Case study Siemens IT Solutions and Services

“Under the name Dynamic PLM Service, Siemens offers IT solutions and services in combination with the ISV Cloud Program from Fujitsu, a unique PLM platform ‘from the cloud’ that gives customers a highly efficient PLM application.”

Rainer Mewaldt, Leiter Global PLM Outsourcing Services, Siemens IT Solutions and Services GmbH

The customer
Siemens IT Solutions and Services is a leading international provider of IT solutions and services that delivers everything along the IT service chain from a single source: from consulting and system integration right up to IT infrastructure management. Siemens IT Solutions and Services also compliments the various sectors of the Siemens Group with IT solutions. With extensive expertise and specific industry knowledge, the IT service provider creates measurable added value for its customers. With a workforce of more than 35,000, Siemens IT Solutions and Services generated around EUR 4.7 billion in 2009 – more than 75 percent of it outside the Siemens Group. In close cooperation with Fujitsu’s Business Enablement Services, Siemens IT Solutions and Services offers a Product Lifecycle Management (PLM) cloud computing solution that perfectly addresses the target group of small and mid-sized enterprises. After all, it is not only in difficult economic times that they are under pressure to optimize processes in order to realize savings and increase efficiency.

The challenge
Small and mid-sized enterprises (SMEs) in particular derive a great deal from cloud computing, since software-as-a-service providers (SaaS) offer solutions with high performance and availability that often exceed the means of their own IT by far.

The solution
Based on cloud computing, the Dynamic PLM Service can quickly, flexibly and above all affordably provide Product Lifecycle Management (PLM) to all process participants – wherever they are based and whatever their organizational affiliation. This promotes the quality and efficiency of partnerships, as it enables all users to access consistent and up-to-date information at all times and in all locations.
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#### The benefit
- Improved cost efficiency, lower TCO
- Flexibility through the pay-per-use model
- Improved service quality through standardization
- Faster implementation (on average less than three months following kick-off in a typical user environment)
- No implementation risks
- Higher reliability thanks to the limited need for fine-tuning
- Advantages of best-practice standards

#### Products and services
- PLM platform integrates with Fujitsu Business Enablement Services, part of the ISV Cloud Program:
  - The Dynamic PLM Service is a configured, industry-specific PLM solution based on Siemens PLM Teamcenter and includes hosting and operation of the required infrastructure and the provision of supporting services. The Teamcenter software is licensed separately by Siemens PLM Software.
  - The Dynamic PLM Service includes Fujitsu Business Enablement Services as middleware with all required functions for the online administration of applications by the customer.

#### Conclusion
Fujitsu Business Enablement Services (BES), which Siemens IT Solutions and Services markets online along with its PLM solution, are an efficient alternative to the traditional licensing model and geared towards the SME target group with 50 to 500 users. BES is an online offer from Fujitsu that can be used immediately, as a service, for all SaaS-relevant business functions – from customer and subscription management to invoicing and payment transactions. The porting of applications to BES requires no reimplementation, which means it can be put into operation within a few short weeks.

“If we had been forced to produce this sort of solution ourselves, the outlay would have been somewhere in the region of one man year. By using Business Enablement Services from Fujitsu, the overhead is significantly lower and, more importantly, the solution is available for use far earlier on,” says Rainer Mewaldt, Head of Global PLM Outsourcing Services, Siemens IT Solutions and Services.

#### About Fujitsu
Fujitsu is a leading provider of ICT-based business solutions for the global marketplace. With approximately 170,000 employees supporting customers in 70 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.6 trillion yen (US$50 billion) for the fiscal year ended March 31, 2010. For more information, please see: www.fujitsu.com

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