

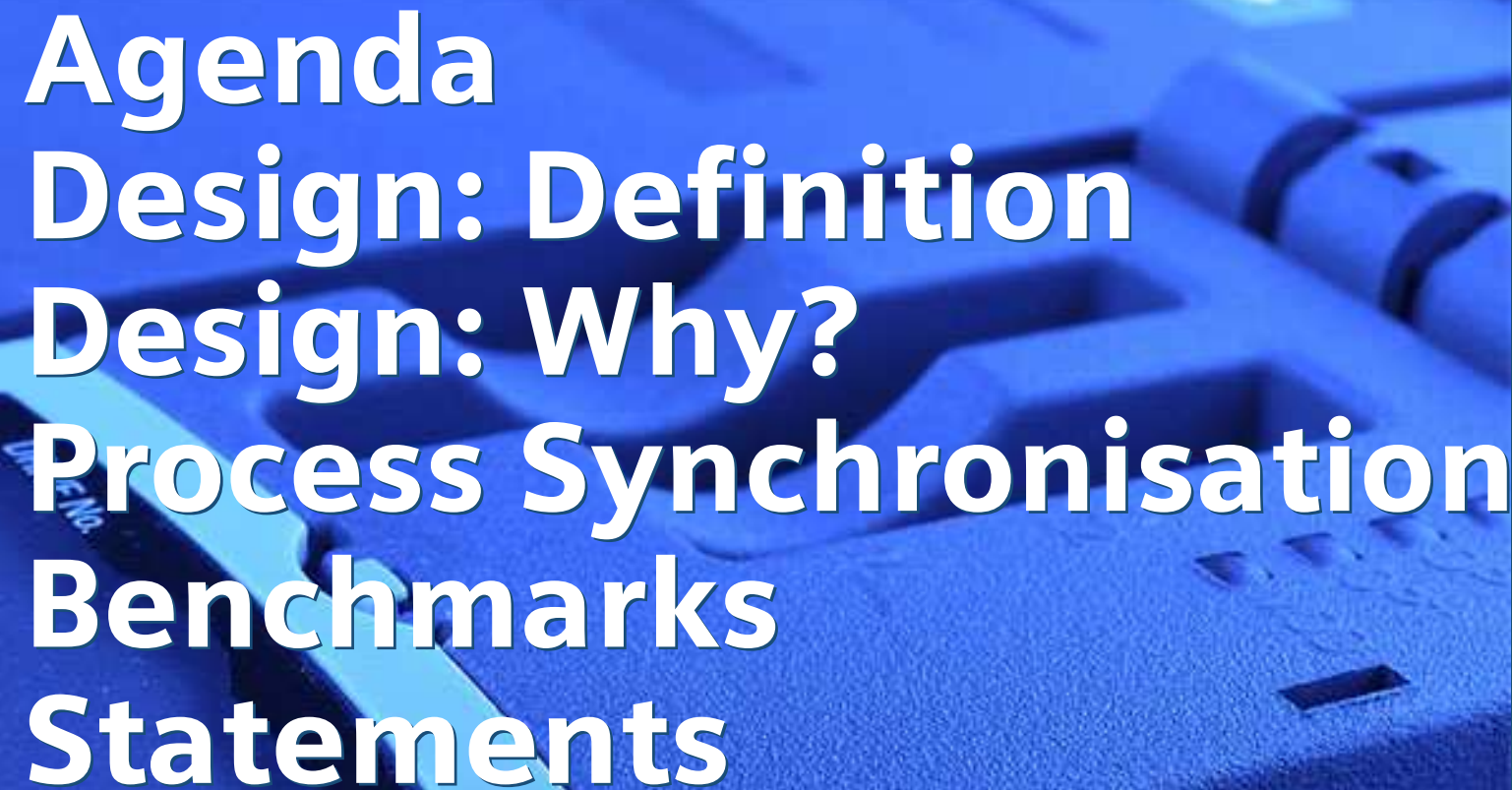


Welcome

SIEMENS

Design – A Strategic Tool for Business Success



The background of the slide features a blue-tinted image of a hand holding a pen, poised to write on a document. A calculator is visible in the lower right corner of the image. The overall scene suggests a professional or technical setting, such as an office or a control room.

Agenda

Design: Definition

Design: Why?

Process Synchronisation

Benchmarks

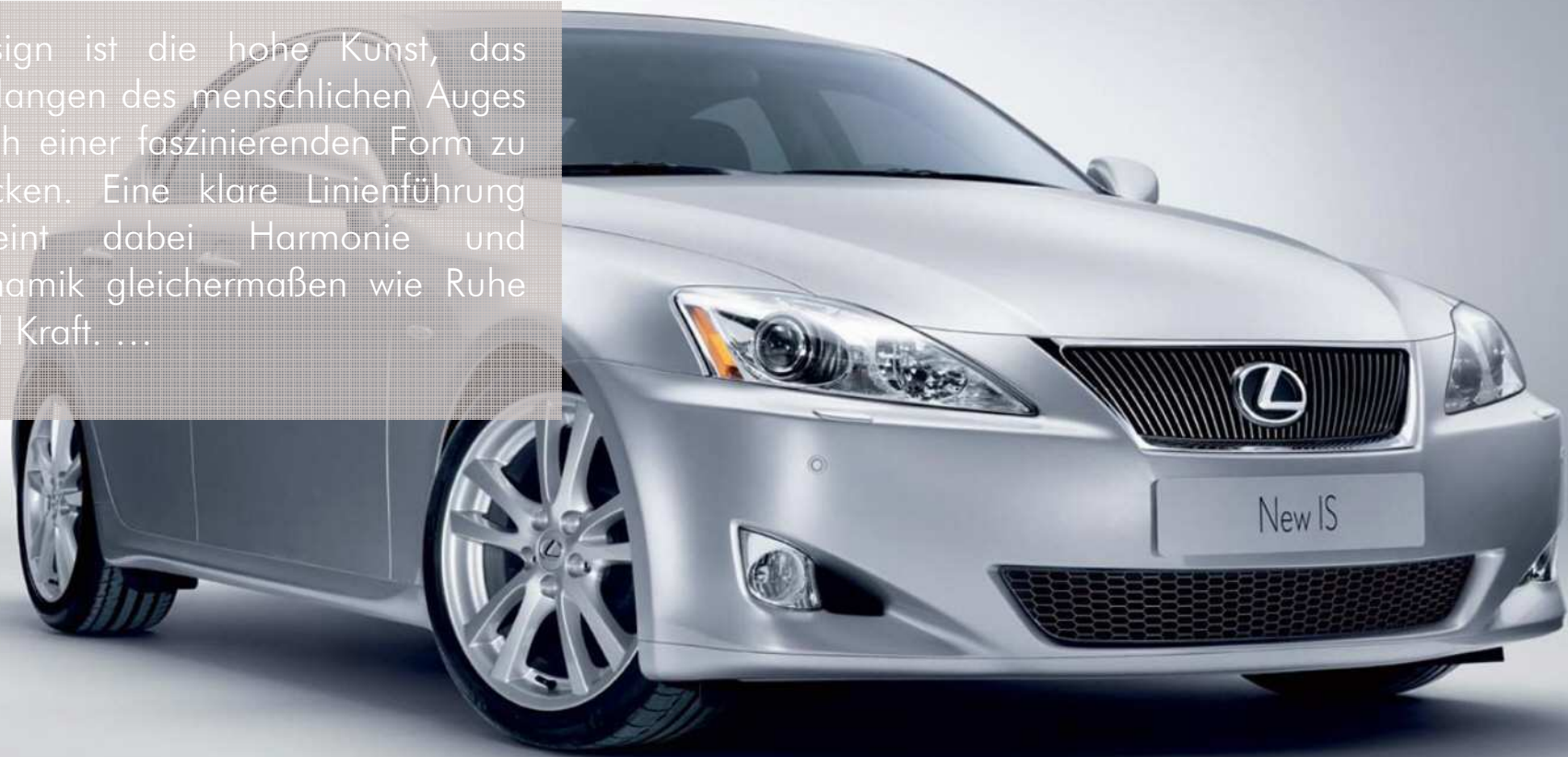
Statements

Design: Definition



DESIGN IST FREUDE IM AUGE DES BETRACHTERS.

Design ist die hohe Kunst, das Verlangen des menschlichen Auges nach einer faszinierenden Form zu wecken. Eine klare Linienführung vereint dabei Harmonie und Dynamik gleichermaßen wie Ruhe und Kraft. ...



 LEXUS

Definition Design by Dieter Rams

- ▶ DESIGN is 99% Transpiration and 1% Inspiration.



Definition Design at Siemens A&D

DESIGN means the specific use of aesthetics.

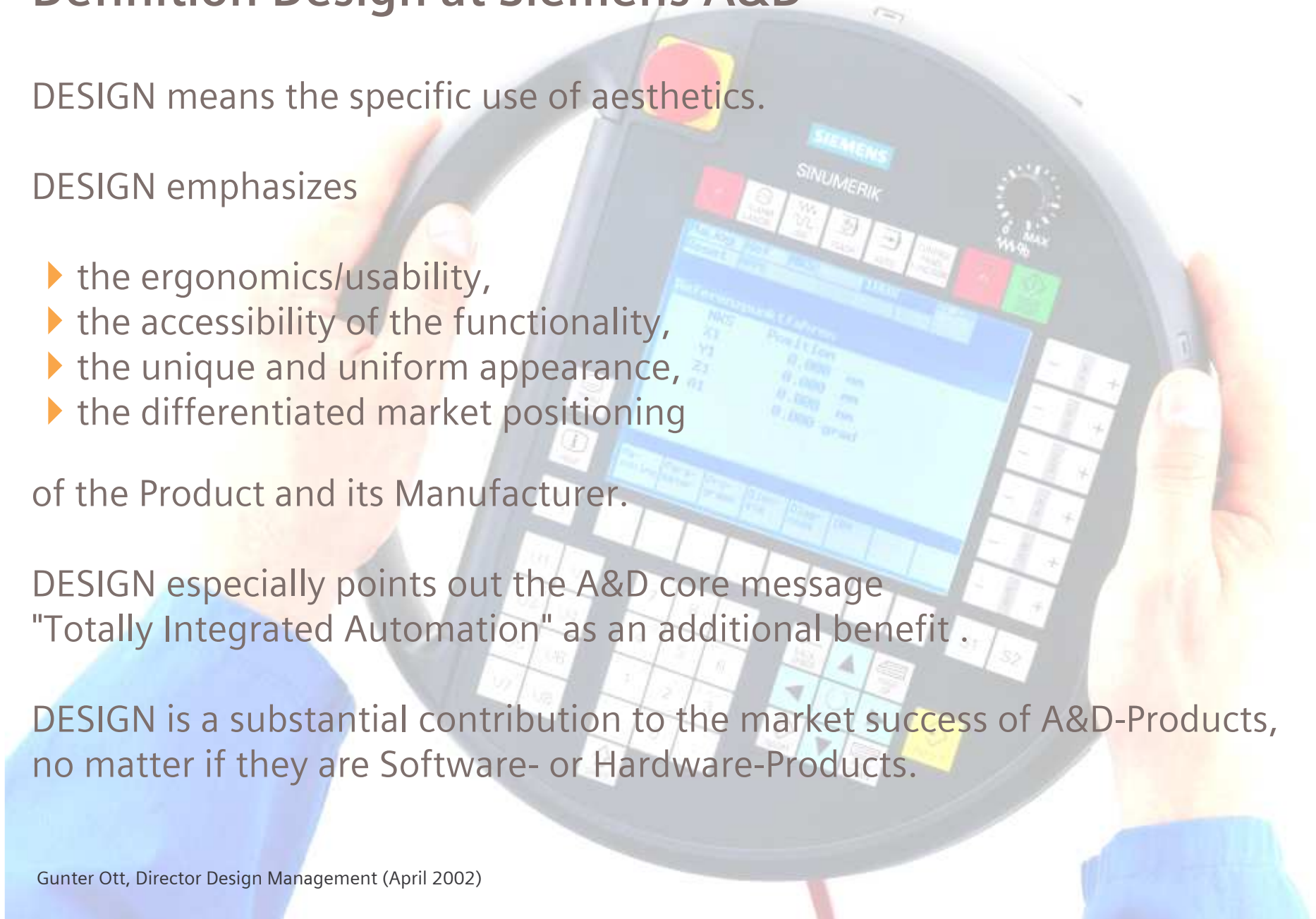
DESIGN emphasizes

- ▶ the ergonomics/usability,
- ▶ the accessibility of the functionality,
- ▶ the unique and uniform appearance,
- ▶ the differentiated market positioning

of the Product and its Manufacturer.

DESIGN especially points out the A&D core message
"Totally Integrated Automation" as an additional benefit .

DESIGN is a substantial contribution to the market success of A&D-Products,
no matter if they are Software- or Hardware-Products.



Design: Why?

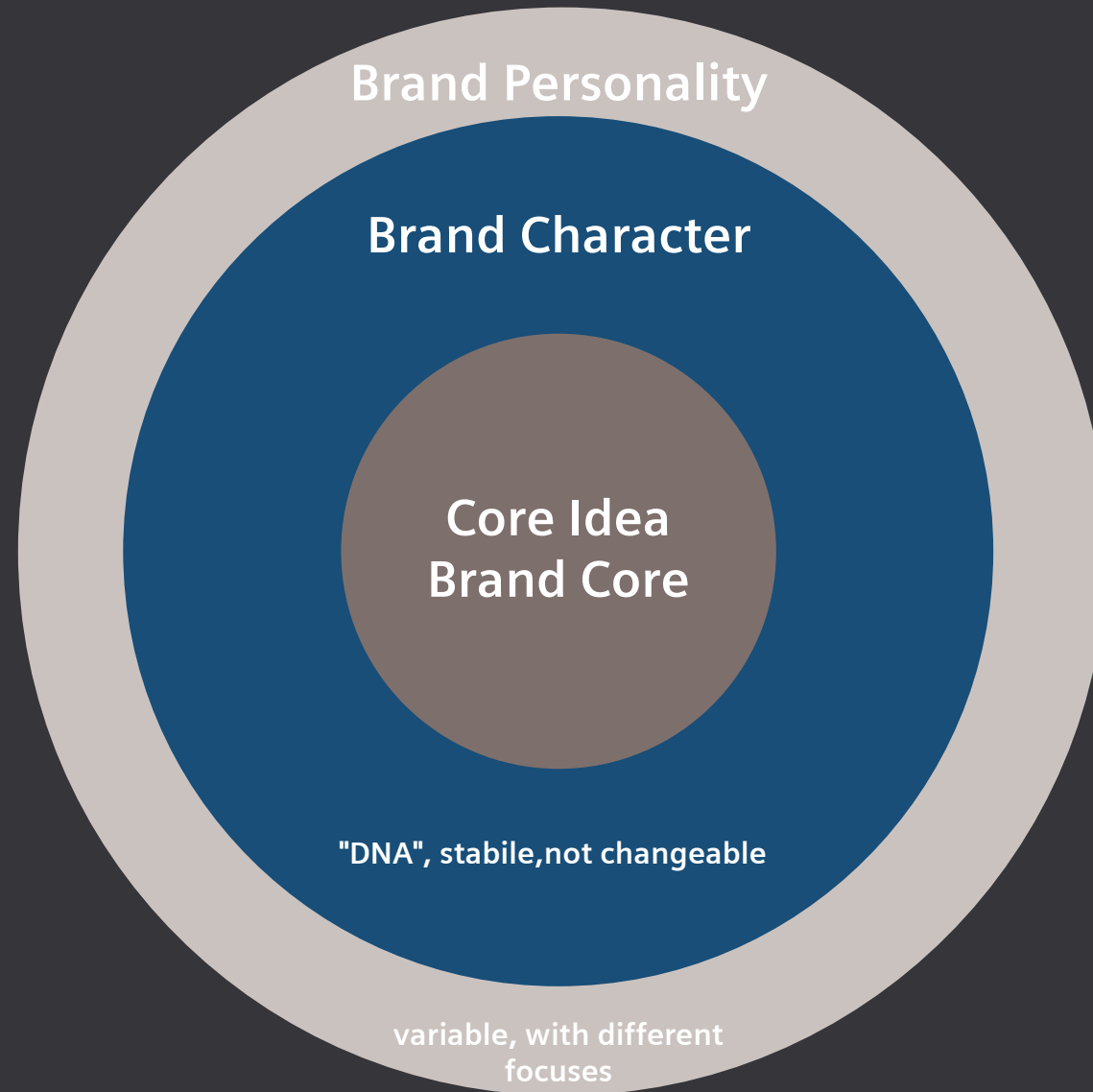


- 1. Brand Strategy**
- 2. Target Groups**
- 3. Market**



Design Strategy

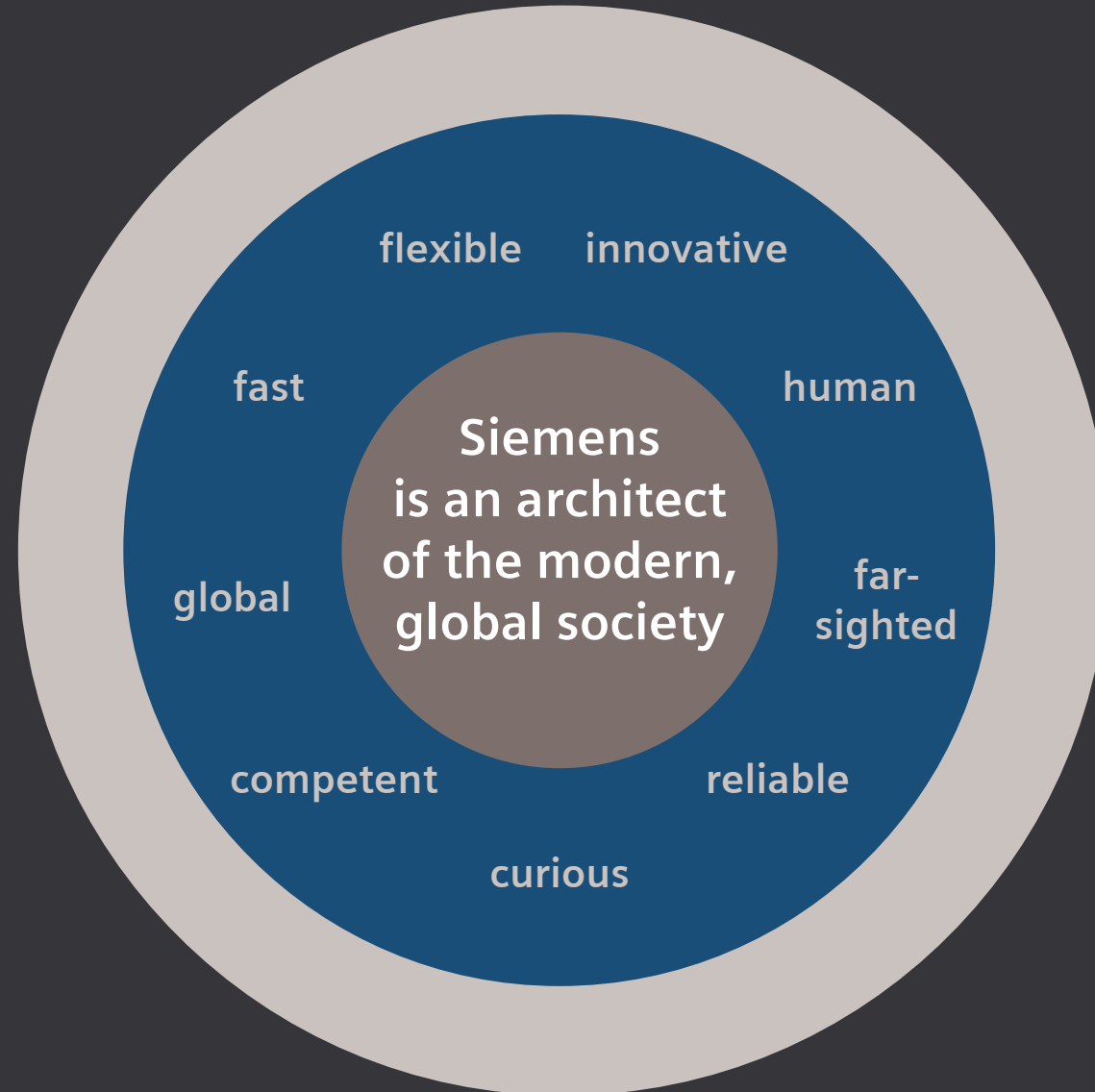
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Design Strategy

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Design Strategy

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INTEGRATION

DYNAMICS

INNOVATION

RELIABILITY

Siemens
is an architect
of the modern,
global society

**controlled
COMPLEXITY**

EMOTION

SIEMENS

Customers

Clients

Collaborators

Competitors

Communities

Customers

Clients

relevant set of the

Collaborators

PUBLIC

Competitors

Communities

Customers

Clients

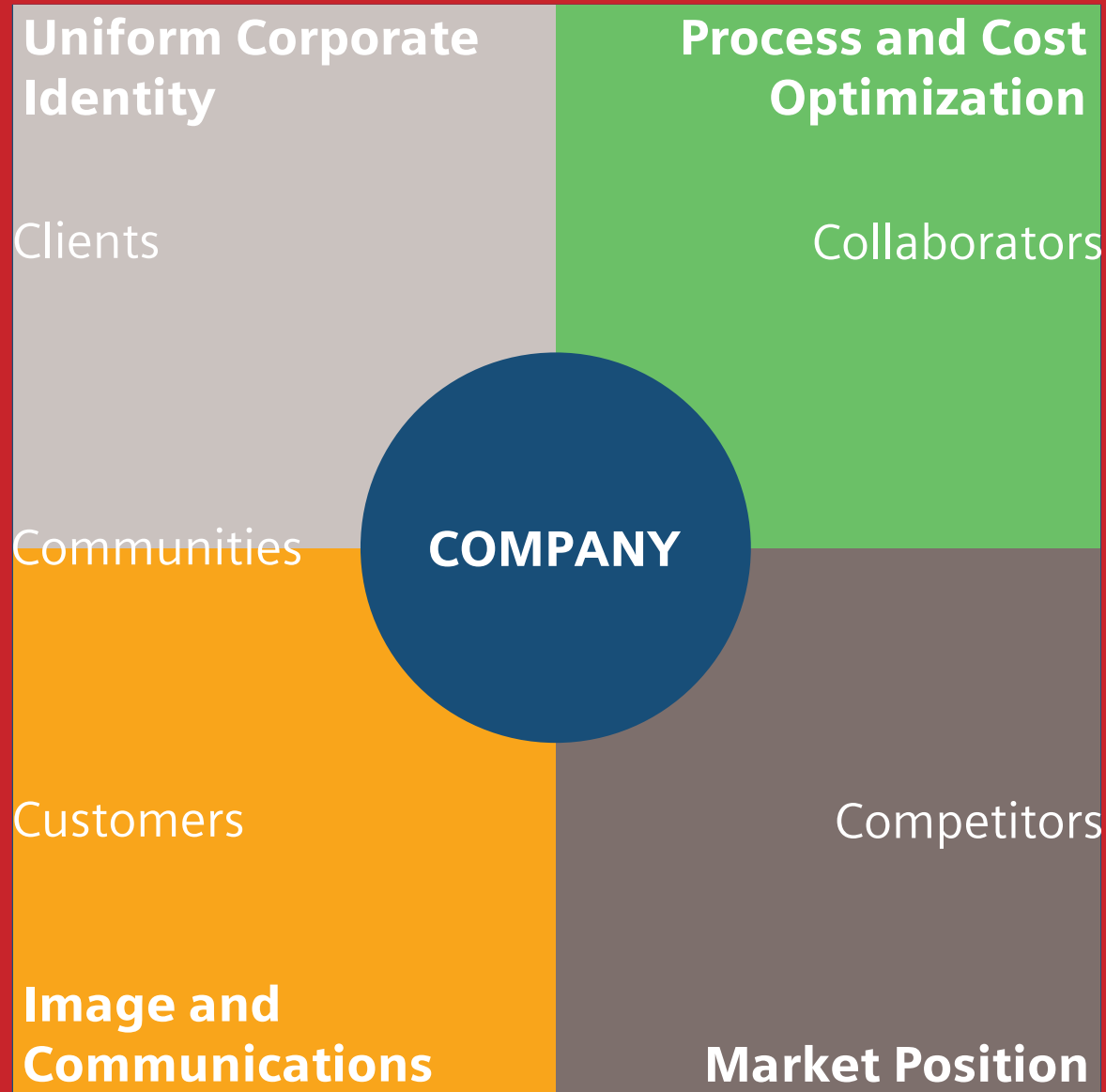
most of them are also

Collaborators

USERS

Competitors

Communities





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Design Strategy

Uniform Corporate Identity

- ▶ Siemens - Corporate Design
- ▶ **Visualize A&D**
- ▶ Represent Product Systems
- ▶ Compatibility of different Product Systems
- ▶ Screen User Interface (Software)
- ▶ Image-Transfer
- ▶ Experience of Quality
- ▶ Increase Brand Value
- ▶ ...

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Process- and Cost Optimisation

- ▶ Avoid mistakes during the Development Process
- ▶ "Same Solution for the same Problem"
- ▶ **Competence related Working**
- ▶ Optimisation of Relation btw. Production-Cost/Design and Customer Price/Price Acceptance
- ▶ Ergonomics and Usability Engineering for Hardware and Software
- ▶ Encourage creative Potentials
- ▶ Push Innovations
- ▶ ...

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Image and Communications

- ▶ Differentiation to Competitors
- ▶ "Sharpening" Company Profile
- ▶ Enhanced Attention at center groups
- ▶ **Unique Appearance**
- ▶ Congruent MarCom-Message and Product
- ▶ Optimisation Company Culture
- ▶ Improved Employee-Identification
- ▶ ...

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Market Position

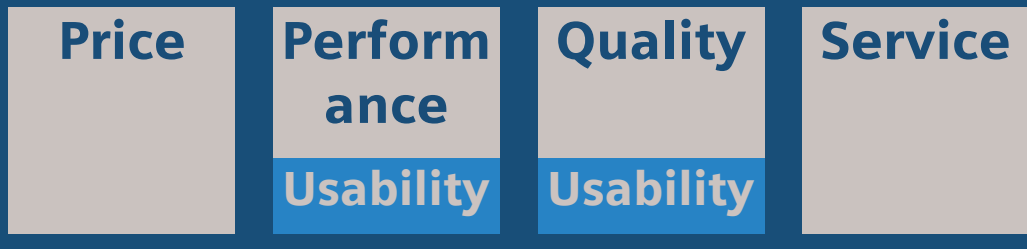
- ▶ **Positioning against Competitors**
- ▶ Realization of (additional) USP*
+ simple, consistent Usability
+ „System-Design“
- ▶ Design tightens up Customer Relations
- ▶ Design has an emotional Impact
- ▶ Design creates confidence
- ▶ Design identifies „me-too“-Products
- ▶ Design prevents Plagiarism (Protection of Investment)
- ▶ ...

▶ *Unique Selling Proposition



Future Importance for purchase decision

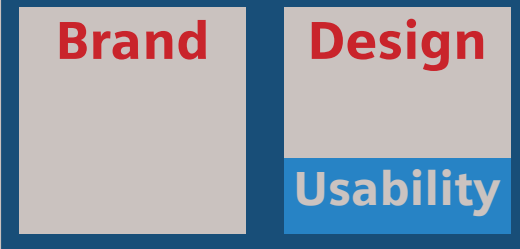
Classical Marketing Criteria



- comparable
- rational

Low Differentiation

Supporting Marketing Criteria



- unique
- emotional

High Differentiation

Process Synchronisation





Design Strategy

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Design-Development Process Synchronisation

Product Portfolio Management Process
Product Lifecycle Management Process

Acquisition
and
Evaluation

Definition

Realisation

Commer-
cialization

Phase Out

Product Development Process

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Design-Development Process Synchronisation

Product Development Process

Acquisition
and
Evaluation

Project Go

Definition

Requirement
Spec's

Feature
Specification

Realisation

Design
Freeze

Release for
Commerc.

Milestones

M0

M10

M20

M40

M80

DESIGN
PRE PHASE

CREATIVE
PHASE

DESIGN
PHASE

DETAILING

REALIS.
SUPPORT

Project registration at DMGT, Process Planning, Design Relevancy, Market Analysis

Kick-Off, Briefing, Creative Studies
ZP1 3-5V's

Detail-Design, Coop. w. R&D, Ergonomics & Usability,
ZP2 1 Var., CID-Freeze

Close Coop. w. R&D, Detailing, Verification, Colors, Productgraphics etc.

Support Enginerg./R&D, Color-Definition, Artwork, Detail-clarifying, **Final Design Release**

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Benchmarks



Design Strategy

Car Manufacturer: Porsche AG



Pictures courtesy of Porsche AG

Design Strategy

Automation: FESTO AG & CO



Pictures courtesy of FESTO AG & Co

Design Strategy

Automation: FESTO AG & CO



Pictures courtesy of FESTO AG & Co



Design Strategy

Print Technology: HEIDELBERGER DM. AG



Pictures courtesy of Heidelberg Druckmaschinen AG

Design Strategy

Print Technology: HEIDELBERGER DM. AG



Pictures courtesy of Heidelberg Druckmaschinen AG



Design Strategy

Print Technology: HEIDELBERGER DM. AG



Pictures courtesy of Heidelberg Druckmaschinen AG

Design Strategy

Sheet Metal Working: TRUMPF GmbH & Co.



Pictures courtesy of Trumpf GmbH & Co.

Statements





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Larry Bossidy (former CEO of Allied Signal):

"We've got one stock that investors buy. We need one **brand**"

„Wir haben eine Aktie, die von Investoren gekauft wird. Wir brauchen eine **Marke**“

In "EXECUTION – The Discipline of Getting Things Done",
Bossidy, Larry and Charan Ram, New York, 2002



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Wally Olins (British Brand Management Icon):

"Creating and sustaining a brand demands skill, courage, money, determination, originality, creativity and infinite capacity to take pains, and this is a rare combination."

"Eine Marke zu erfinden und sie nachhaltig zu führen erfordert Handwerkszeug, Mut, Geld, Bestimmtheit, Originalität, Kreativität und eine unbegrenzte Fähigkeit, Schmerzen zu ertragen, und das ist eine sehr seltene Kombination."

ON BRAND, Wally Olins, 2003 published by Thames & Hudson

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COMPLIMENTARY ISSUE FROM CADILLAC

The McGraw-Hill Companies

BusinessWeek

EUROPEAN EDITION www.businessweek.com



**“IN ORDER TO BE
IRREPLACEABLE
ONE MUST ALWAYS
BE DIFFERENT.”**

— COCO CHANEL —

**THE CADILLAC XLR,
REDEFINING THE
SPORTS CAR.**

Through special arrangements with the publisher, this Cadillac promotional cover wrap has been placed on a limited number of copies of BusinessWeek, and no endorsement is implied.



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Jong Yong Yun (CEO SAMSUNG):

"Good **Design** is the most important way to differentiate from our competitors."

BusinessWeek, European Edition November 29, 2004
in a Cover Story on SAMSUNG's Design



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Thomas Watson, Jr. (IBM Legend):

"Good **Design** is good business."

Quoted by Michael McPherson, Corey McPherson Nash,
in Design Management Institute, eBulletin 03.09.03





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Helmut Gierse (CEO of Siemens A&D):

"We use **Design** specifically to access the functions of our products."

"Wir nutzen Design gezielt, um die Funktionen unserer Produkte zugänglich zu machen."





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Prof. Axel Thallemer (Director Corp.Industrial Design FESTO AG):

"The Corporate Design (...) of FESTO AG&Co. focuses on establishing the company as a competent and **future-oriented** high-tech enterprise (...)

Our projects (...) aim to install Corporate Design as a central **"Innovation Hub"**, being one of the leaders for future contents of the company."

Die (...) Abteilung Corporate Design der FESTO AG&Co. (...) zielt darauf, das Unternehmen als kompetentes und zukunftsorientiertes High-Tech Unternehmen zu verankern.

Unsere Projekte (...) stehen dafür, das Corporate Design klar als zentralen "Innovation Hub" zu installieren, der eine führende Rolle bei der Erschliessung zukünftiger inhaltlicher Ressourcen übernimmt."





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... one for the road





Thanks