

# 10th IEEE International Conference on Global Software Engineering

## Industry day panel | July 14th, 2015



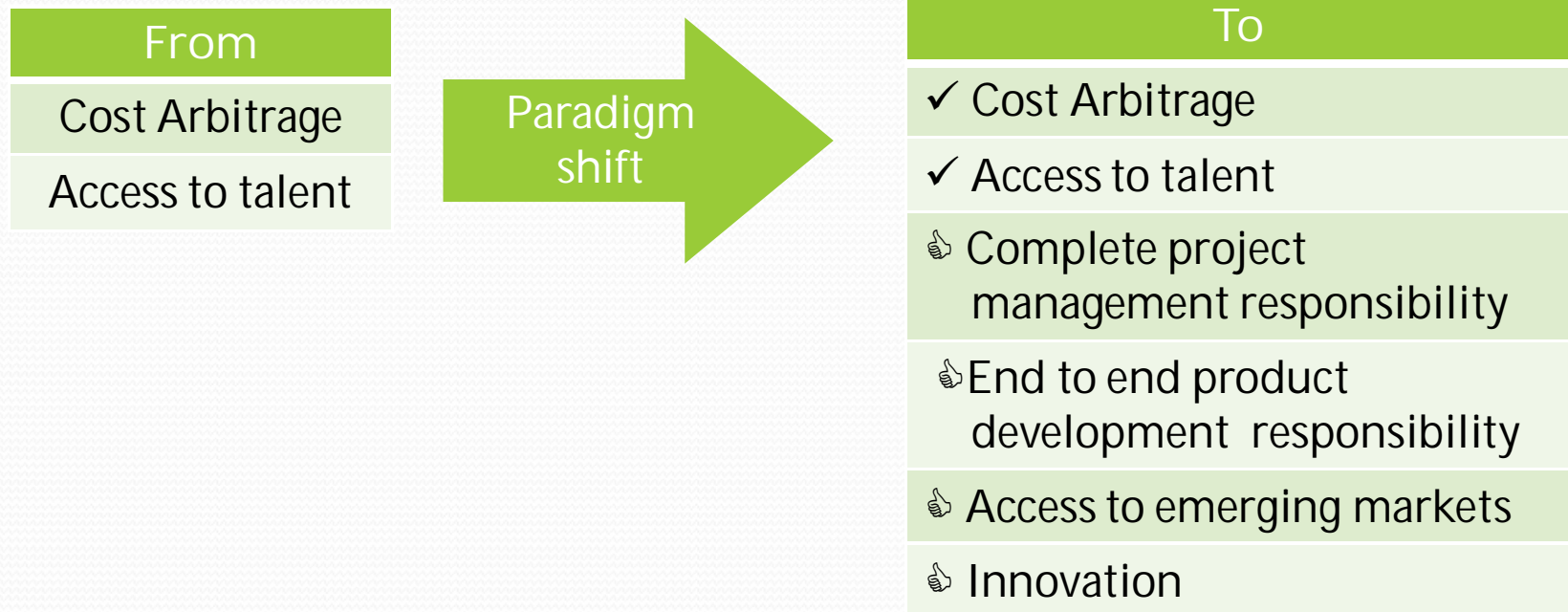
**Gerd Hoefner**  
**Siemens Technology and Services Pvt. Ltd.**



# Siemens Corporate Development Center

## A paradigm shift in the value we add

### Levers for value addition



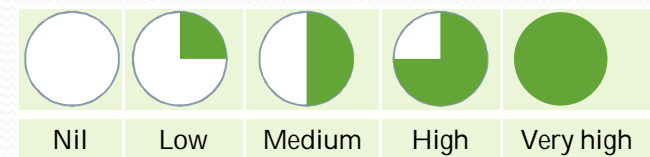




# Siemens Corporate Development Center

## Steadily increasing responsibility

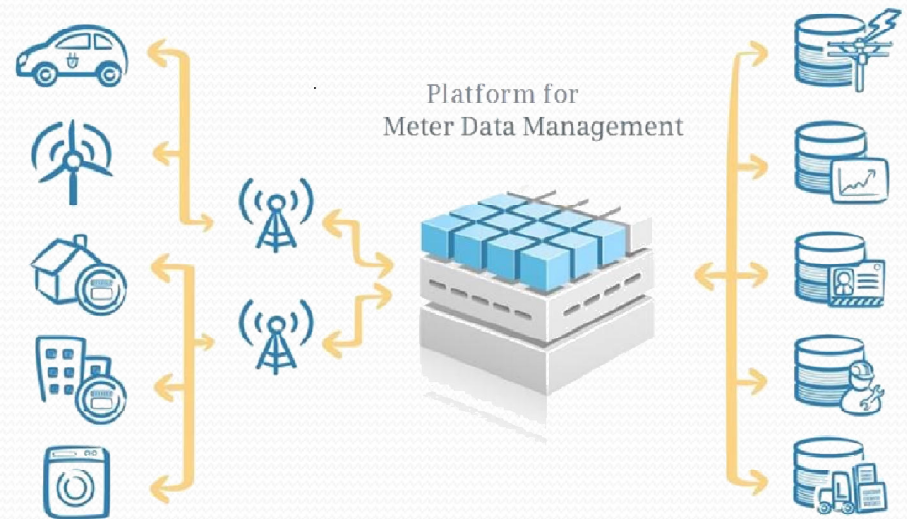
Responsibility	'07	'10	'13	'15	What changed
Requirements to Delivery					<ul style="list-style-type: none"> <li>From programming modules to being responsible for engineering complete products</li> </ul>
Project Management + Architecture					<ul style="list-style-type: none"> <li>From managing tasks to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





# 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*



San  
Mateo,  
CA

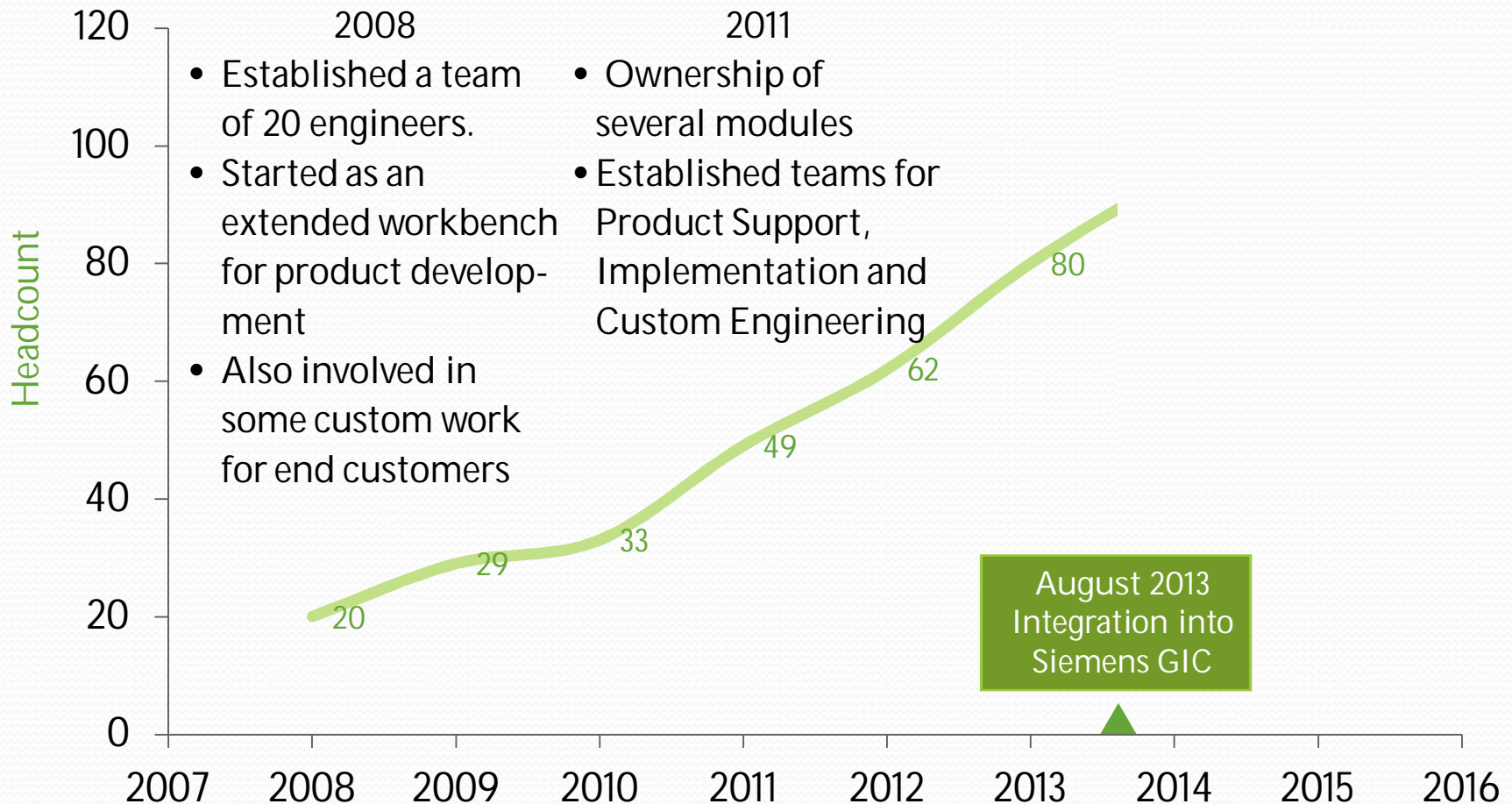


Noida  
NCR





# Initial situation





# Challenges

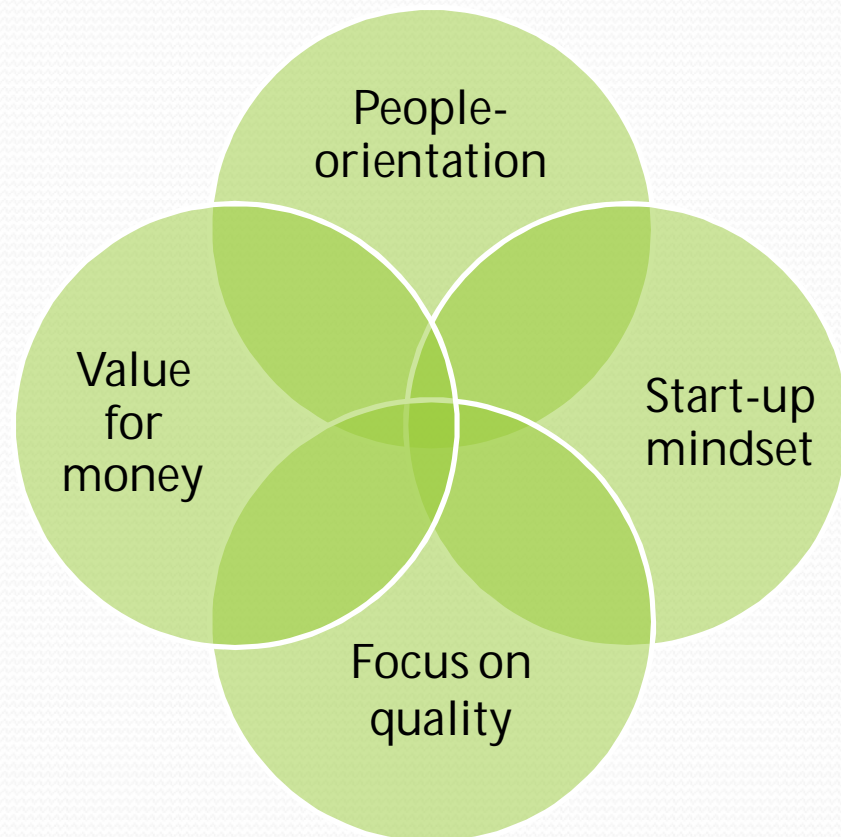
- Retaining the soul of the small company while becoming a part of a large organization
- Operating more at an Engineering Support level despite growing responsibility
- Innovation focus where speed was the top priority





# 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

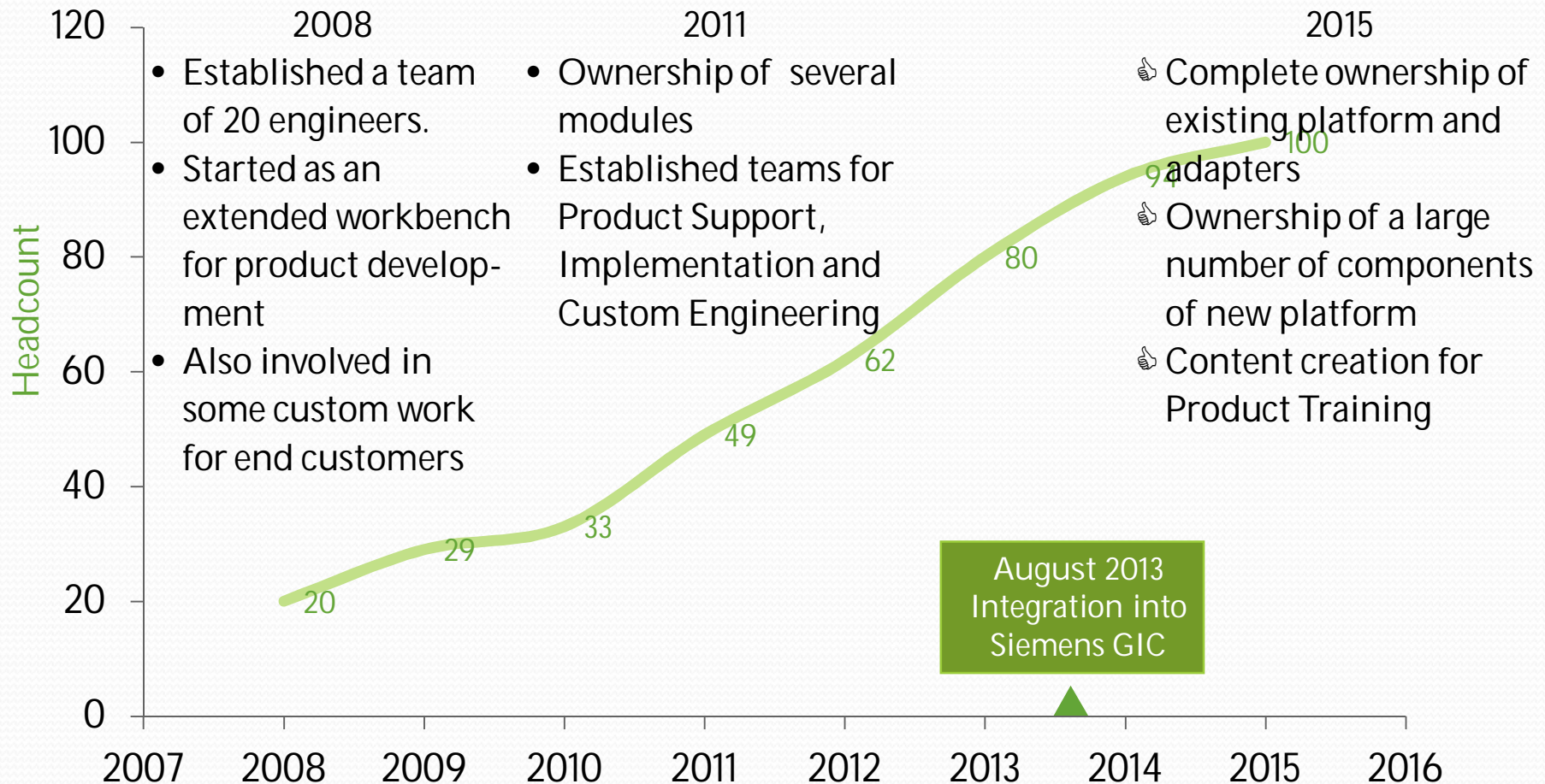
- Got a taste of the Silicon Valley start-up culture
- Used the experience to effectively encourage innovation orientation within the organization
- Increased contribution to innovation-led topics for Siemens businesses







# Outcome: Value-led growth





# Recognition

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







# Contact

Gerd Hoefner

Siemens Technology and Services Pvt. Ltd.

No. 84, Keonics Electronics City

Hosur Road

Bengaluru 560 100

India

Mail [gerd.hoefner@siemens.com](mailto:gerd.hoefner@siemens.com)