

The background features a dark blue gradient on the left, transitioning into a large, vibrant, abstract shape on the right. This shape is composed of overlapping curved segments in shades of orange, pink, and purple, creating a dynamic, modern aesthetic.

AWS re:Invent

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Democratizing the digital twin for small and medium businesses

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Democratizing the Digital Twin for SMB

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SIEMENS

A woman with short grey hair, wearing a light blue button-down shirt and khaki pants, stands in a warehouse. She is looking down at a white smartphone held in her right hand. In her left hand, she holds a black handheld barcode scanner. The background shows tall metal shelving units filled with cardboard boxes. A large window on the right side of the frame allows natural light to enter the space. The word "SIEMENS" is overlaid in large, white, sans-serif capital letters across the center of the image.

SIEMENS

Key Trends

Small and Medium Business



Faster process



Eroding margins



Quality talent



Instant connection

Explosion of complexity

Smart
Secure
Connected
Sustainable
Cost effective
Personalized
Accessible
Integrated
Efficient
Flexible
Quality



Democratization of Digitalization is happening now!

Adopting Digitalization



72%

are executing digital transformation
as a result of the pandemic

Source: CIOReview

Cloud-first Solutions



88%

implement cloud first solutions
when digitalizing their process

Source: SMB Group

Multidisciplinary Platform



1

vendor relationship
when looking for industrial engineering software

Source: SMB Group

Digital Marketplace



60%

choose the digital marketplace
due to transparent pricing and upfront knowledge

Source: McKinsey & Company

5 imperatives for successful digitalization

“How should Mid-Market leadership teams think about navigating technological changes given the very real limitations they face?”

How Midsize Companies Can Drive Digital Transformation
Doug Farren, Harvard Business Review



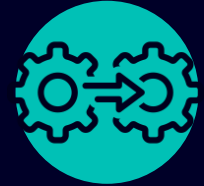
1. Platform

Solutions selected are multidiscipline and allow for business process efficiencies – leading to greater ROI



2. Budget

While protecting current investments, SMBs understand utilizing the right technology investments are needed to protect bottom line



3. Processes

Not only are internal processes evaluated but *also* ones across stakeholders, suppliers, and customers are ensured smoother collaboration



4. People

Investment on ensuring current talent have the right tools to get the job done right, while attracting new talent

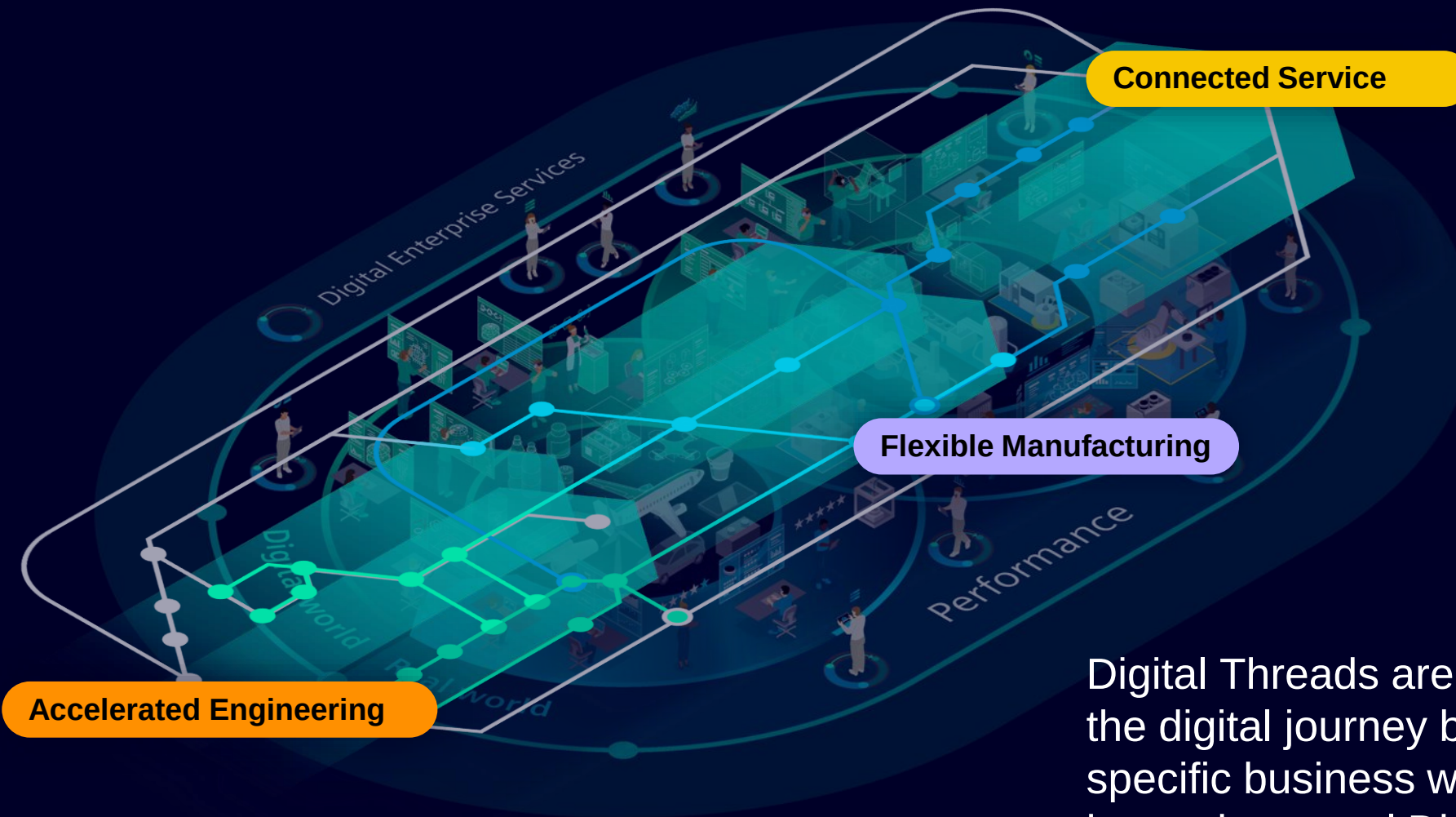


5. Risk Management

Prepare, prevent, and respond to security risks to protect the company's most valuable data and assets

Digital Enterprise

Next level flexibility with digital threads



Digital Threads are the map for the digital journey based on specific business workflows to becoming a real Digital Enterprise.

Accessible, Scalable, Flexible

Helping startups
and companies
of all sizes enable
the **digital twin**
at a faster rate.



Enovates

Belgium

Customer challenge

Rapidly changing technologies, regulations and customer requirements in EV market

Solution

A fully integrated software ecosystem for improved file, release, product lifecycle and task management with solutions for mechanical, electrical and electronic design, and technical publication

Benefits

A seamless, integrated structure for a streamlined design flow

80,000

Chargers installed across Europe



Stella Fietsen

The Netherlands

“[We use] Mendix not only for customer-facing portals or the MyApps and Sites, but also for some background processes. This flexibility allows for Mendix to be the system of record for both Stella’s customer portals, as well as order and product information management.”

Niek Peters –
Head of business and technology at Stella Fietsen

Accessible

Connected customer-facing portals, applications, sites, and backend processes across their global business

Rapid Digitalization

First 18 months in low-code helped Stella Fietsen embrace ambition and become more agile with each new project

400,000

E-bikes sold



Regent

Boston, Massachusetts USA

Customer challenge

Bringing a new category of vehicle to market, reduce time and cost of moving people and goods between coastal cities

Solution

Regent chooses Teamcenter X for secure, cloud access to product information and processes

Zero Emission

Regent's sea glider operates exclusively over the water and is zero emission

Cloud First

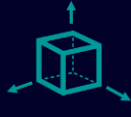
Minimized administrative overhead while putting 100% focus on design, engineering, manufacturing, and innovation

40%

World's population living in coastal communities



Siemens Digital Industries Software on AWS Marketplace



NX X, Solid Edge, and Zel X
Mechanical Product Design



Teamcenter X
Product Lifecycle Management



Insights Hub
Industrial Internet of Things (IIoT)



Simcenter X
Performance Engineering Simulation Software



Mendix
Low-Code Application Platform



Supplyframe
CIQ, CPQ, NPI, Planning & Optimization



Capital Electra X
Electrical CAD



Polarion X
Application Lifecycle Management



AX4
Transportation Management



Tecnomatix
Virtual Commissioning



AM Network
Siemens Additive Manufacturing Network



Valor
Process Preparation, SMT Programming



Opcenter X
Manufacturing Execution System



PADS Professional
PCB Design

Find us on
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Siemens Xcelerator as a Service



Powered by AWS

Siemens Xcelerator as a service provides multi-disciplinary solutions integrated in a single cloud-based digital environment – allowing companies to be more accessible, scalable, and flexible.

Meet our experts at
the Siemens Kiosk
#S-3A



We
are
here.

Thank you!



Please complete the session
survey in the mobile app