

10th IEEE International Conference on Global Software Engineering

Industry day panel | July 14th, 2015



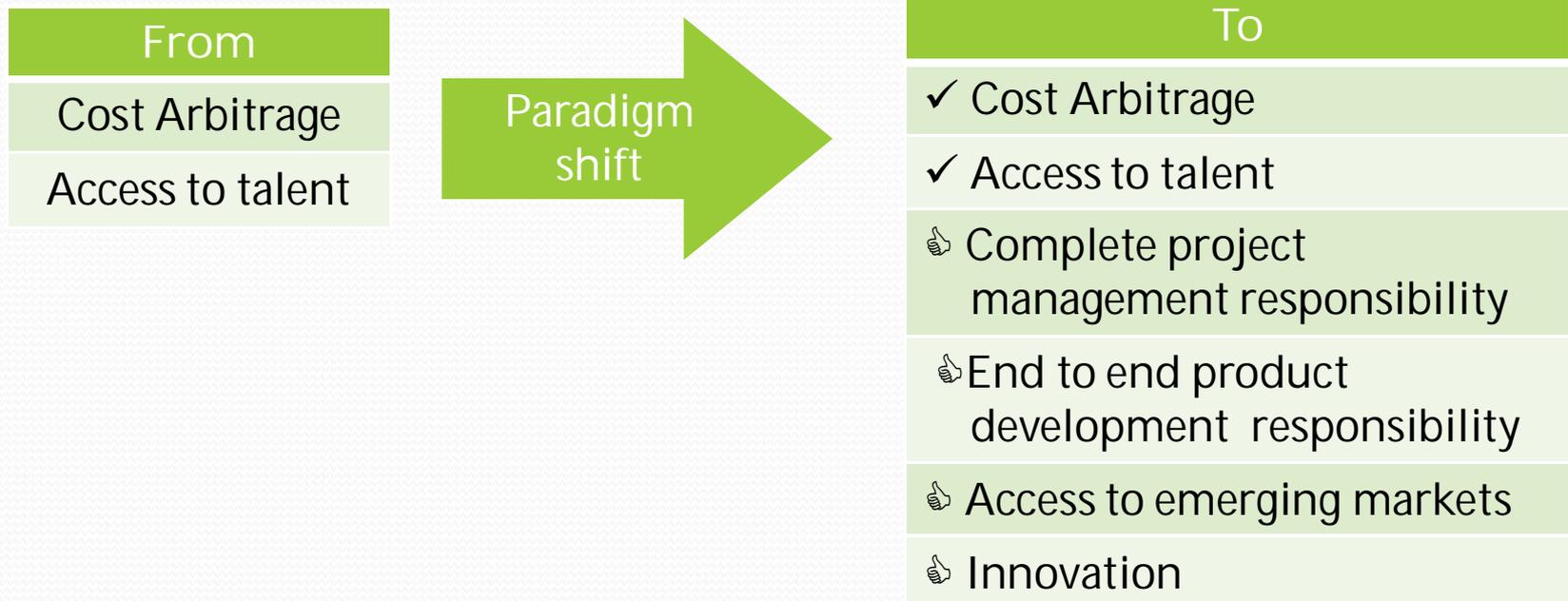
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Siemens Technology and Services Pvt. Ltd.



Siemens Corporate Development Center

A paradigm shift in the value we add

Levers for value addition

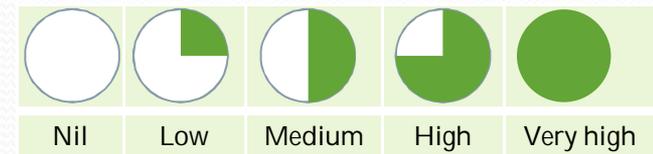




Siemens Corporate Development Center

Steadily increasing responsibility

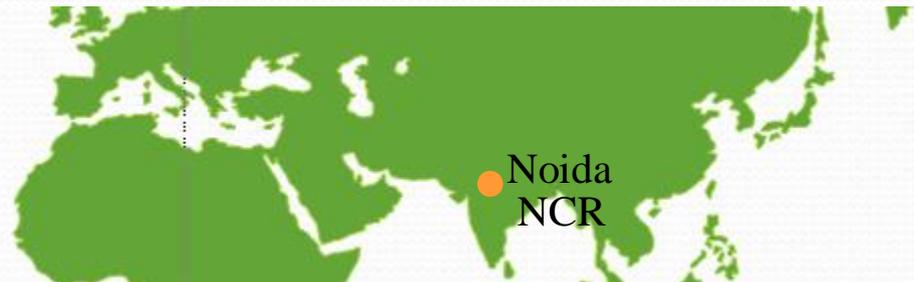
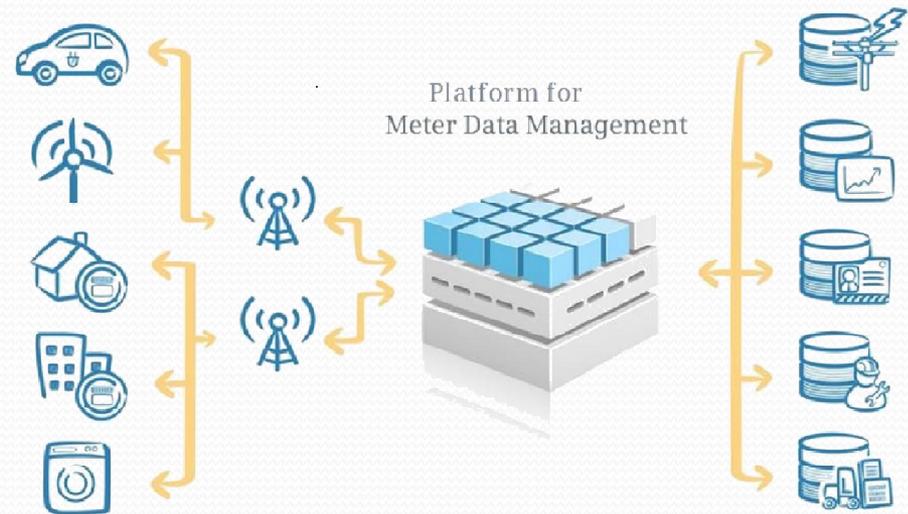
Responsibility	'07	'10	'13	'15	What changed
Requirements to Delivery					<ul style="list-style-type: none"> From programming modules to being responsible for engineering complete products
Project Management + Architecture					<ul style="list-style-type: none"> From managing tasks to significant project management responsibility including complete project management for entire global project
Technical decisions					<ul style="list-style-type: none"> From having no say to actively influencing decisions and making decisions
Domain Expertise					<ul style="list-style-type: none"> From a beginner level to an advanced level
Innovation					<ul style="list-style-type: none"> From no innovation contribution to innovations for local and global market





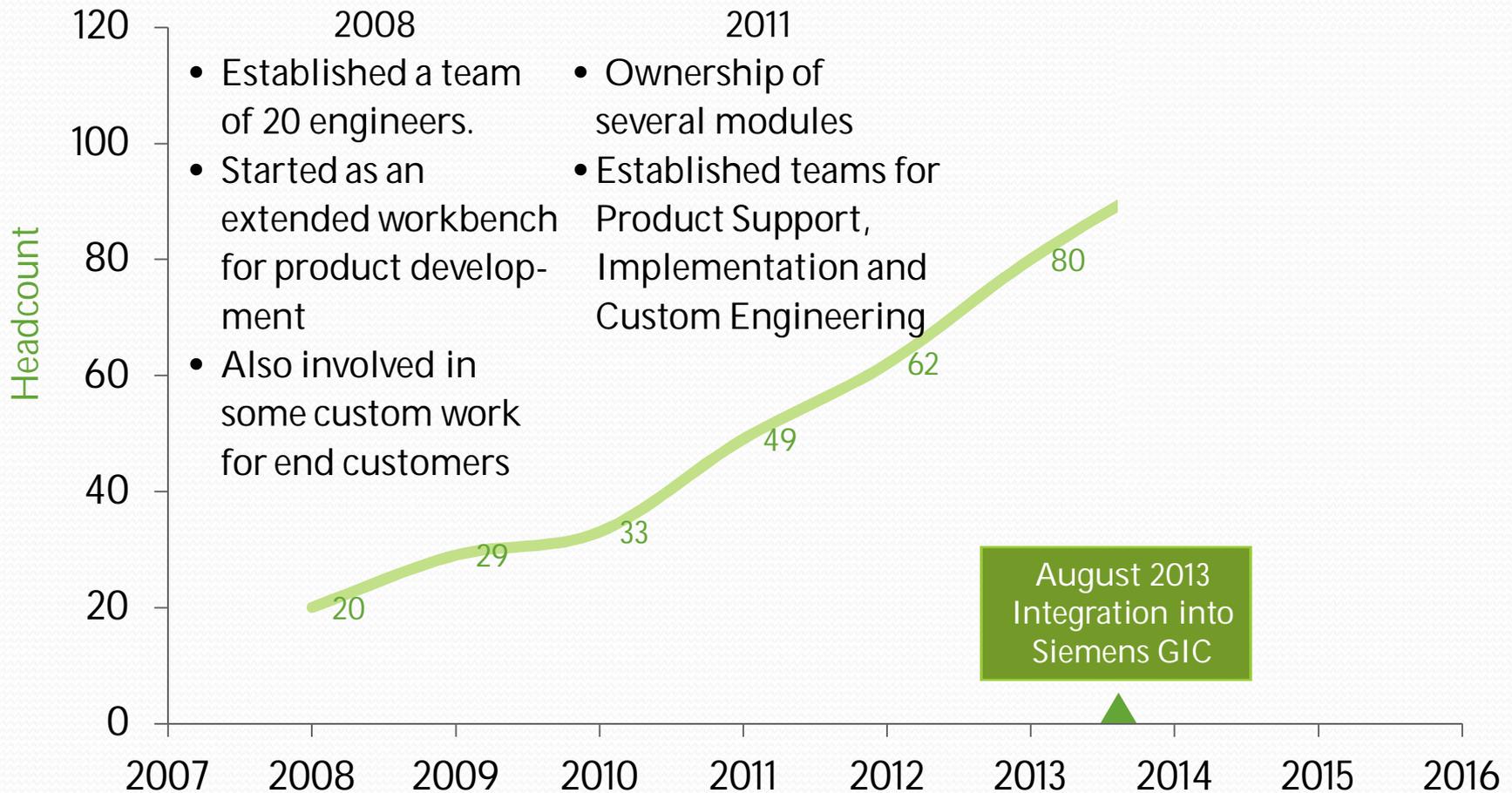
Smart Grid Platform Development

- 100+ team members
- 5+ years of engagement
 - Team joined our organization through an acquisition
- ❖ Development and Customization of Smart Grid Platform plus
 - ❖ *Pre-Sales Technical Support*
 - ❖ *Implementation and Training Services*
 - ❖ *L2/L3 support to customers of all versions of the platform*





Initial situation





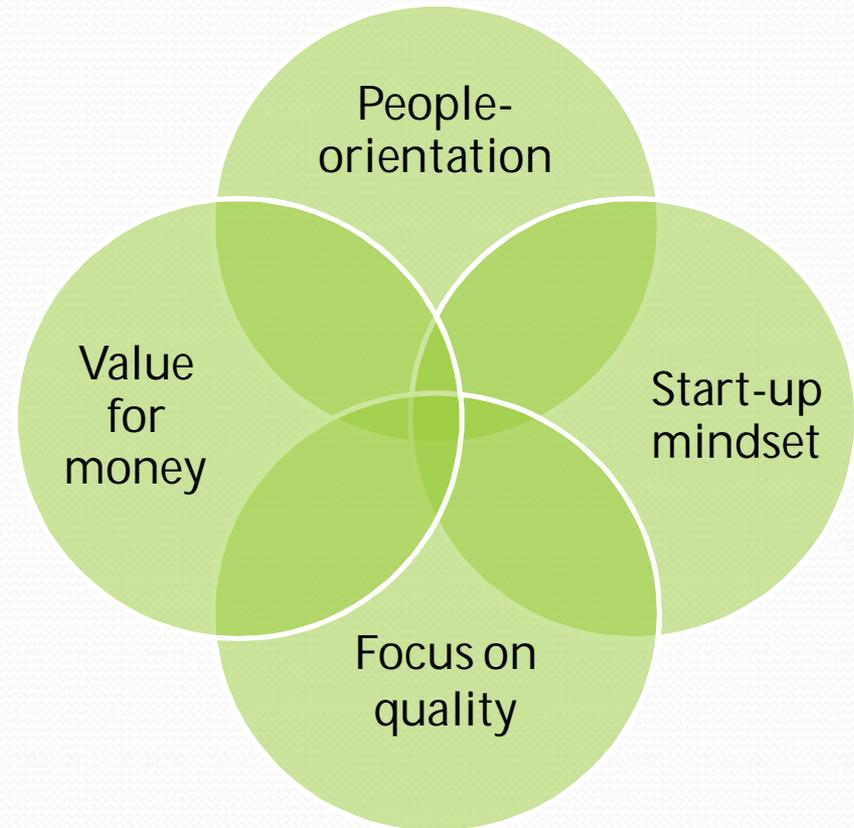
Challenges

- Retaining the soul of the small company while becoming a part of a large organization
- Operating more at an Engineering Support level despite growing responsibility
- Innovation focus where speed was the top priority



Solutions

- People orientation
- Letting the start-up mindset thrive and learning from it
- Intensify focus on quality
- Attention on increasing value for money





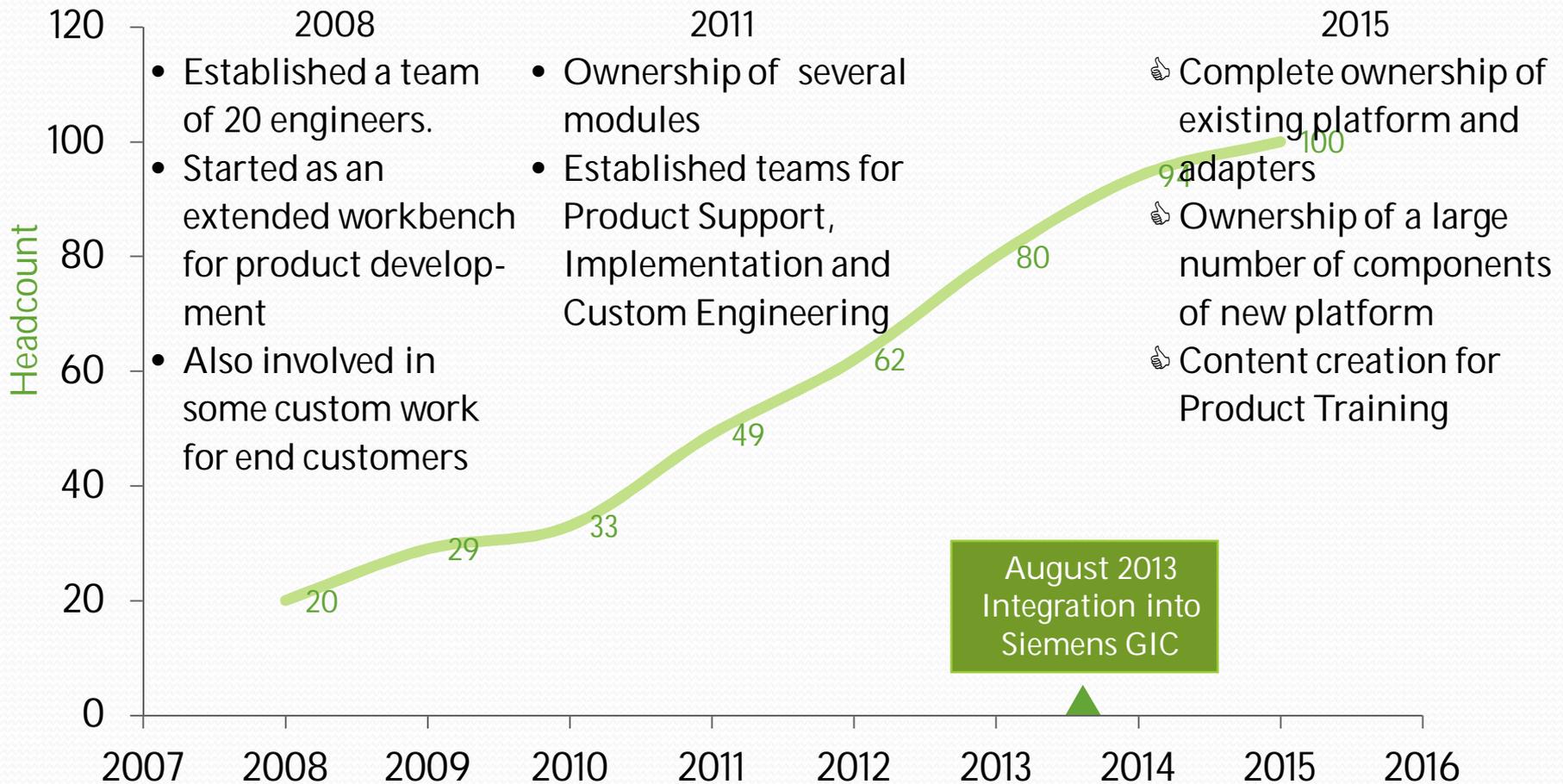
Lessons learned

- Got a taste of the Silicon Valley start-up culture
- Used the experience to effectively encourage innovation orientation within the organization
- Increased contribution to innovation-led topics for Siemens businesses





Outcome: Value-led growth





Recognition

- Winner in the NASSCOM Excellence in Analytics competition, June 2015





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