



### **About Siemens PLM Software**

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a world-leading provider of product lifecycle management (PLM) software, systems and services with nine million licensed seats and 77,000 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software helps thousands of companies make great products by optimizing their lifecycle processes, from planning and development through manufacturing and support.

Many of the world's leading companies in automotive, aerospace, consumer products, medical devices, shipbuilding, apparel and machinery, rely on Siemens integrated family of PLM offerings to enhance quality, increase efficiency and reduce product costs. By digitizing, analyzing and managing every aspect of data associated with bringing a product to market, our HD-PLM vision is to give everyone involved in making a product the information they need, when they need it, to make the smartest decision. For more information on Siemens PLM Software products and services, visit [www.siemens.com/plm](http://www.siemens.com/plm).

### **GO PLM**

Siemens' software and other technologies are used in nearly every manufacturing environment in the world to improve productivity and efficiency, so students trained on these systems are able to operate in virtually any manufacturing facility. Through the Global Opportunities in PLM (GO PLM) Academic Partnership program, Siemens' provides in-kind grants of our engineering and product management software each year to more than one million students at 12,000 global institutions, a third of which are in the U.S.

The Mott Community College partnership is the latest in a series of investments – totaling more than two billion dollars – Siemens has made in recent years in nearly 30 Michigan community colleges and universities.

By using this software in their course work and research projects, students will develop the advanced skills sought after by the more than 77,000 global customers who utilize Siemens' software and technology solutions. This includes nearly 1,000 companies throughout the Detroit region and state of Michigan who rely on Siemens' PLM and CAD software including employers such as: Ford, Daimler, General Dynamics, General Motors, Delphi and BorgWarner.

### **Academic Initiatives in Michigan**

**Automation Alley**, Michigan's largest technology business association, recently opened the Automation Alley Product Lifecycle Management Center at Oakland University. The center – in partnership with Siemens, the Michigan Economic Development Corporation, Geometric Solutions, solidThinking, Inc. and Oakland University's School of Engineering and Computer Science – will offer affordable training and PLM certification using cutting-edge equipment and software, including computer-aided design (CAD), computer aided engineering (CAE) and computer-aided manufacturing (CAM), as well as other state-of-the-art PLM technologies including digital factory simulation, 3-D scanning and 3-D printing.

**Detroit Area Pre-College Engineering Program (DAPCEP)** is an educational organization that works to increase the number of historically underrepresented students who are motivated and prepared academically to pursue degrees leading to careers in science, technology, engineering and mathematics (STEM) related fields through K-12 supplemental educational programs. Siemens is a Charter Industry Partner providing software and training facilitating the development of under-represented youth to meet our industry partners / customers demand for new skilled workers and adding value to the communities in which we work and live.

Siemens was a charter partner in setting up the [Focus: HOPE Center for Advanced Technologies \(CAT\)](#) program, which provides a unique learning experience for students interested in becoming engineers. Students pursue engineering education at partner universities (Lawrence Technological University, Wayne State University, University of Detroit Mercy or University of Michigan) and are exposed to real-world work through internships as well as research and development projects. They receive free tuition and earn a salary while completing their degree.

**Partners for the Advancement of Collaborative Engineering Education (PACE)** links Siemens PLM Software with GM, Autodesk, Hewlett-Packard and Oracle at more than 50 strategically selected academic institutions worldwide to develop the automotive PLM team of the future. PACE offers students the opportunity to participate in collaborative product development projects and experience many of the same challenges that designers, product engineers and manufacturing engineers encounter in industry today. Through global projects, students work in distributed virtual teams and hone the collaboration and team-building skills required by global manufacturers.

### **Siemens U.S. Job Training Initiative for Veterans**

Siemens now offers job training for U.S. military veterans with an engineering and manufacturing background in Detroit as part of a nationwide effort to assist veterans transitioning to the civilian workforce. The program, launched by Siemens PLM software business in 22 cities across the country, provides free training in the use of state-of-the-art digital lifecycle management and computer-aided design (CAD), computer-aided manufacturing (CAM) and computer-aided engineering (CAE) software technology.

Through this effort, Siemens will invest up to \$17,000 per eligible veteran for access to training at the Siemens PLM Software facility in Livonia. Ten, multi-day courses are offered, including comprehensive training on NX® software, Siemens PLM Software's leading integrated solution for CAD/CAM/CAE and Teamcenter® software, the world's most widely used digital lifecycle management solution. The training will help enhance veterans' qualifications for skilled positions in a wide variety of manufacturing industries around the world, including automotive, aerospace, energy, high-tech electronics, and machinery. Upon completion of the training, veterans who participate in this initiative can also present themselves as qualified candidates for positions with Siemens or its 77,000 customers who use Siemens' PLM technology.

**The next available classes will commence several days in April, May and June (4/1, 4/7, 4/21, 5/5, 5/19, 6/2, 6/4, 6/9, 6/20) at Siemens PLM Software facility on 38695 Seven Mile Road, Suite 300, Livonia, MI 48152.** Any U.S. military veteran meeting program requirements is eligible to apply for the program at [www.siemens.com/plm/trainingforusvets](http://www.siemens.com/plm/trainingforusvets).

### **Industry Automation**

The **Siemens Industry Sector** is the world's leading supplier of innovative and environmentally friendly automation and drive technology, industrial software and technology-based services. The Sector's comprehensive portfolio covers the entire industrial value chain, from product design, engineering and production to services. Siemens enhances its customers' productivity, efficiency, and flexibility in a wide variety of different industries. The Industry Sector comprises the Divisions Industry Automation, Drive Technologies and Customer Services as well as the Business Unit Metals Technologies. For more information, visit <http://www.siemens.com/industry>

**Siemens has an expansive role in the automotive industry** with 80 percent of automotive factories around the world relying on Siemens automation equipment. Among global automakers, 14 of the top 15 OEMs and nearly 90 percent of the top 25 suppliers use Siemens PLM software.

- PLM technology enabled Nissan Motor to cut its development cycle for new vehicles from 20 months to 10.5 months with 80% fewer problems reported after vehicle release.
- For more than 25 years, Siemens and Ford Motor Company have worked together, leveraging innovation and technology to maximize manufacturing efficiency. As a result, Ford has been able to reduce the energy needed to produce a vehicle, increase the safety for people building the vehicle and improve the flexibility of plants and processes.

### **Siemens and Ford Motor Company Google Pilot Program**

For more than 25 years, Siemens and Ford Motor Company have worked together, leveraging innovation and technology to maximize manufacturing efficiency and apply global standards through the adoption of Manufacturing Engineering and Production Automation solutions. Siemens is working with Ford and Google to pilot a new software web application called "IntoSite," that facilitates virtual navigation into assembly plants using the Google Earth infrastructure, helping the company improve global collaboration and better share best practices.

The new IntoSite™ application in the Tecnomatix® portfolio is a cloud-based web application developed using the Google Earth infrastructure. IntoSite holds a 3D version of assembly plants and allows users to navigate virtually through the plants – down to the workstations – obtaining a better understanding of global processes. IntoSite was developed by Siemens' product lifecycle management (PLM) software business unit.

For further information about Siemens' portfolio of products and services supporting the automotive sector, visit [http://www.industry.siemens.com/verticals/global/en/automotive-manufacturing/Pages/Default.aspx?stc=usiia100023&sp\\_source=usiia100023](http://www.industry.siemens.com/verticals/global/en/automotive-manufacturing/Pages/Default.aspx?stc=usiia100023&sp_source=usiia100023)

### **Siemens Sectors and Divisions by City**

Siemens PLM Software is a world-leading provider of product lifecycle management (PLM) software. Siemens PLM helps thousands of companies make great products by optimizing their lifecycle processes, from planning and development through manufacturing and support. Siemens PLM office locations include:

#### **Siemens Industry, PLM/Industrial Automation Sales**

**5555 New King Drive, Troy, MI 48098**

With approximately 200 employees, this facility is responsible for product development, product marketing, sales and service.

#### **Siemens Industry, PLM Global Ford Account Office**

**Fairlane Business Park III, 1555 Fairlane Drive, Allen Park, MI 48101**

With nearly 100 employees, this facility is responsible for Siemens' relationship with Ford Motor Company.

#### **Siemens Industry, PLM**

**2600 Green Road, Ann Arbor, MI 48105**

With nearly 60 employees, this facility is responsible for product development, product marketing, sales and service.

#### **Siemens Industry, PLM**

**38695 Seven Mile Road, Livonia, MI 48152**

With over 100 employees, this facility is responsible for sales and service, product development, IT, global marketing, and product marketing. This facility also houses a Training Center for customers and employees, as well as an Innovation Center.

### **Siemens in the Region and Across the State**

#### **Key Data**

- More than 700 Siemens employees in the Detroit region
- More than 1,000 Siemens employees in the state of Michigan
- Nearly 100 veterans work at Siemens throughout the state of Michigan in a variety of roles in the Industry, Infrastructure & Cities and Energy sectors

*Please note that employment figures are based on where employees work, not where they live.*

#### **About Siemens USA**

Siemens Corporation is a U.S. subsidiary of Siemens AG, a global powerhouse in electronics and electrical engineering, operating in the industry, energy, healthcare, and infrastructure & cities sectors. For more than 165 years, Siemens has built a reputation for leading-edge innovation and the quality of its products, services and solutions.

With 362,000 employees in 190 countries, Siemens reported worldwide revenue of approximately \$100 billion in fiscal 2013. Siemens in the USA reported revenue of \$19.2 billion and employs approximately 52,000 people throughout all 50 states and Puerto Rico. For more information on Siemens in the United States, visit [www.usa.siemens.com](http://www.usa.siemens.com).