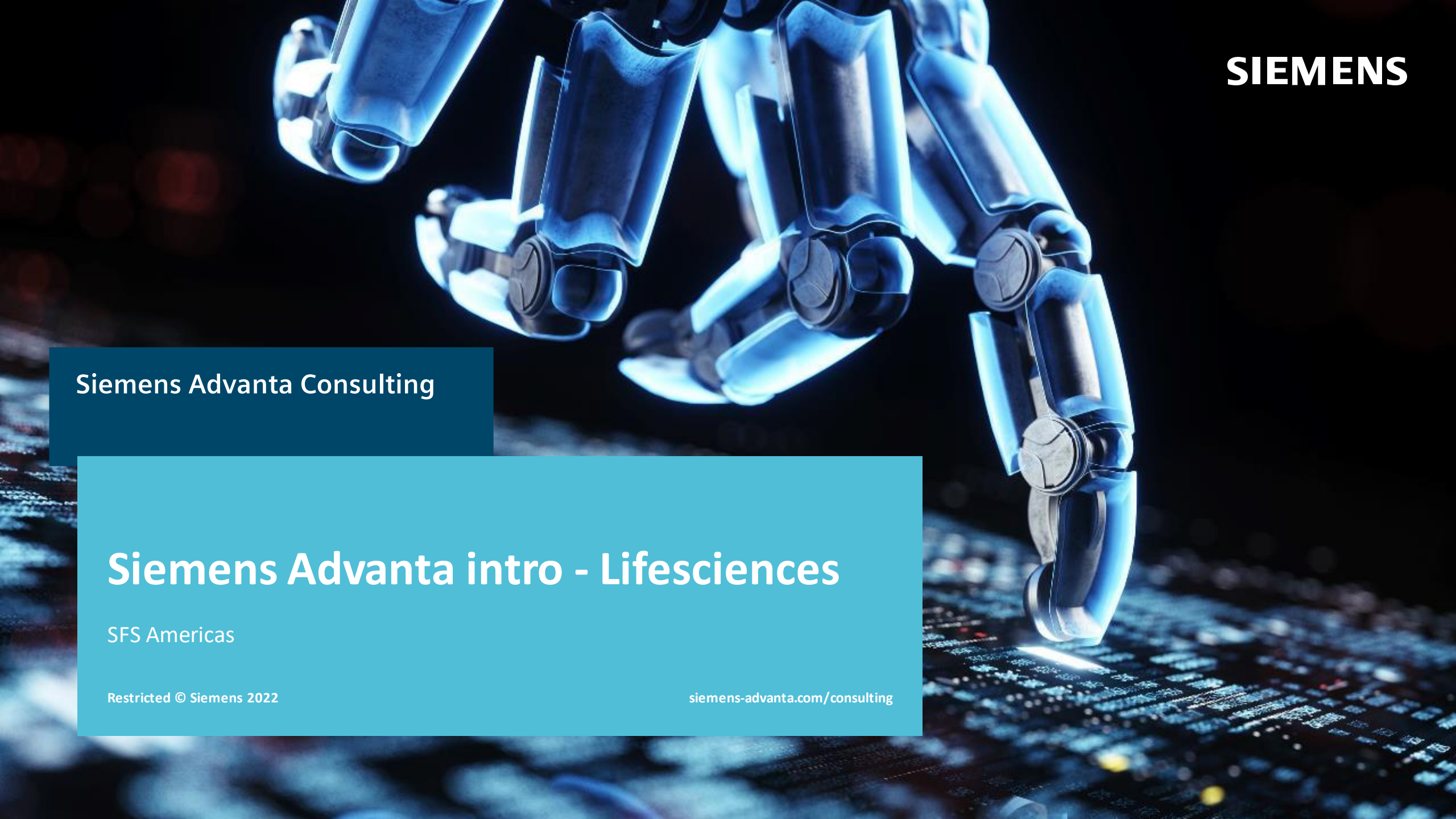




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Siemens Advanta Consulting

Siemens Advanta intro - Lifesciences

SFS Americas

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siemens-advanta.com/consulting



02

Healthcare trends
The many faces of digitalization



01

Siemens Advanta
Who we are



03

Our Experience
Learnings & project examples

01

Siemens
Advanta

Who we are



Siemens Advanta is a global consulting & professional services organization that leverages our Siemens experience to drive improvement for our clients

WE ENABLE OUR CLIENTS TO UNLOCK THE DIGITAL FUTURE BY LEVERAGING OUR ECOSYSTEM

SIEMENS ADVANTA Consulting

- Strategy
- Digital
- Operations



SIEMENS ADVANTA Solutions

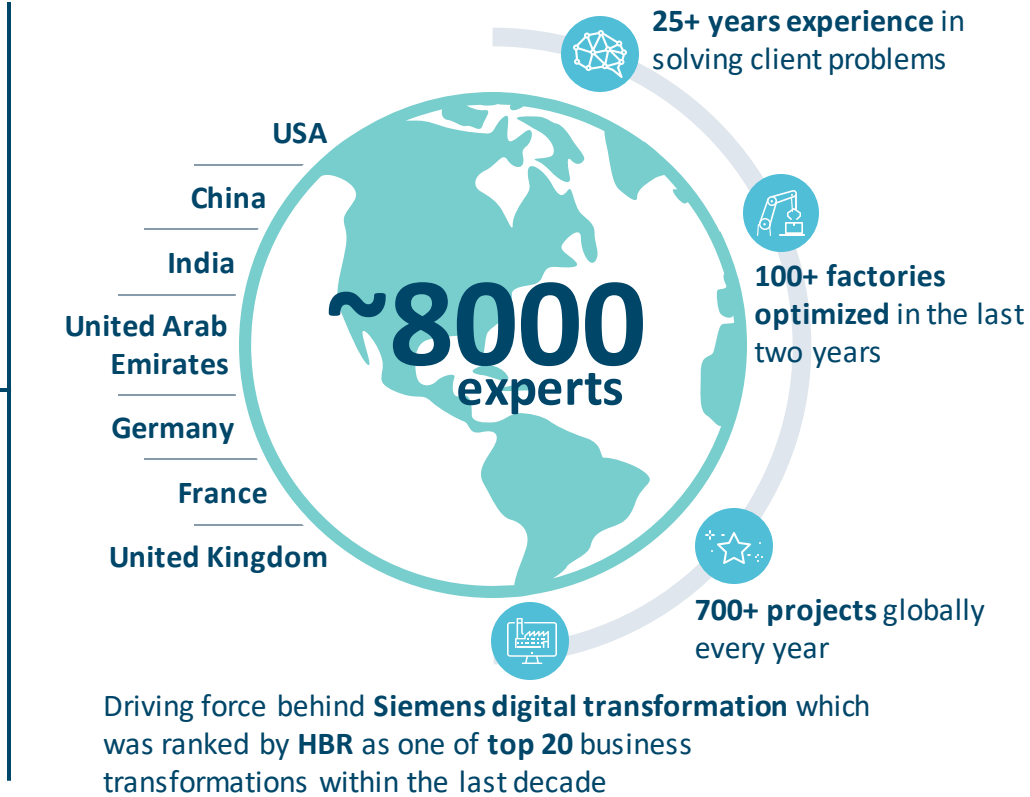
- Platform Solutions
- Data and Analytic Services
- Application Innovation



SIEMENS ADVANTA Development

- Software Development, Integration and Deployment
- IT Service Delivery





Comprehensive consulting and professional services for our industrial clients



We help clients through their entire digitalization journey



Corporate and Business Strategy

Market, customer and competitive research; business strategy; M&A advisory; ecosystem strategy



Innovation and Growth Strategy

Human-experience led approach to business model transformation & servitization, product/service portfolio strategy, go-to-market strategy, target operating model, organizational change, sales effectiveness, customer success



Our breadth of competencies enables us to bring a holistic perspective to our clients' transformation journey



Our organization was founded 25 year ago. We are dedicated to every clients' success and bring an **inspiring vision** and a **pragmatic approach** – rooted in **our industrial DNA**



IIOT Design and Implementation

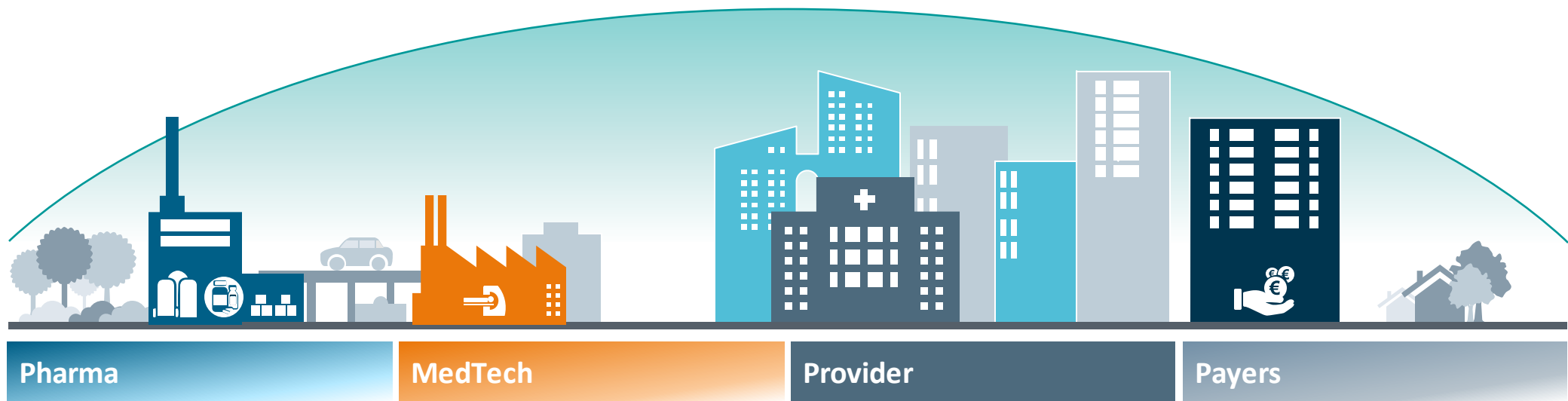
Comprehensive technical solution design and implementation following a use case-driven, agile approach – from design and prototyping to full scale implementation



Industrial DNA

Deep manufacturing industry credibility and IIOT expertise that can come only from being part of Siemens

We address the entire ecosystem with a focus on MedTech and Pharma, leveraging the know-how of Siemens



SIEMENS
Smart Infrastructure

SIEMENS
Digital Industries

SIEMENS
Healthineers

SIEMENS ADVANTA
Consulting

Intelligent building and infrastructure solutions for players active in the healthcare ecosystem

Leading automation and software offering for pharma and medical companies

- Leading healthcare technology & services for providers
- Teamplay platform open to other medical technology players

- Strategy, digital and operations consulting jointly with Siemens businesses
- Solution implementation and development services to realize digital value

Source: Siemens Advanta Consulting

Our target customers

Criteria

- MedTech/ Device or Pharma company
- No "archrival" of Siemens Healthineers (e.g., Philipps, GE Heath)
- >2bn. USD of revenue
- Headquartered in US, EU or China

Current focus account list

Pharma / Diagnostics

- Novartis
- Roche
- Merck
- Biontech
- ✓ Kingmed Diagnostics
- ✓ Sirio Pharma

MedTech/ MedDevices

- Johnson & Johnson
- ✓ Fresenius Medical Care
- ✓ Siemens Healthineers
- Zimmer Biomet
- ✓ Alcon
- B.Braun
- ✓ Dentsply Sirona
- Edwards Lifesciences
- Draeger
- Paul Hartmann
- ✓ WS Audiology
- Carl Zeiss Meditec
- Ottobock
- Smith&Nephew

✓ Existing recurring business

02

Healthcare
trends

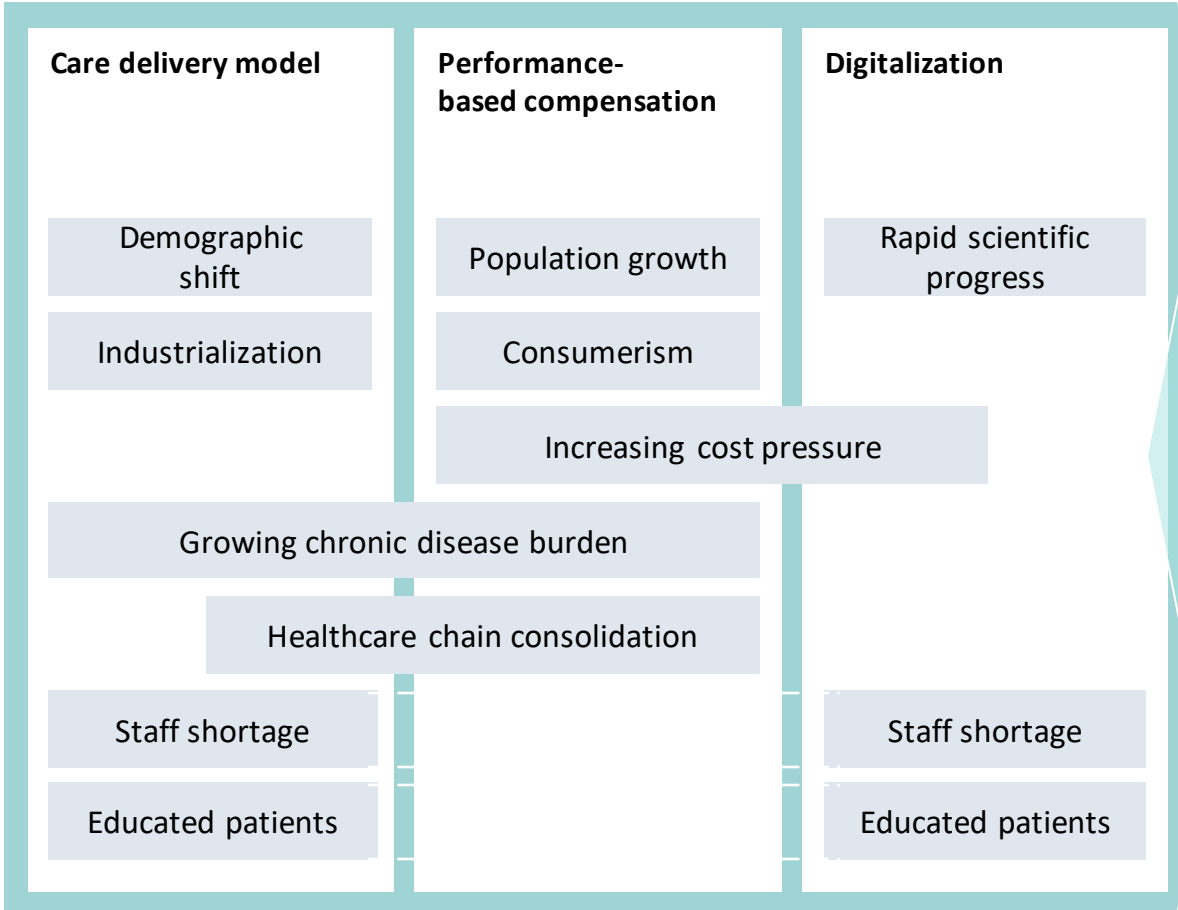
The many faces
of digitalization



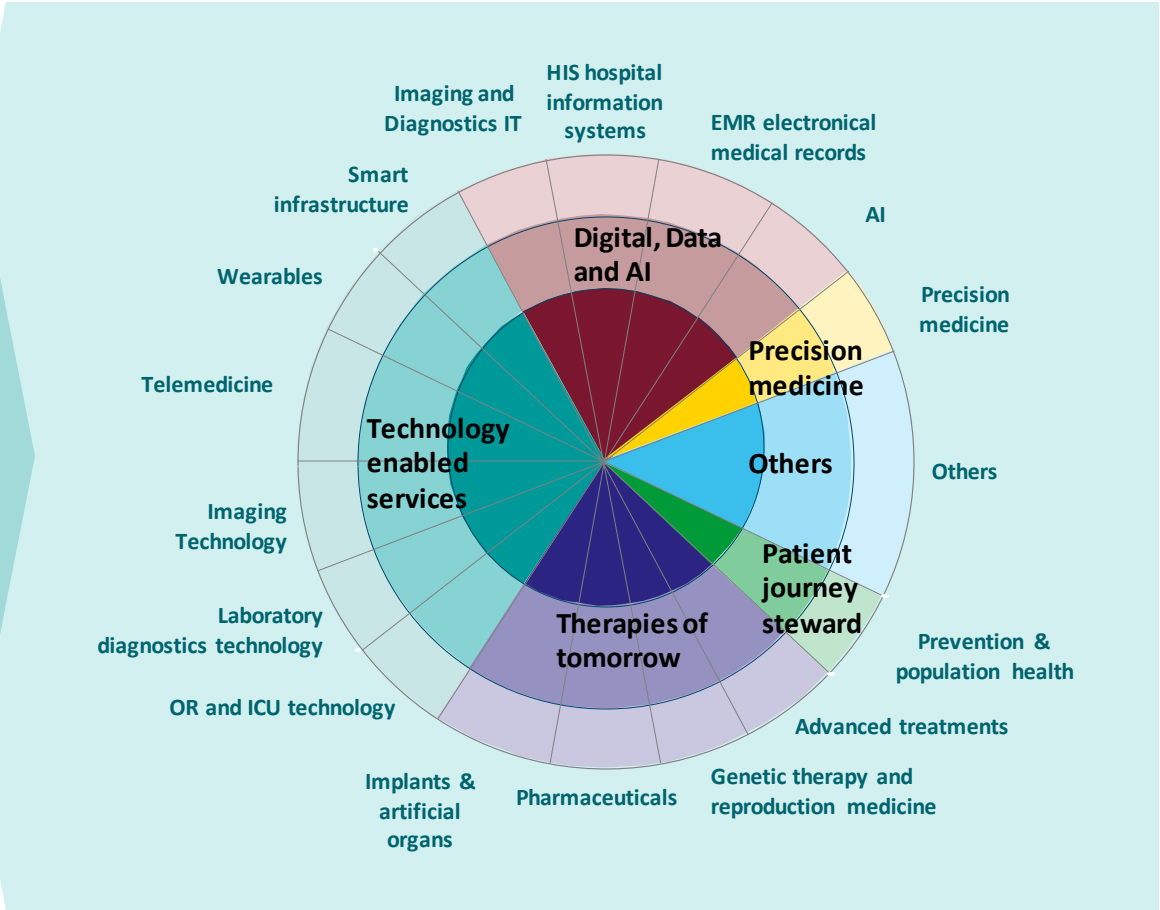
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To succeed in the future healthcare ecosystem, companies need to address both market and technology trends

Major healthcare market trends

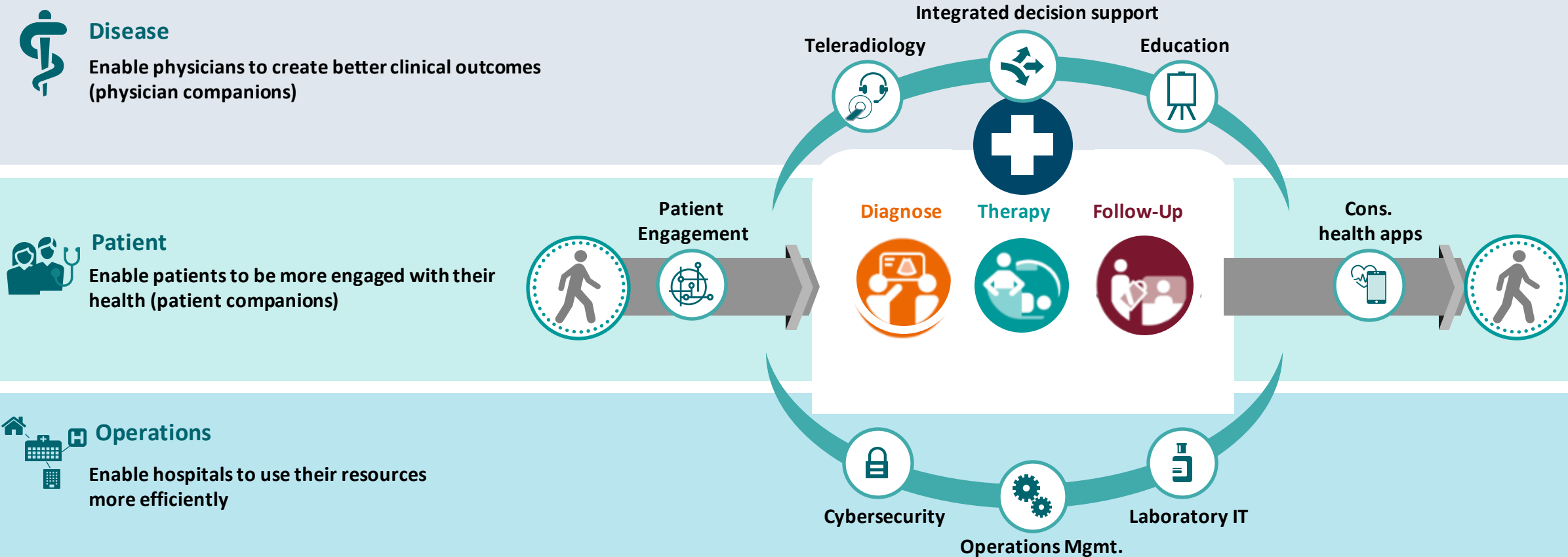


Major technology trends



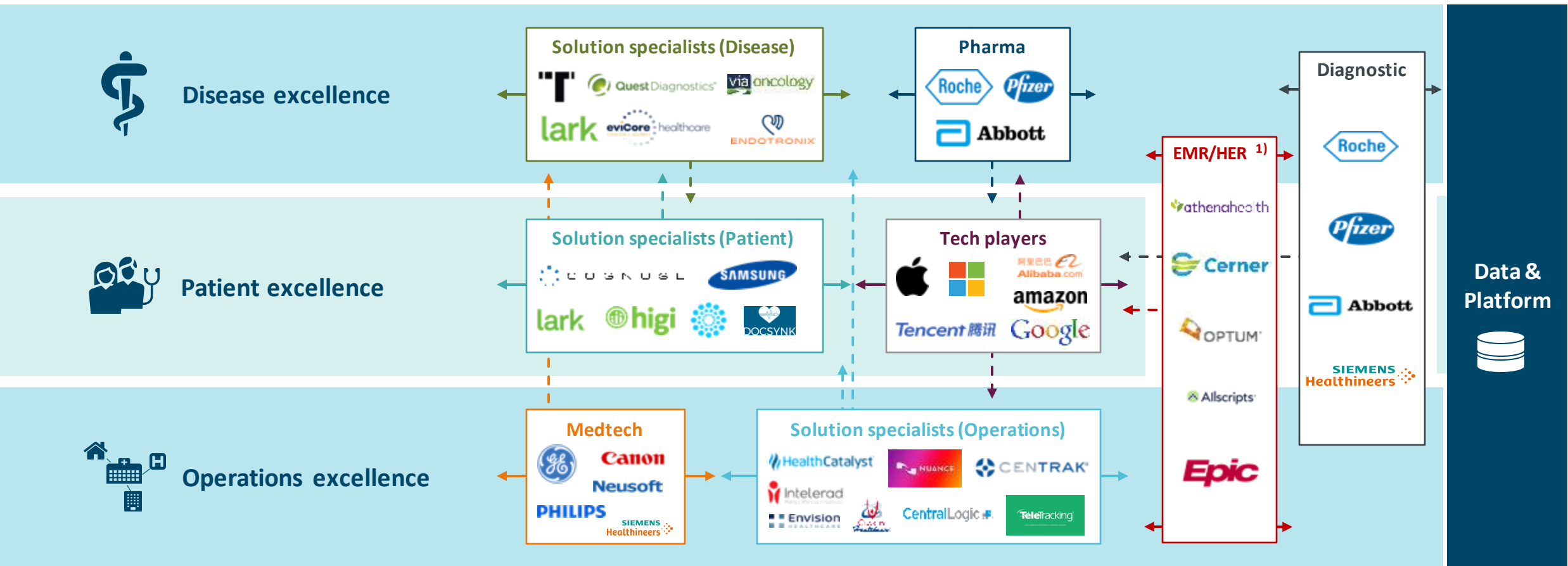
Source: Siemens Advanta Consulting

We believe that patient-centricity is at the core of future healthcare enabled by better and more efficient treatments



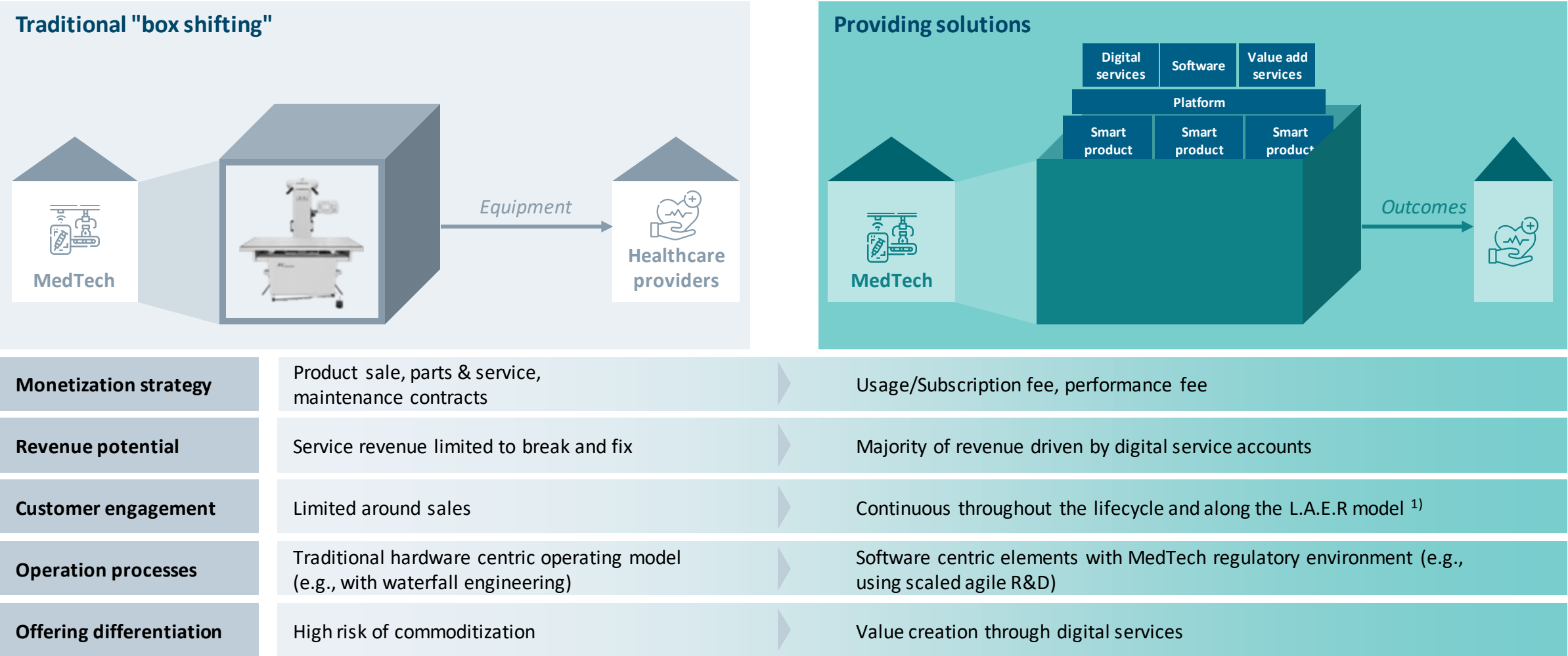
Source: Siemens Advanta Consulting

Many players are moving their value creation to nontraditional play areas ...



1) EMR: Electronic Medical Record; EHR: Electronic Health Record
Source: Siemens Advanta Consulting

... and they transform their business models from "box shifting" to providing solutions, avoiding commoditization



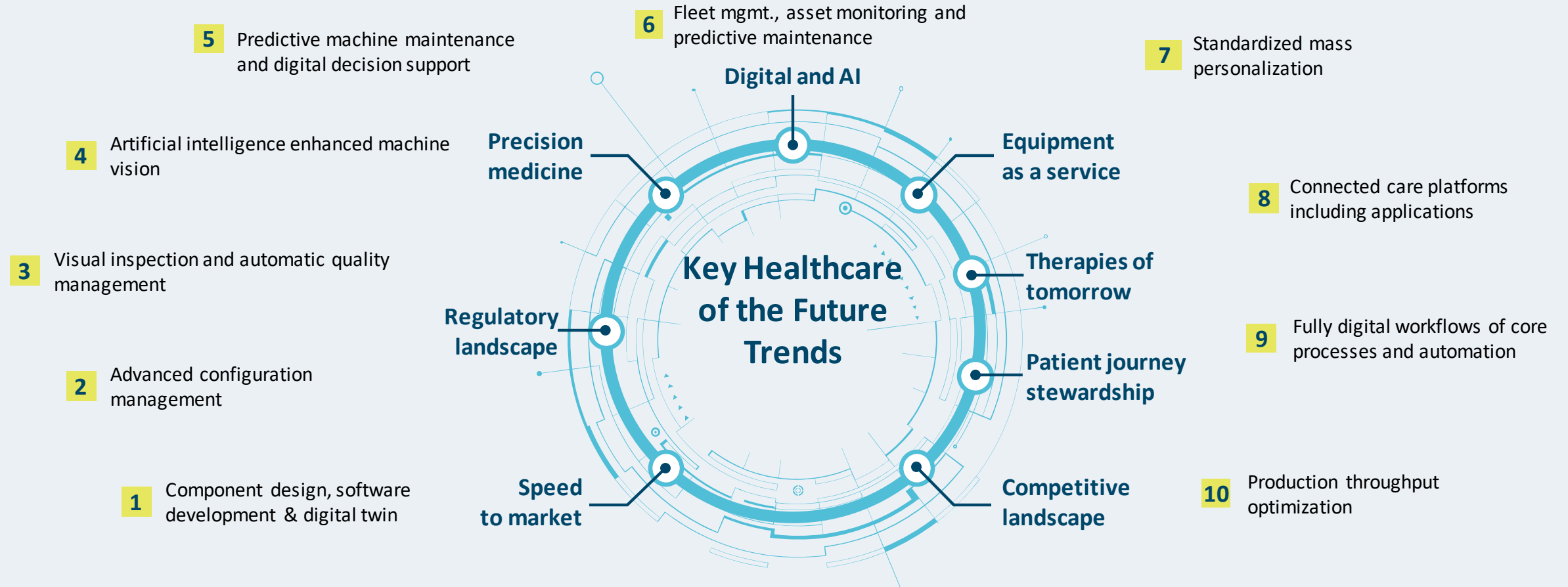
03

Our Experience
Learnings &
project
examples



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We address key healthcare trends most relevant for MedTech & Pharma

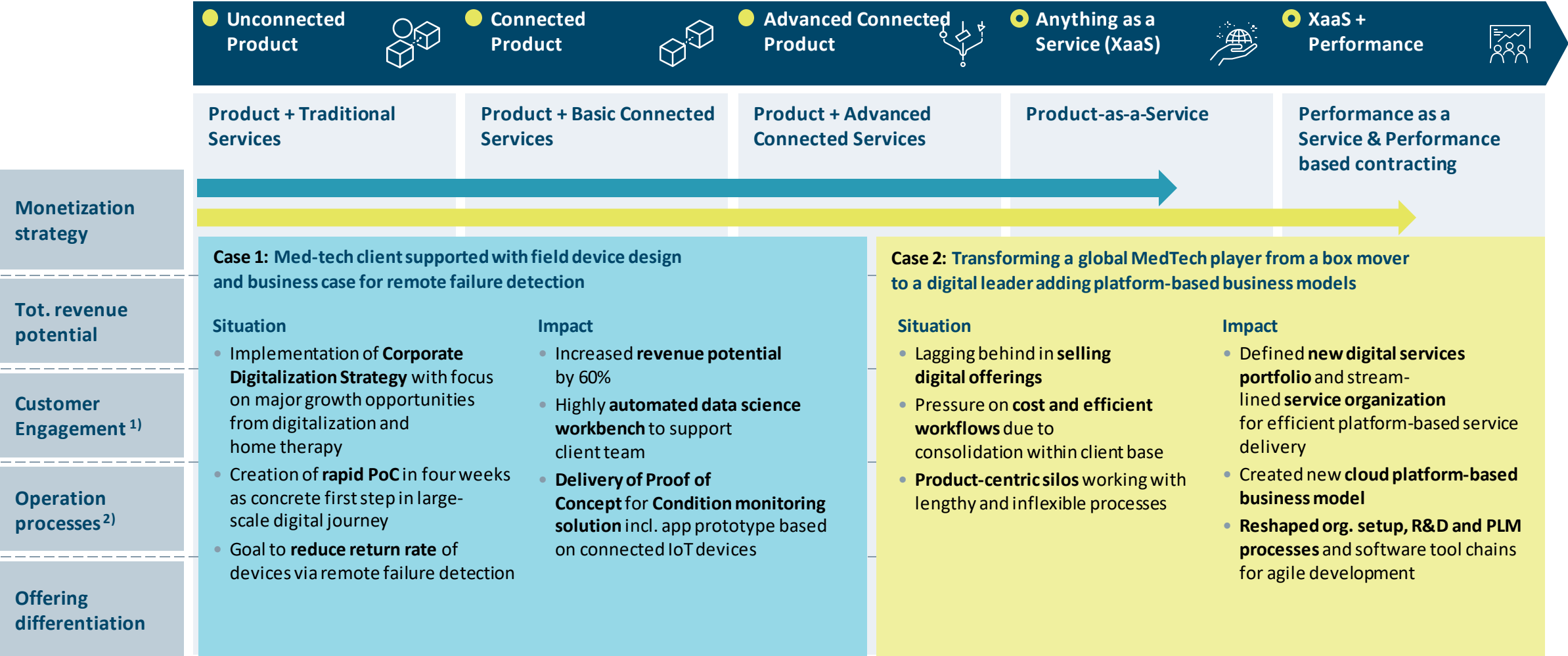


We are experienced in implementing the entire spectrum of "as-a-service" business models powered by connected devices ...



Source: Siemens Advanta Consulting

... and support our clients on their digitalization journey



Source: Siemens Advanta Consulting

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