![avanade logo]

SIEMENS

CASE STUDY

Digital transformation for the innovation at Siemens

A secure, state-of-the-art workplace elevates employee experience

With the rise of digital technology and digital literacy among people of all ages and backgrounds, "going to work" has a different meaning today than it did even a decade ago. Gone are the days when you show up, sit at a desk or spend the day navigating a meeting schedule that sends you from one conference room to another. Recognizing that today's employees want to use the same level of technology at the office as they do at home, Siemens launched a workplace transformation to bring the company into a new digital era.

Business situation
A complex workplace transformation

Siemens is a powerhouse in delivering innovative, forward-thinking solutions around electrification, automation and digitalization.

The company is also committed to transforming the employee working experience to continuously improve performance, productivity and collaboration. Siemens wants to give its employees the very thing that the company sells to its customers – leadership in innovation.

Because of the size and complexity of the global workplace transformation, Siemens needed a reliable partner. "We needed a partner with the right and proven experience in the necessary technologies," said Thomas Müller-Lynch, global Microsoft 365 implementation program lead at Siemens. "They had to be flexible and able to adapt to various needs as they arose. The understanding of the Siemens culture and business areas was an additional requirement to ensure a smooth transition."

Siemens turned to its trusted partner Avanade to replicate the success of previous joint programs.

Solution
Secure migration to Microsoft 365

In deploying the full suite of Microsoft 365, we supported Siemens in redefining its workplace as a creator of sustainable value while transforming its culture, technology and experiences to increase cost efficiency, productivity and growth.

The large and complex endeavor could build on a successful, jointly delivered transformation of its Active Directory, giving the company more simplicity to achieve success. The initial architecture focused on the Microsoft Exchange hybrid cloud environment and the required orchestration by a mission-control database with program reporting on Power BI. Another important aspect concerned IT Security, especially given that Siemens initiated the Charter of Trust – the first joint industry charter calling for binding rules and standards to build trust in cybersecurity.

To ensure everyone benefited from a modern workstation, Avanade migrated nearly the entire company to the new platform. Approximately 380,000 users in over 2,800 locations across 108 countries were given the tools needed to work with state-of-the-art technologies in real time.

However, the mere technology migration wasn't the decisive transformation for Siemens. The way of working changed the first time Yammer and Planner were introduced, providing the first set of features for cloud-based collaboration. This evolved again when Teams, OneDrive and SharePoint were added, giving employees version control on shared documents,

increasing accuracy, efficiency and productivity while fostering information exchange and communication. This newfound approach to digital collaboration ultimately reshapes how employees work and what they will be able to deliver at Siemens.

"You have all this artificial intelligence in the Microsoft 365 suite, such as translation services, insights and analytics, that haven't been used at Siemens before," said Müller-Lynch. "We believe enabling employees to use these AI topics will be a key changer in the future to make our employees more productive, which will also result in a positive impact on our business."

Results
Dedicated to new digital ways of collaboration

For Siemens, Microsoft 365 is an efficient, highly responsive and secure evergreen workplace platform. As the digital backbone of the company, this modern workplace helps to drive business growth and profitability through digitalization, including faster time to market, analytics, end-to-end services and efficient IT delivery. Using digital good practices also has a positive impact on employee engagement.

One source for all makes it easier for employees to securely collaborate and make even better business decisions. "Overall, I think it is a huge improvement and allows true flexibility," noted another Siemens employee. It also sets Siemens apart as a leading digital workplace, which will help it to attract and retain great talent so it can continue providing customers with pioneering industry solutions.

"Jointly, Siemens and Avanade collaborated from the first day of the program in all areas. Avanade was on board not to only master the technology, but also to challenge user experience and consider business impact and security as well," said Timm Fuchs, senior director and program manager at Avanade. "We demonstrated our different Avanade capabilities and collaborated closely with the customer team to achieve the successful workplace transformation for Siemens."

About Siemens

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 170 years. The company is active around the globe, focusing on the areas of intelligent infrastructure for buildings and distributed energy systems, and automation and digitalization in the process and manufacturing industries. Through the separately managed companies, Siemens Energy, the global energy business of Siemens, and Siemens Mobility, a leading supplier of smart mobility solutions for rail and road transport, Siemens is shaping the energy systems of today and tomorrow as well as the world market for passenger and freight services. Due to its majority stakes in the publicly listed companies, Siemens Healthineers AG and Siemens Gamesa Renewable Energy (as part of Siemens Energy), Siemens is also a world-leading supplier of medical technology and digital healthcare services as well as environmentally friendly solutions for onshore and offshore wind power generation. In fiscal 2019, which ended on September 30, 2019, Siemens generated revenue of €86.8 billion and net income of €5.6 billion. At the end of September 2019, the company had around 385,000 employees worldwide. Further information is available on the internet at www.siemens.com.

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About Avanade
Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 38,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

North America
Seattle
Phone +1 206 239 5600
America@avanade.com

South America
Sao Paulo
AvanadeBrasil@avanade.com

Africa
Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific
Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe
London
Phone +44 0 20 7025 1000
Europe@avanade.com