

# A Vision of Value Creation

Dieter J. Angerer

Director, Siemens Information & Comm. Carrier

# Battle gear

## APC ad for its TravelPower Case

Superior protection with shock absorbing padding on all six sides.

Carrying comfort and stability with padded and contoured shoulder strap.

Keep your notebook stable with no-slip rubber feet.

Built-in Luggage Strap for luggage stacking.

Compatible with most notebook computers\*.

Save time: Charge all three devices from one outlet. No more dead batteries.

Never run out of power since you can charge wherever you go.

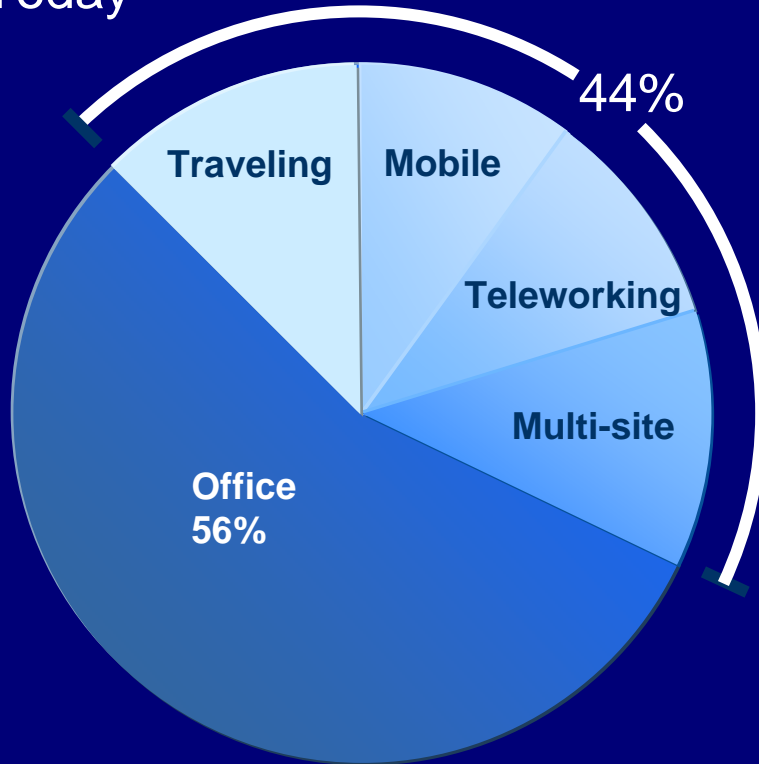
Hotel Auto Airline

The advertisement features a black, open carrying case filled with various electronic devices including a laptop, a mobile phone, and a PDA. A power adapter is plugged into the case, and a power cord is connected to a wall outlet. A diagram at the bottom shows the adapter connected to a power outlet, which is then connected to three circular icons representing a laptop, a mobile phone, and a PDA. The text 'Save time: Charge all three devices from one outlet. No more dead batteries.' is written below these icons. To the right, a diagram shows the adapter connected to a power outlet, which is then connected to three circular icons representing a hotel, a car, and an airplane. The text 'Never run out of power since you can charge wherever you go.' is written below these icons. The text 'Hotel Auto Airline' is written above the icons. The APC logo is visible on the case and the adapter.

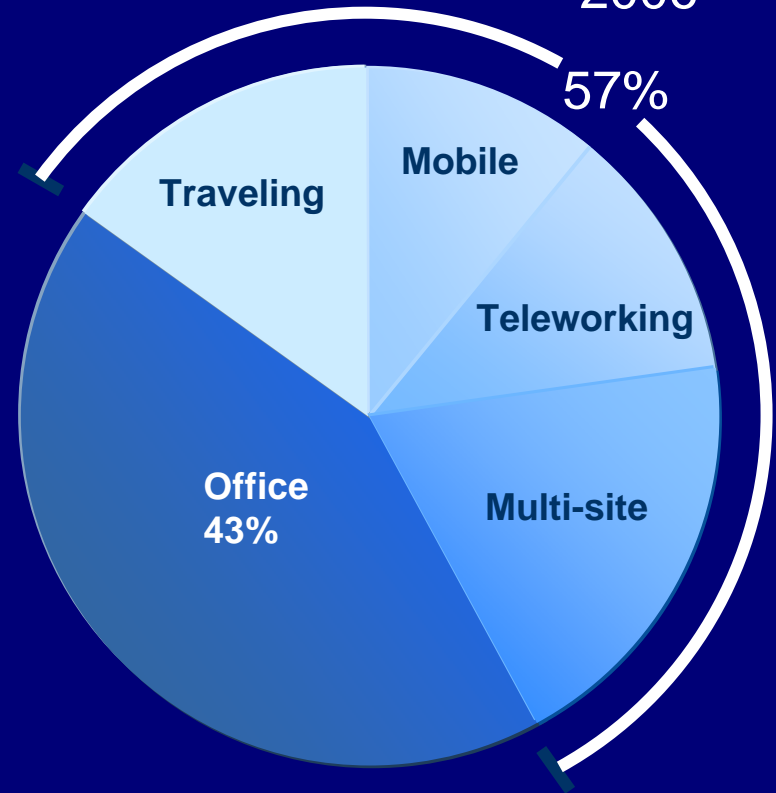
# Composition of an enterprise today and tomorrow

SIEMENS

Today



2006



- Today's iWorkers get 64 times more information than 30 years ago
- Today's iWorkers use on average 10 different devices for business communications

# Options for providers

**The garden of value-added services**

- Video
- Online gaming
- Web hosting
- E-commerce
- IP VPN

**The battlefield of differentiation**

- QoS
- Availability, reliability
- Customer service
- Security
- Ease of use

**The valley of commodity**

- IP Transport
- Operational efficiency



Value  
today



Value  
tomorrow



# Options for providers

**The garden of value-added services**

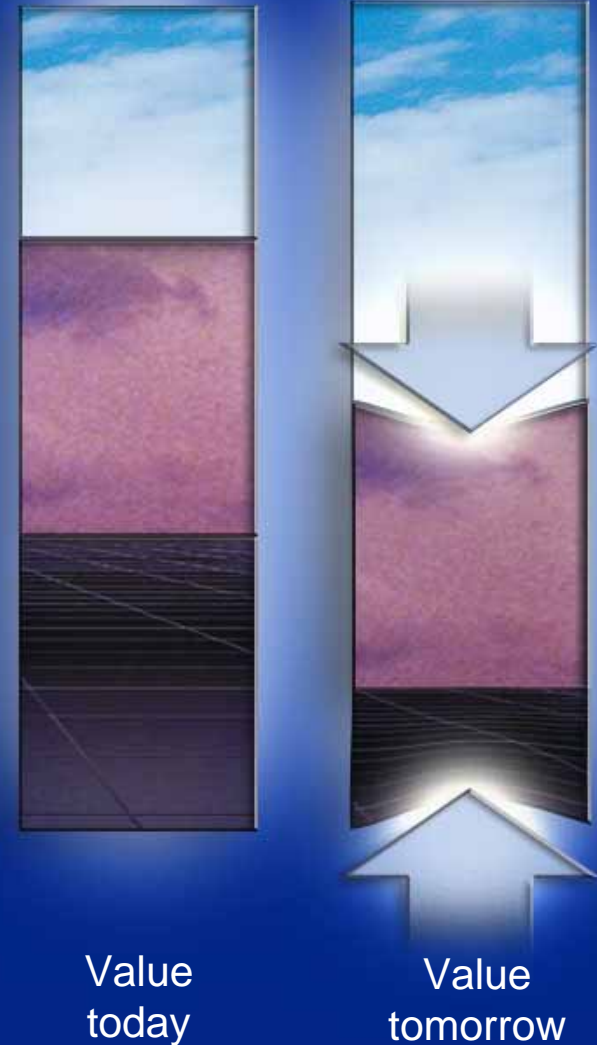
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**The battlefield of differentiation**

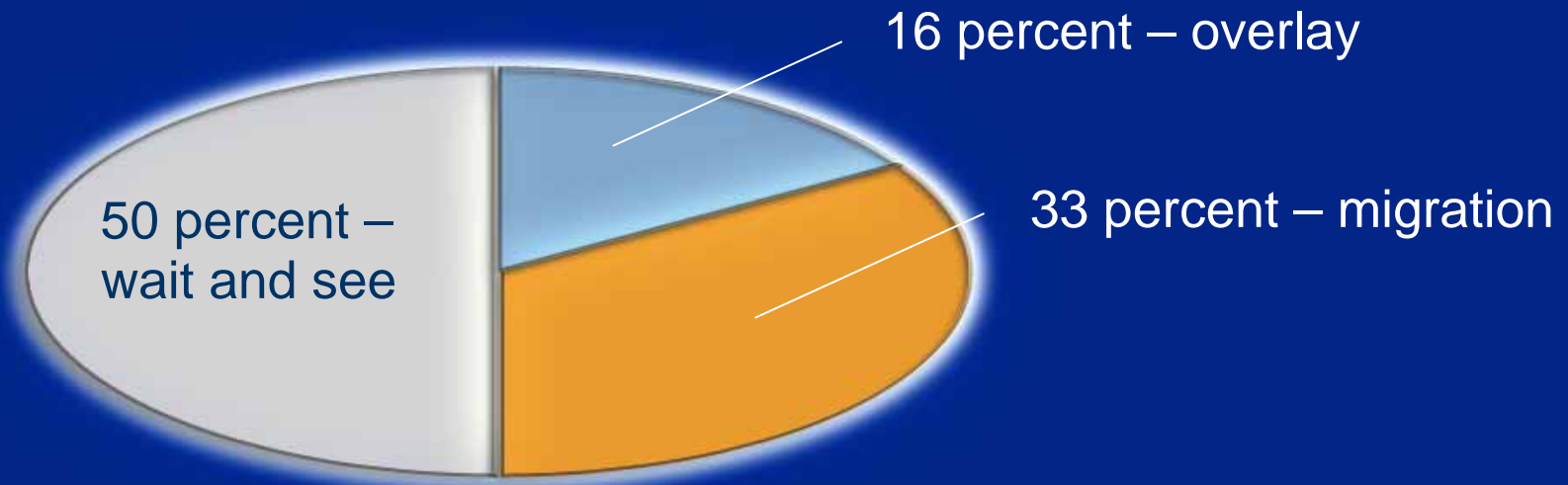
- QoS
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**The valley of commodity**

- IP Transport
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# Adoption of new technology is slow

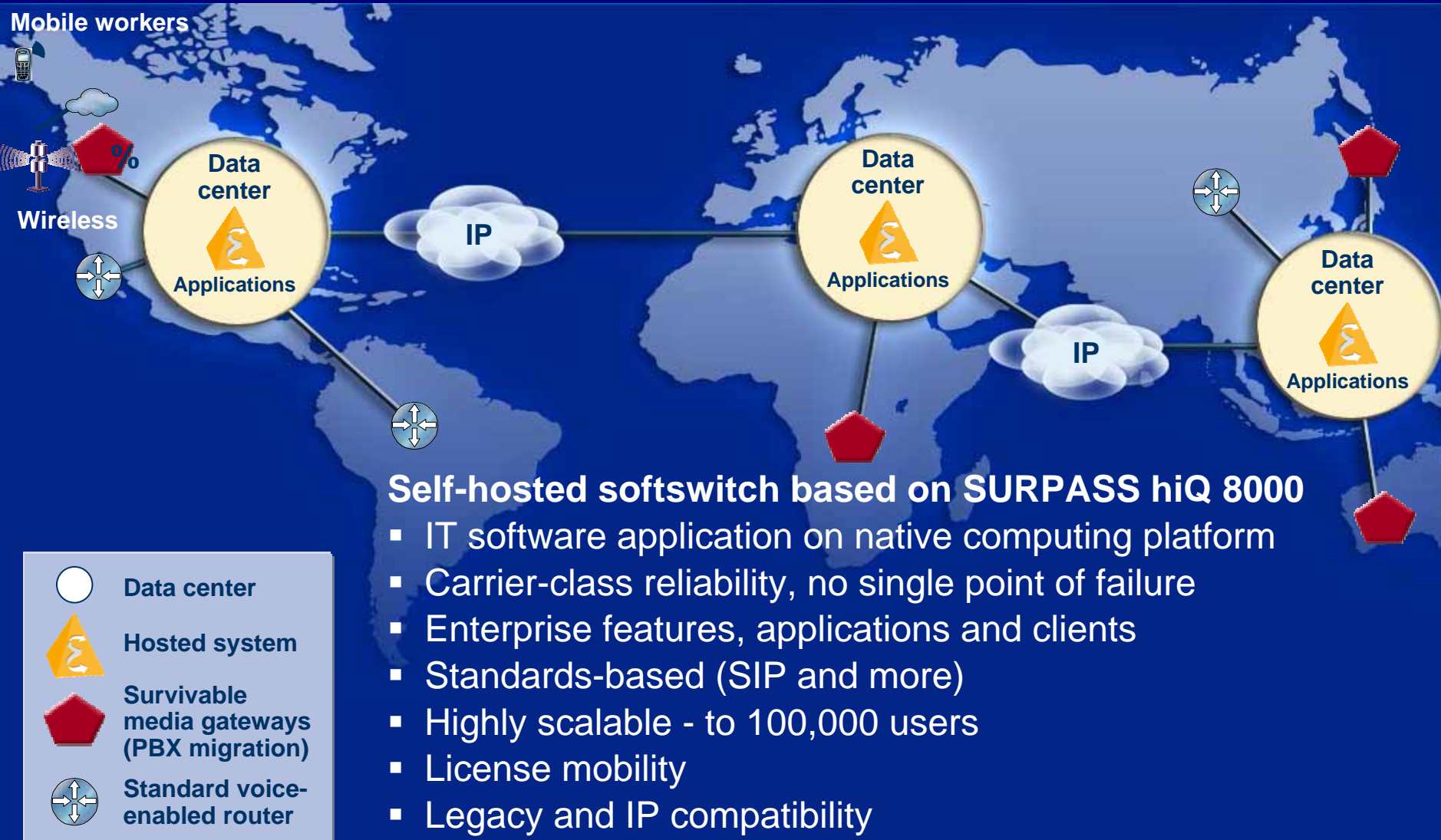


Today's networks

LifeWorks

# Our vision grew out of a customer relationship

SIEMENS





# Control is key to fixed/mobile convergence

SIEMENS





# Project SIMON – opportunity for carriers to bring innovative services to the TV

**SIEMENS**

**Messaging**

Video telephony

Video on Demand

Set-top box, modem, DSLAM, QoS, softswitch, DRM, application control, system integration

Internet over TV

Personalized video recorder

Music



Gaming on Demand

# Project SIMON – opportunity for carriers to bring innovative services to the TV

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Gaming on Demand

## Wrap-up

*Carrier grade reliability*  
*+ Full enterprise functionality*  

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*= LifeWorks*

*Personal roles*  
*+ Professional roles*  

---

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# Technology deployed today does not match paradigm shifts of business

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## Business

Customer base is key asset

Long investment cycles

Partnership is differentiator

Horizontal structures

Executive/cross-selling

## Technology

Fragmented  
communication landscape

# Points of friction between business and technology

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## Business

Customer base is key asset

Long investment cycles

Partnership is differentiator

Horizontal structures

Executive/cross-selling

## Technology

Real-time communication is an island application

Self-hosted infrastructure

Product related services

Proprietary systems, subscription to a network

Separate carrier and enterprise domains

# Points of friction are opportunities

## Business

Customer base is key asset

Long investment cycles

Partnership is differentiator

Horizontal structures

Executive/cross-selling

## Technology opportunities

Quality of communication,  
business process efficiency

Open systems, migration,  
modular architectures

Collaboration/presence  
applications

On-demand communications

Efficient information  
management, unified domains