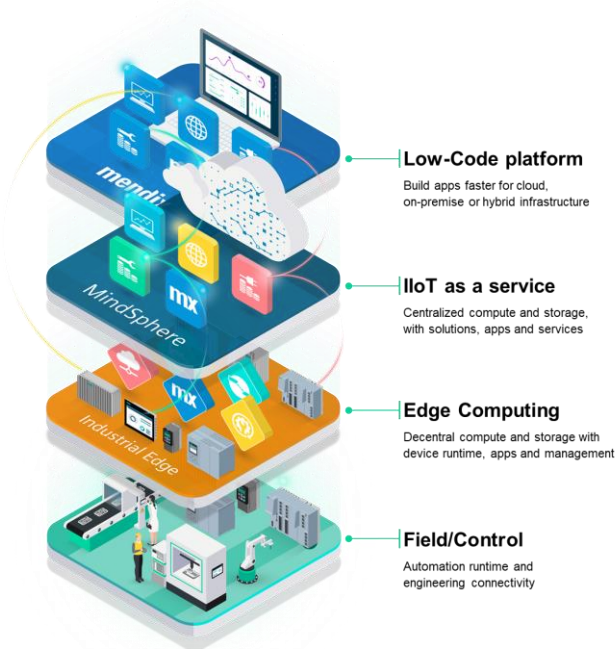
“Good” outcomes had interactions spanning a wider range of dates in the year.

“Bad” outcomes did none of these three things well.



Project Example: Industrial IoT / Industrial Edge AR Research Campaign

Utilize ARchitect 'project' to aggregate multiple projects for a single reporting function



Qty	IDC	teknowlogy	CXP PAC	FORRESTER®	ABIresearch THE TECH INTELLIGENCE EXPERTS™	Gartner®
Inquiry	4			1		6
Briefing	2	2		2	1	2
Event	1	1		1	1	
Other	4			1	1	1

Actions



Outcomes

Recorded Hours of Analyst Engagement

	Total Hours
Analyst Portal Contact	0.5
Briefing	18
Event	2.5
Inquiry	9
Planning	4
Grand Total	34

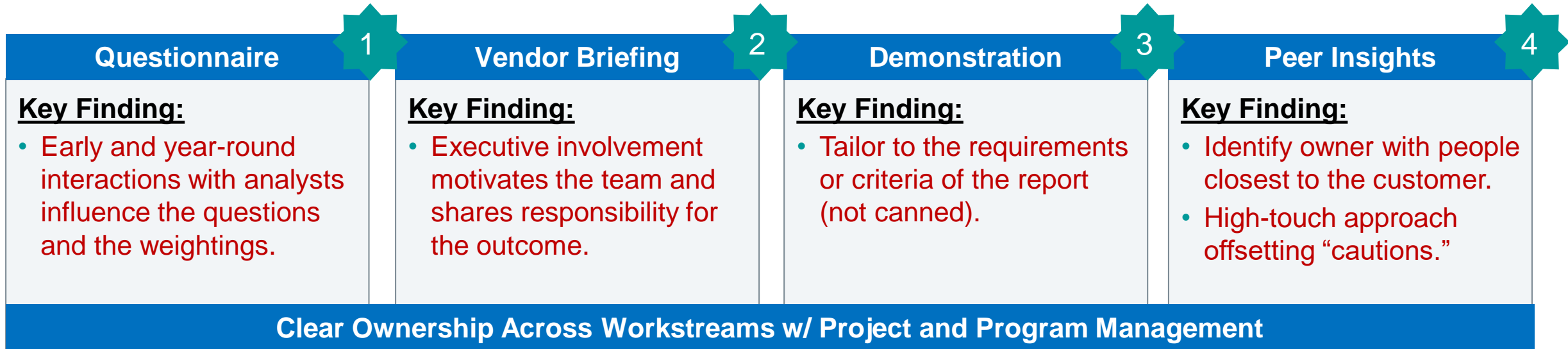
Actions

Outcomes

Project	Project Type	Project Status	Start Date	End Date	Interactions					Articles			
					Interactions	AR Team	Participants	Analysts	Firms	Twitter	Research	Blog	Quote
Industrial IoT / Industrial Edge	Important Research	On Track	10/11/2021	10/11/2022	33	6	12	161	41	4	6	1	3

Four Core “AR Workstreams” for a Major Evaluation Report Effort

Working toward best practices to support signature research



ARchitect used to support Interactions and research outcomes

- Plan to add fields for capture and tracking of preparation time and program tasks
 - Exploring how to support all workstreams with ARchitect

**And one interesting
aside...**

Critical Capabilities: MQ results vs. GPI and Leaders Peer Group

Leverage GPI data to influence MQ scores

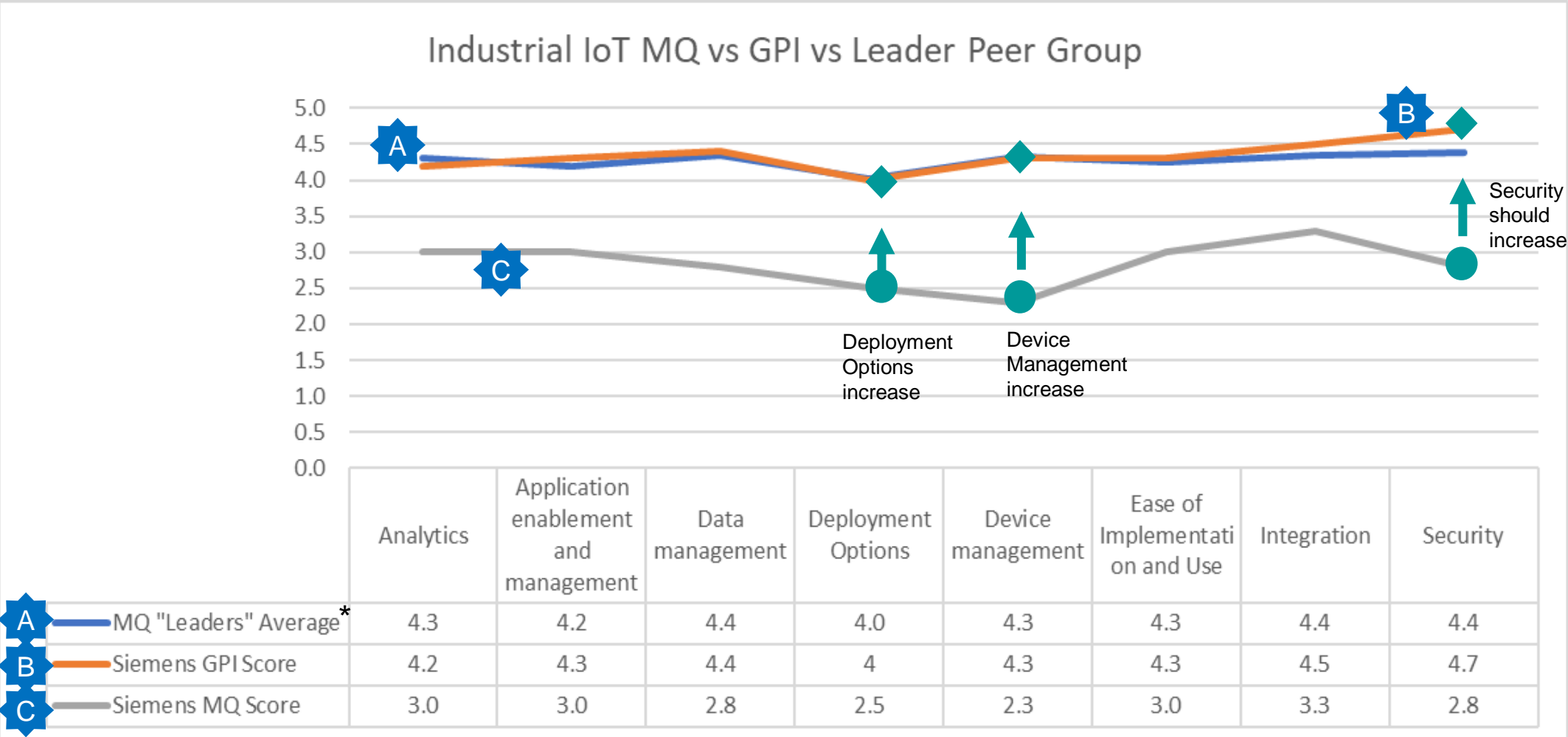
	Vendor A	Vendor B	Vendor C	Vendor D	MQ "Leaders"	Siemens GPI	Siemens	Variance from	
Ratings Distribution	66 Reviews	36 Reviews	16 Reviews	20 Reviews		38 Reviews			Above Average
5-star	35%	50%	25%	65%		50%			Below Average
4-star	62%	42%	50%	35%		47%			
3-star	3%	8%	25%	0%		3%			
2-star	0	0	0	0		0			
1-star	0	0	0	0		0			
Willingness to recommend	88%	86%	63%	95%	83%	95%	1	12%	
Overall Capability Score	4.5	4.6	4.2	4.5	4.5	4.5	2	+ 0.0	
Analytics	4.3	4.1	4.4	4.4	4.3	4.2	5	- 0.1	
Application enablement and management	4.2	4.3	3.9	4.4	4.2	4.3	2	+ 0.1	
Data management	4.3	4.4	4.2	4.5	4.4	4.4	2	+ 0.1	
Deployment Options	4.3	4	3.8	4	4.0	4	3	- 0.0	
Device management	4.4	4.3	4.1	4.5	4.3	4.3	4	- 0.0	
Ease of Implementation and Use	4.3	4.2	4	4.5	4.3	4.3	2	+ 0.0	
Integration	4.3	4.5	4.1	4.5	4.4	4.5	1	+ 0.2	
Security	4.5	4.3	4.2	4.5	4.4	4.7	1	+ 0.3	

MQ Comparison	
Siemens MQ Score	MQ Delta scoring
3.0	- 1.2
3.0	- 1.3
2.8	- 1.6
2.5	- 1.5
2.3	- 2.0
3.0	- 1.3
3.3	- 1.2
2.8	- 1.9

- Rebuild GPI data into spreadsheet
- Compare GPI as 'MQ Leaders – peer group' **A** against 'Vendor GPI' score **B**
- Measure 'Vendor GPI' against 'MQ Scoring' **C**

Critical Capabilities: MQ results vs. GPI and Leaders Peer Group

Leverage GPI data to influence MQ scores



* MQ "Leaders" Average = averaged critical capability score from Gartner Peer Insights of previewed "MQ Leaders" (PTC, Microsoft, Software AG, Hitachi)

In conclusion...

In Summary

Major traits for winning outcomes and other thoughts

1. ARchitect helps us to successfully manage our AR program and enables us to derive keen insights
2. Monitor interaction mix throughout the year: High mix of 'inquiries' yielded best results
 - Use internally to drive higher percentage of inquiries in FY22 for success
 - It's NOT about doing a ton of briefings
3. Executive involvement in the project drives high level of internal engagement and shared ownership
4. Working toward incorporating ARchitect to capture additional AR activities and best practices

Questions



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