

Xcelerate your digital journey

Data Center Forum 2023, Stockholm



A rapidly-changing industry creates significant challenges and opportunities for your business

Artificial Intelligence

Rising density per rack



Sustainability Regulations

New obligations



Talent Gap

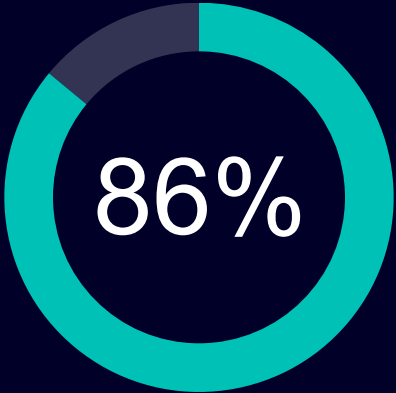
Resource limitations



Digitalization is the enabler for **tackling these challenges and staying competitive ...**

... but uncertainty and lack of experience are driving forces in the requests for **advice and simplified implementation.**

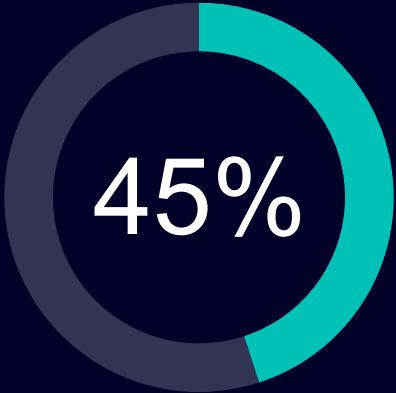
Most digital transformations fail, but the world is still waiting on an easy digitalization concept



have avoided critical projects due to complexity of legacy systems

Interoperable solutions

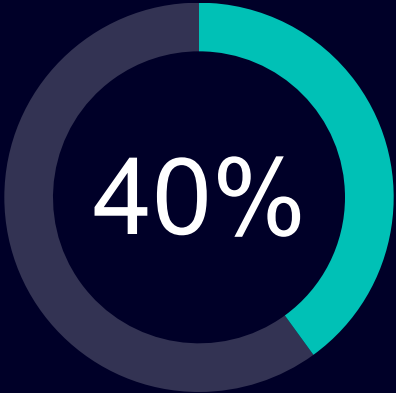
ensuring that solutions work seamlessly together across digital threads



don't know where to begin to adopt IoT

Community of experts

to drive innovation and co-creation with deep domain know-how and digital transformation experience



struggle to find digital partners with experience in their industry

Partner ecosystem

bringing together the best-in-class players in the market

Source: The Forrester Wave: Global IoT Services for Connected Business Operations, Harvard Business Analytic Services Internet of Things Report for Siemens

Siemens Xcelerator

Digital transformation made
easy, flexible open



Siemens Xcelerator

Designed to accelerate the digital transformation of our customers



A comprehensive, curated **portfolio** that includes digital and IoT-enabled offerings from Siemens and certified partners

A continuously growing, powerful **ecosystem** of partners

An evolving **marketplace** that enables education, exploration, exchange and transaction within a community of customers, partners and experts

Siemens Xcelerator

The open digital business platform designed to meet your digitalization needs

Portfolio

to connect the real and digital worlds

Ecosystem

to help you build the right partnerships for your digital journey

Marketplace

to put everything at your fingertips



Siemens Xcelerator Integrated Portfolio for Data Centers



A continuously growing, powerful **ecosystem** of partners



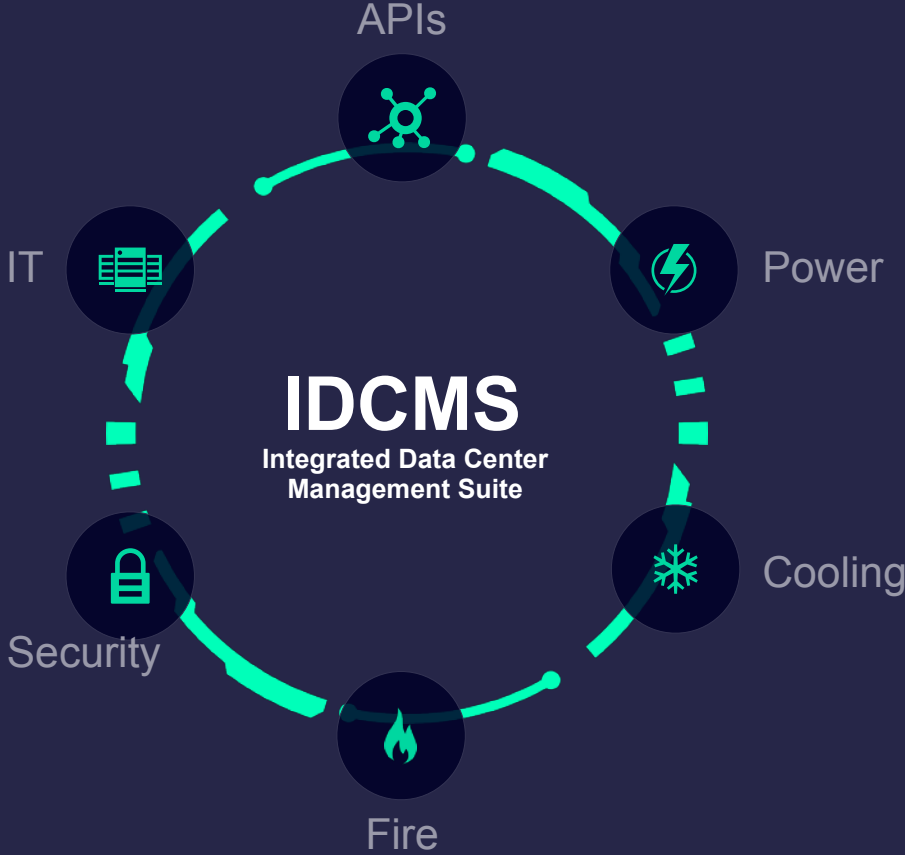
A **marketplace** to explore, educate and to purchase products, solutions and services



A comprehensive, curated **portfolio** that includes digital and IoT-enabled offerings from Siemens and 3rd parties



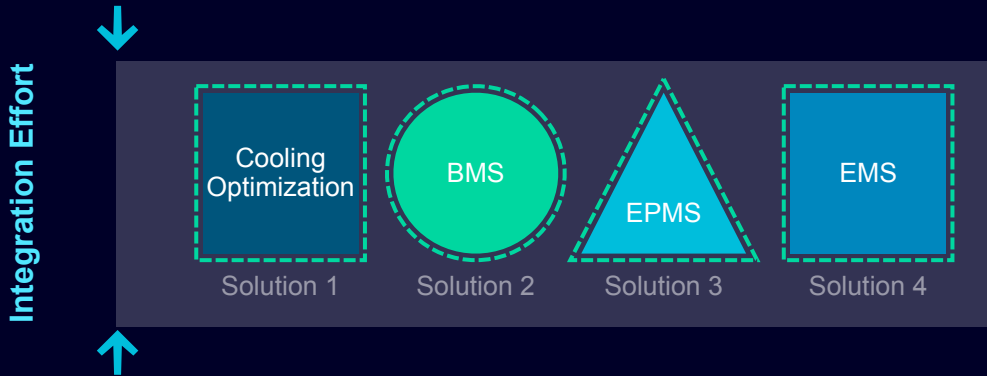
IDCMS Portfolio



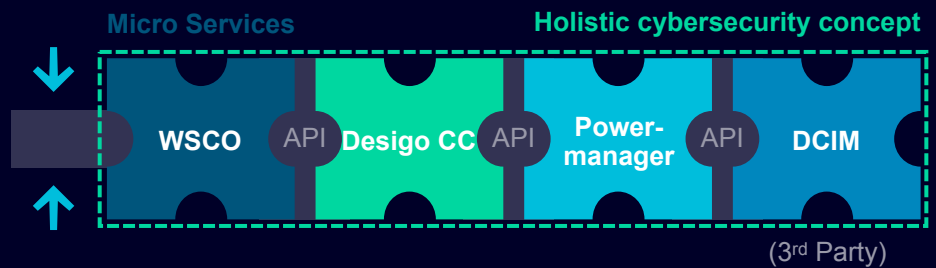
Siemens Xcelerator

Simplifying our clients Infrastructure Architecture

Traditional monolithic architecture



Modularized functionality and API's



We are starting the journey towards next-generation software architecture to significantly reduce integration effort and complexity

Siemens Xcelerator

An opportunity for new Partners



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Exemplary Partners

Enable & Run

Major IT/cloud partners and infrastructure services providers



Consult & Service

Consulting and service partners experienced in digitalization



Build & Sell

Vertical solutions complementing Siemens solutions



Siemens Xcelerator The Marketplace



Marketplace

Learn

what technologies can help to fix your business problem for specific industries or applications

Find

all offerings also from 3rd party at your fingertip

Exchange

with a community of specialist around the world to find answers for your business problem

Buy¹

Get access to the necessary portfolio with one click

¹ Planned for future development

Reference Cases

Examples of successful digital journeys



Improving Sustainability Measures

Reference Case at Greenergy (EE)

Project Timeline



Q4/22

Workshop to map out the customer needs

Q3/23

Business case evaluation and submittal

Q4/23

Final decision re: Digital Twin and microgrid solutions

TBA

Installation and commissioning

Customer Needs

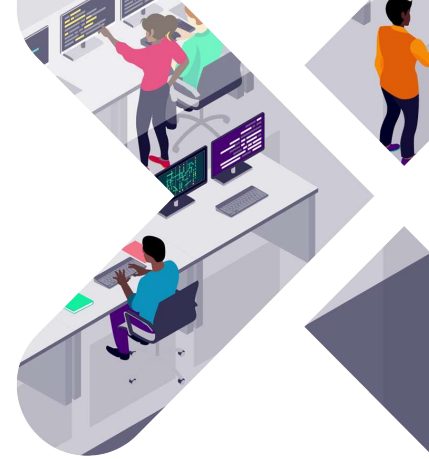
- Reduce dependency from the grid
- Improve asset and workflow management
- Keep leadership in the region

Customer Engagement

- Planning investment in renewables generation
- Dematerialize operations with Digital Twin (use cases mapping ongoing)
- Business case

Proposed Solution

- Invest in renewable generation with **PV plant**
- Store and Manage renewable energies with **BESS** also for grid stabilization
- Controlling and optimization of battery usage with grid software
- Improve existing Integrated Management Suite with **Digital Twin**



The Customer

Greenergy is a colocation company that has built the largest and most power-efficient purpose-built data center in the Baltic region. Customer data have the smallest possible ecological footprint while utilizing the benefits of secure large-scale data management.

Source: Public website

Improving Data Center Uptime

Reference Case at Large Colocation Operator (APAC)

Project Timeline



Q2/22

Project kick-off and several workshops to understand the requirements

Q1/23

Technical workshop and joint development of the final solution

Q2/23

SW and HW tests running at the partner facility

Q1/24 (exp)

Connecting HA IBMS to the end-customer cloud

Customer Needs

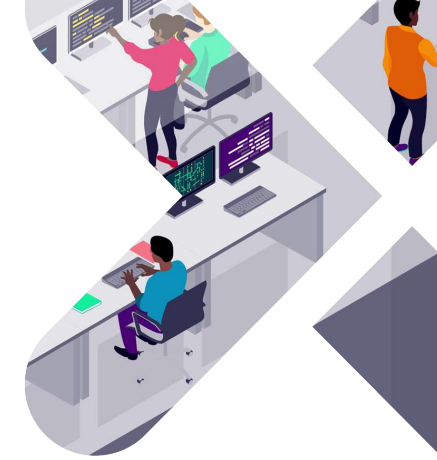
- Single/Unified platform Management Software for BMS/CPMS/EPMS
- Hot & Parallel Redundant (Active-Active) for IBMS application, OS and DB Servers
- Operational Excellence for maintenance management

Customer Engagement

- Unprecedented levels of service availability
- Ability to develop SW, incl. Dashboards
- 24/7 encrypted mobile access
- Smart Analysis using Smart SCADA-RCA (Root Cause Analysis)
- Efficient planning, management, execution and control of maintenance work and breakdown remedy

Proposed Solution

- Scalable Architecture with 10M+ tags
- Hot Standby HW and SW Redundancy (from I/O units to application level, passing through PLCs)
- Integrated solution for all the electrical, security, fire, cooling and third-party systems, including Advanced Maintenance Suite (AMS)



Focus on Digital Services

Evolution of the
Siemens Xcelerator Portfolio



Siemens Xcelerator

Focus on Digital Services



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Digital Services

Thermal Optimization



Cybersecurity Services



Digital Twin / BIM in Operation



Predictive Maintenance



Electrical Services



On-prem Analytics



White Space Cooling Optimization

Dynamically matches
cooling to IT load



Lifecycle Twin in Operations



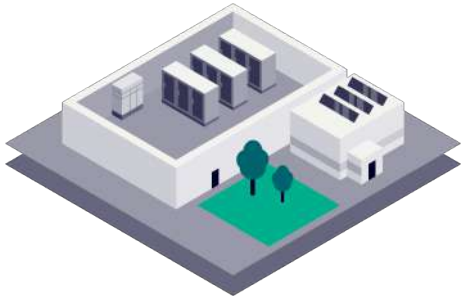
Conclusions



No matter where you are on your journey

Siemens Xcelerator helps you – Easier, faster and at scale

Traditional Data Center



Various management tools, siloed disciplines

From ...



- Reactive on-site service
- On-site solutions
- Siloed management and analysis tools
- Significant manual reporting work

Mixed digitalization maturity



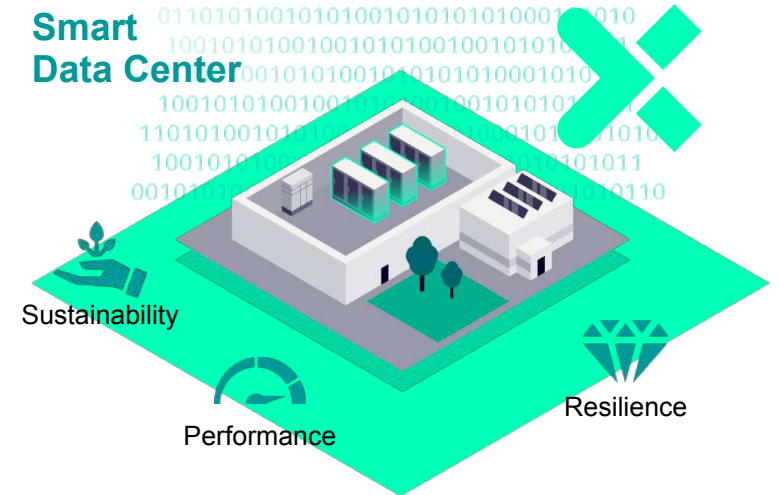
Transformation started, not yet completed

Across ...



- Condition based maintenance
- Solution landscape from multiple vendors, not compatible
- Legacy systems to be considered
- Siloed progress of digital transformation

Smart Data Center



Fully integrated management landscape

To ...



- Predictive and prescriptive maintenance
- AI-enabled optimizations
- OT/IT integration and streamlined management tools
- As a Service and remote connectivity

Siemens Xcelerator

Summarizing what makes Siemens Xcelerator unique

Access to the broadest and deepest domain expertise



Most holistic OT/IT integration capability on the market



Easiest access & user interface and personalization potential



Supporting customers across the whole digital transformation value chain



A unique business platform combining expertise across major industries



Comprehensive proven track record



Reduced complexity of organization and processes



Join us and Xcelerate your digitalization journey



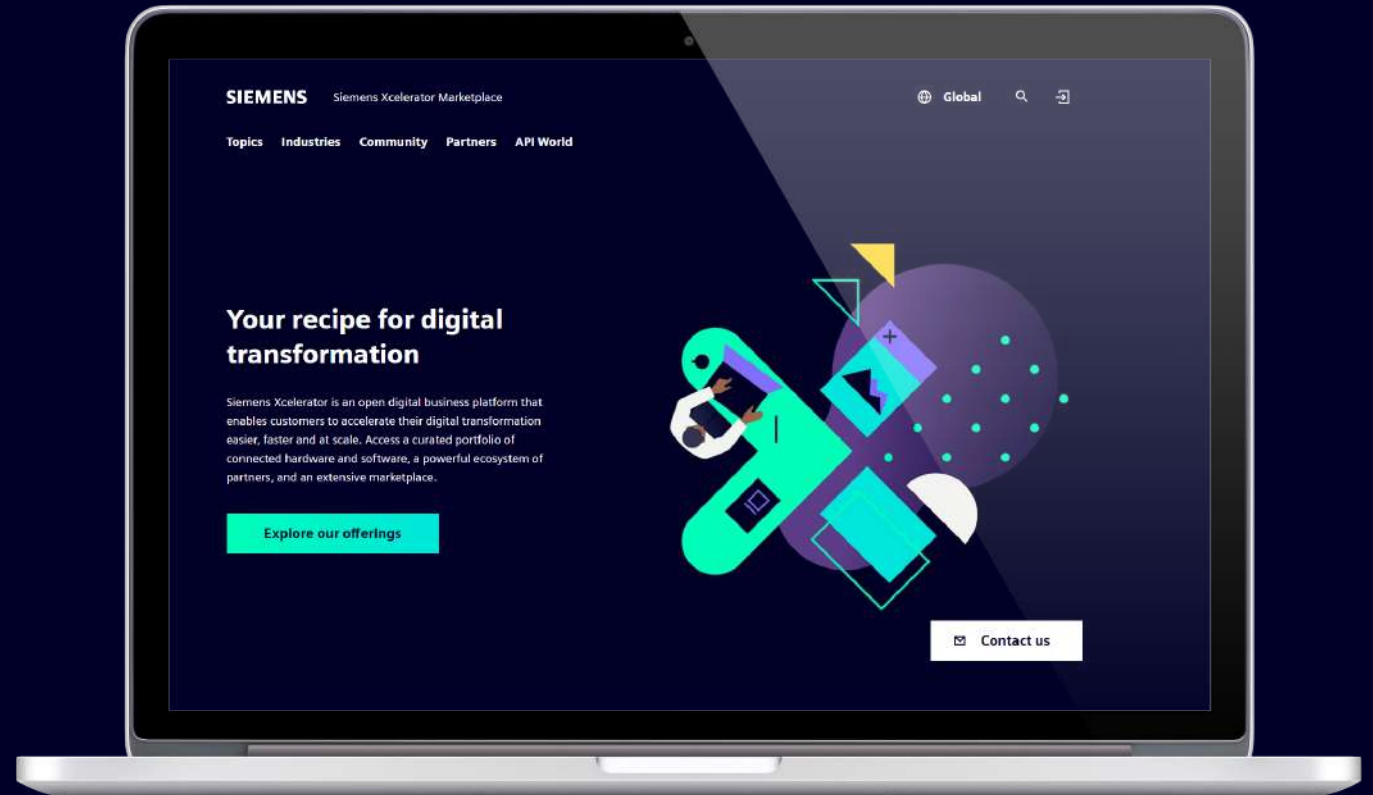
Join the marketplace



Explore the communities and engage with experts



Let's Xcelerate your digital transformation



[Visit the Marketplace](#)

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| Q&A



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Thank you!

Published by Siemens Switzerland Ltd

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