

# GloBiz

## Automation and Motion Division

### ■ Discover how to leverage Siemens presence in other countries to win new business

GloBiz opens the door to global business opportunities for you and your customers and also provides continuing service and support.



### ■ Our market is the world

Siemens has a network of local offices around the globe. This means that customers can get information on a comprehensive line of products and services from a Siemens representative in their area who understands the customers' requirements and the issues they face locally.

### ■ GloBiz helps access global resources

- More than 70 GloBiz managers
- Siemens service, support and sales presence in more than 190 countries
- More than 50,000 Automation & Drives employees
- More than 80,000 documents online including GloBiz information packages
- Virtual spare parts stock

### ■ Boosting your business worldwide

- [www.siemens.com/globiz](http://www.siemens.com/globiz)
- [globalsupport.info@siemens.com](mailto:globalsupport.info@siemens.com)

### What Is GloBiz?

#### ■ We help to connect and communicate

GloBiz is the Siemens Automation and Drives program that addresses the needs of our international sales teams and customers.

Our goal includes responding rapidly to customers' requests, flexibly meeting their requirements, and efficiently synchronizing activities between Siemens partners around the world.

The GloBiz program provides a framework to assist our business units and sales forces to effectively respond to customer requests for information and support across the world. It can be used to gather information in pre sales and deliver support in post sales.

#### ■ This program differentiates Siemens from the competition when supporting customers

The role of Siemens GloBiz is to facilitate communication, help our company fully optimize its full sales potential, and boost our joint business worldwide.



# globiz

# PROGRAM

# SIEMENS

## When Do I Need GloBiz?

### ■ Global business coordination is essential for future growth

For the international and export-oriented economy, the methodology and handling of globalization is a central theme for the future. Millions of jobs depend on the success of these global companies in these international markets. Siemens defines this as Global Network of Innovation.

*Heinrich von Pierer*



### ■ When do I need to use GloBiz

- I need to help coordinate a multi-regional project
- I need to locate the appropriate Siemens representative in another destination country
- I need to make Siemens worldwide resources available for my customer
- I need to provide Siemens' training options to a customer
- I need to support my customer with a worldwide spare parts guarantee
- I need to gather any information from another region, regarding the local Siemens representatives

## GloBiz Program Success Story

### ■ Sales teaming to support steel manufacturer across international borders

Siemens Account Manager Brian Taylor shared his experiences with GloBiz:

"Our customer, Oregon Steel Mill, who is based in Portland, Oregon, is a large volume manufacturer of rolled steel products. Their current project involves purchasing spiral tube forming machines from Chinese OEMS.

In the beginning of 2006 we had a project of a fast track nature. From the outset, it was important that there was a clear understanding of the specifications by the OEMs. To accomplish that, we needed to pull together a team that would be able to understand the cultural differences between the parties and be able to translate between English, Mandarin and TIA. After discussions with the GloBiz team, a meeting was arranged in Shanghai between Oregon Steel Mill, Siemens China and the local machine suppliers. For the meeting to be successful, it was important that we had the right Siemens colleagues attend.

The meeting was concluded successfully with all parties. The Siemens Energy & Automation Industrial Services Division has since joined the customer project team. They worked as a partner with the OEMs in China to oversee that the machines work together as a system. When the machines arrived in the USA, they were also on site to ensure a successful start up and commission.

We are currently delivering customized training courses and spare parts management.

The control system architectures from each supplier were reviewed and suggestions for standards were agreed upon. This reduced the amount of spares required at the mill in Oregon and lowered future support costs."

Brian said, "I have since discussed this great tool with all my key customers who may need to be supported globally. I believe this is a great program and I use it all the time."