

Siemens is advancing as a ONE Tech Company – SFS is transforming its fabric accordingly

Introduction to the new SFS SIM Organization – July 2026

Siemens' ONE Tech transformation creates new requirements that SFS SIM addresses through focused teams

1

WHY TRANSFORM

Siemens transforms its Fabric, operating model and go-to-market model

The ONE Tech transformation changes interfaces, customer journeys and execution requirements — creating new requirements for how SFS supports BU and Siemens value creation.

2

HOW TO REACT

SFS SIM addresses new requirements in close collaboration with SFS BUs

SFS SIM translates these requirements into a dedicated enabling function and six focused teams, supporting SFS BUs in navigating the Siemens transformation while strengthening and demonstrating our value contribution to Siemens

3

WHAT TO DO

Focused teams consolidate execution capabilities

The teams consolidate expertise, interfaces and implementation support to execute ONE Tech requirements jointly with SFS BUs and Siemens stakeholders.

4

WHAT IS THE VALUE

The new setup strengthens value creation for the Siemens ecosystem

The setup strengthens customer focus, Siemens proximity, innovation speed, HQ productivity and a high-performance culture at SFS.

Siemens is transforming its fabric and go-to-market approach across six transformation areas, creating new requirements for SFS

Siemens One Tech Company Transformation Areas and new impact on SFS

Vertical & market focus



Siemens increasingly drives market coverage through verticals and integrated customer solutions



SFS impact

Grow vertical

Engage SFS-wide in Siemens verticals, coordinate cross-BU views and route opportunities to the relevant BU owners

Strategic partnerships & ecosystems



Siemens strengthens partner ecosystems, key accounts and joint value creation across Siemens entities



SFS impact

Strengthen partners

Address strategic partners and key accounts jointly with Siemens businesses and turn senior access into opportunities for SFS & Siemens

Digital channels, products & experience



Siemens scales ONE Tech omnichannel go-to-market through digital channels, products and end-to-end customer journeys



SFS impact

Grow digital

Develop digital financing products and API-based integrations for Siemens digital channels, partner journeys and digital sales motions

Operating model & productivity



Siemens transforms sales processes and platforms to reach new channels, partners and customer groups, including SMEs and long-tail



SFS impact

Increase efficiency

Integrate into Siemens digital and digitally supported sales processes, improve CRM usage and increase automation across origination

Data-driven company



Siemens strengthens data-based business, portfolio and product decisions across shared platforms



SFS impact

Push data utilization

Build SDC-based data transparency, match customers through IFA and use modern analytics to support fact-based steering

AI



Siemens makes AI and data integral parts of products, customer interactions and operating models



SFS impact

Push AI innovation

Scale responsible AI use cases and redesign processes and offerings for productivity and decision support

SFS addresses transformation areas by consolidating HQ capabilities into one enabling SFS SIM organization with six focused teams



SFS SIM turns the ONE Tech transformation areas into practical BU support, clear interfaces and focused execution capabilities

#1

Sales & Siemens Verticals (S&SV)



Goal: Increase Siemens proximity

Coordinates cross-BU SFS engagement with Siemens Verticals and Foundational Sales, creates transparency and routes opportunities & develops SFS Vertical Market roadmap

#2

Strategic Partnerships & Key Accounts (SP&KA)



Goal: Strengthen customer relationships

Orchestrates strategic partners and key accounts with Siemens businesses & SFS BUs, turning our customer access into shared growth opportunities

#3

Digital Products & Innovation (DPI)



Goal: Grow digital

Develops digital financing products, APIs and new business model blueprints for Siemens channels and partner ecosystems

#4

Origination Processes & Applications(OP&A)



Goal: Increase innovation speed & efficiency

Harmonizes origination processes, improves CRM usage and sales applications, and accelerates automation for digital execution

#5

Sales Analytics & Portfolio Steering (SA&PS)



Goal: Enable data-driven decisions

Creates SDC-based transparency, customer identification and analytics for proximity, sales and portfolio steering

#6

AI Center of Excellence (AICoE)



Goal: Increase efficiency through AI

Scales responsible AI use cases, pushes AI-enabled processes and innovations, and strengthens adoption across SFS

Conclusion

SFS SIM increases BU value creation by connecting SFS more closely with Siemens, improving HQ execution and scaling AI-enabled capabilities faster across the organization.

SFS SIM helps evolve the SFS fabric and Go-to-market model with stronger customer focus, deeper Siemens proximity and faster implementation

Added Value of the new SFS SIM Organisation

Increase Customer Focus



Increase customer focus by connecting SFS BUs more systematically with Siemens Verticals, Strategic Partners and Key Accounts, and by routing relevant insights and opportunities to the right BU owners

Strengthen Siemens Proximity



Strengthen and expand Siemens proximity by co-shaping the ONE Tech omnichannel go-to-market approach with the Industrial Businesses, integrating SFS into vertical and partner priorities, and increasing joint customer engagement

Improve HQ productivity



Improve HQ productivity by bundling dispersed mandates and expertise, co-creating shared target pictures, and improving collaboration between central support functions and the SFS BUs

Accelerate Innovation



Accelerate innovation and implementation speed by harmonizing processes, reusing Siemens platforms and proven blueprints, and strengthening implementation approaches for digital products, AI and new business models

Strengthen high Performance



Build an AI-infused performance culture by positioning SFS SIM as a BU supporter, combining highly qualified experts with new technologies and reinforcing a can-do mindset for transformation

Discussion

Q&A