

Siemens Corporate Technology | November 2015

# TechnoWeb – linking expert brains across the globe

Dr. Falk Wottawah, Head of Visioning & Scouting, Siemens AG



Who works with and provides support for DIRX from Siemens?

I'm looking for a method to seal bearings, gearboxes, electrical equipment, etc. of a bogie...or dry them after contamination with water

Has anyone already implemented cloud computing with Windows Azure?

How can I better connect with colleagues in a global company setting?

There must be someone else within Siemens worldwide who has tackled CPU-rendering for 3-D imaging already!

# TechnoWeb: internal expert collaboration platform

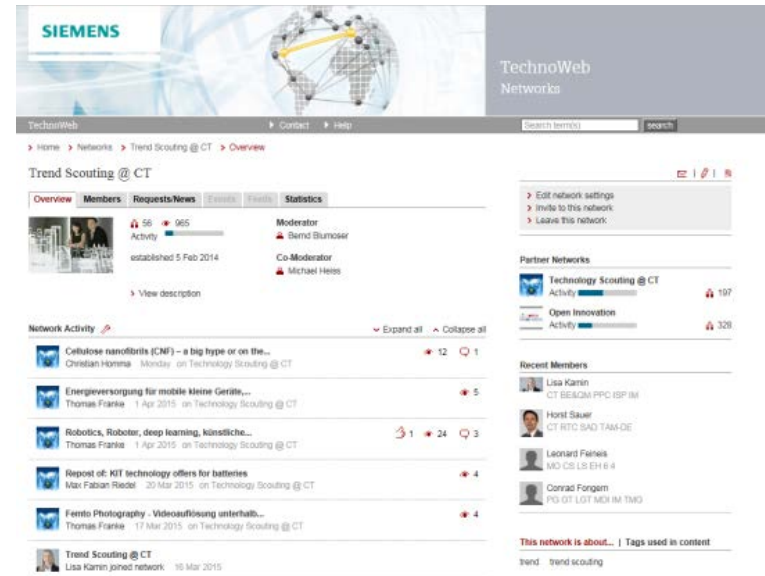
## Basic Features / Statistics (FY 2014)

### Siemens wide enterprise **collaboration platform**

- Focus on technologies, facilitation of networking
- Rapid Expert Identifier (Urgent Request)
- Knowledge base for innovation & technology topics (contribution to “Corporate Memory”)
- Integration of other social media platforms
- Worker’s council approval
- Basis for other applications (e.g., TechnoForum)

### • **Success story** since 2009

- Commissioned in 2009 by CTO
- >45.000 users, ~1500 networks





# Knowledge Networking Techoweb 2.0.



TechnoWeb 2.0

 Welcome Thomas Lackner!
 [Logout](#)

[Home](#)
[Networks](#)
[Urgent Requests](#)
[Tag Search](#)
[Help](#)
[Contact](#)

[My Overview](#)
[My World](#)
[+](#)


**Thomas Lackner**  
[My Profile](#)  
[My Settings](#)

**My Memberships (23)**

- CIO Advisory Council Best Practise Sharing
- Cloud Computing
- Co-creation Siemens Cloud Computing
- Co-creation Siemens Innovation Day 2011
- Competitive intelligenc R&D (CI @ CT O ST)
- Feedback on TechnoWeb 2.0
- Foresight and Trend

**My Followed Tags**

Select Tags to Follow

**Add Urgent Request**

**Create New Network**

**TechnoWeb Activities (40 of 40)**

[Show last month](#)

- 
 Masudur Rahaman Sayem wrote urgent request  
**Need Sample .net code for file copy - incremental copy**  
 11:29 today
- 
 Thomas Hollaus wrote urgent request  
**unique system identification for license check**  
 18:23 2 Sep
- 
 LUIS SILVARES wrote urgent request  
 18:23 2 Sep
- 
 LUIS SILVARES wrote urgent request  
**Export data from Sage 50 Line**  
 17:28 2 Sep
- 
 Fabrizio De Pasquale posted  
 "You are very welcome Tyler ;-)"  
 14:39 Feedback on TechnoWeb 2.0 2 Sep
- 
 Tyler Reese posted  
 "Thanks for the great support Fabrizio! Basically like live-chat support lines, wow. You are clearly ..." more  
 14:27 Feedback on TechnoWeb 2.0 2 Sep
- 
 Andreas Pohl wrote urgent request  
**AAA (ex Netzwerk, Apercto) System Engineer**  
 11:50 2 Sep

**New Networks**

- 
 North West Europe - IT Infrastructure Community  
 by Mark Ghibril  
 NWE IT ST&PL ISTP
- 
 Business Development @ NWE IT ST&PL ISTP
- 
 Business Development @ IA&DT  
 by Kai Fahrbach  
 I IA CE CP PRM BD
- 
 SPSE3 (Siemens Production System Expert Program) in China  
 by Tao Yang  
 CHR SMI PROJECT
- 
 Advanced Process Control  
 by Selvanathan Sivalingam  
 E O TI Techn. and Innov.

[Show all Networks](#)

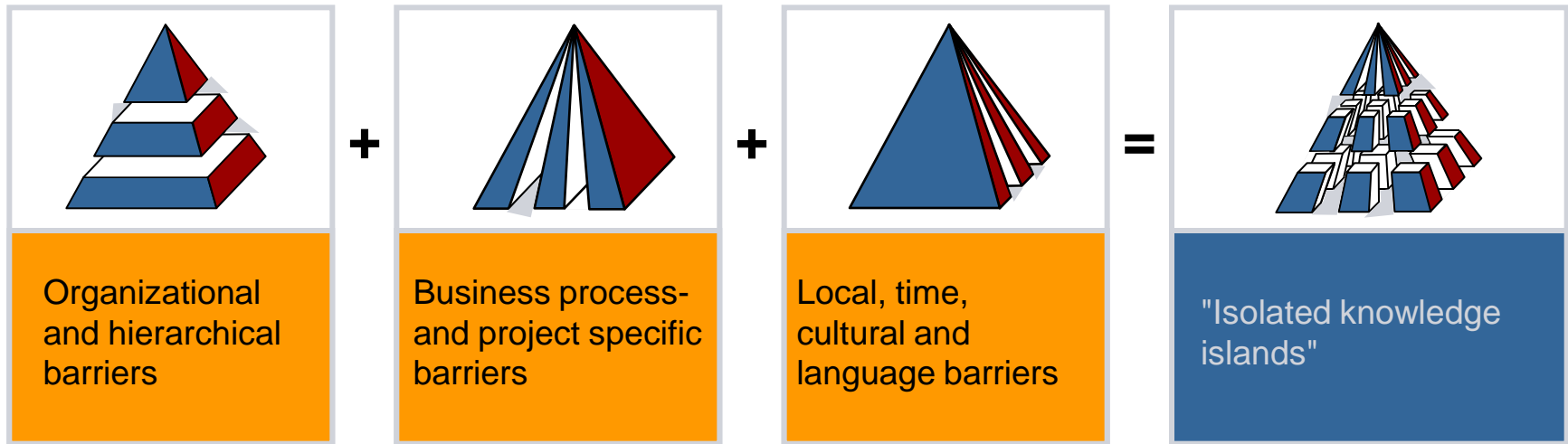
[Subscribe to TechnoWeb's new networks](#)

# What do people talk about?

Energy Management in the industry  
Adhesives and Resins and their Technology  
Competitor Intelligence  
Shopfloor Management  
Matlab and Simulink  
PCS 7 Engineering  
Wireless Sensor & Actuator Networks  
Black Belt Alumni  
Control Technology  
Safety Management  
**Siemens Production System**  
**SGP – Siemens Graduate Programm**  
Mobile Devices and Siemens  
Clock Synchronization  
Key Account Management  
Building Automation  
Carbon Capture and Storage  
**Secure Software Development**  
**Global Procurement Services**  
NDE – Nondestructive Evaluation  
Lean Engineering  
Smart Metering  
Green+Hospitals  
Sustainability Community  
Power Supply & Quality  
Energy Efficiency in Buildings  
Materials Analysis  
Application of Robots in Healthcare  
Subsea Technology & Solutions

# Dissolving barriers across the company

## Knowledge sharing encounters three main barriers



## TechnoWeb 2.0 connects people and knowledge across barriers

- Open knowledge networks enhance **inter-personal communication** beyond islands
- Employees with different expertise cross fertilize in networks and foster **innovations**
- Knowledge networks give access to **tacit knowledge** (experience, know how, ...)

# TechnoWeb 2.0 differs from other social platforms

## Person centered

Systems build around people:

LinkedIn  
Xing



## Network centered

Systems build around networks focused on knowledge areas:

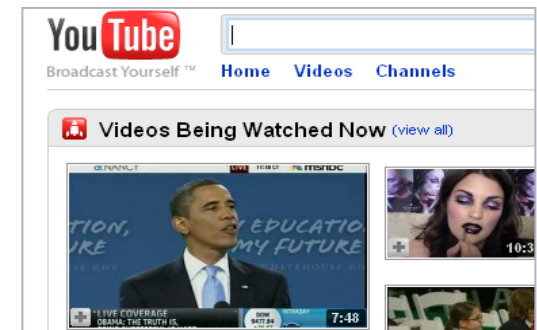
TechnoWeb 2.0



## Object centered

Systems build around objects:

Flickr  
YouTube  
Wikis



**SIEMENS**

## Contacts

## Tools

**Service relevant,  
aggregated, and  
filtered news feeds**

- ✓ **Relevant information** always **up-to-date**
- ✓ **Direct access** to responsible contacts and experts
- ✓ Access to **all aggregated tools and Sharepoints**

## Information sources, surveys, ...

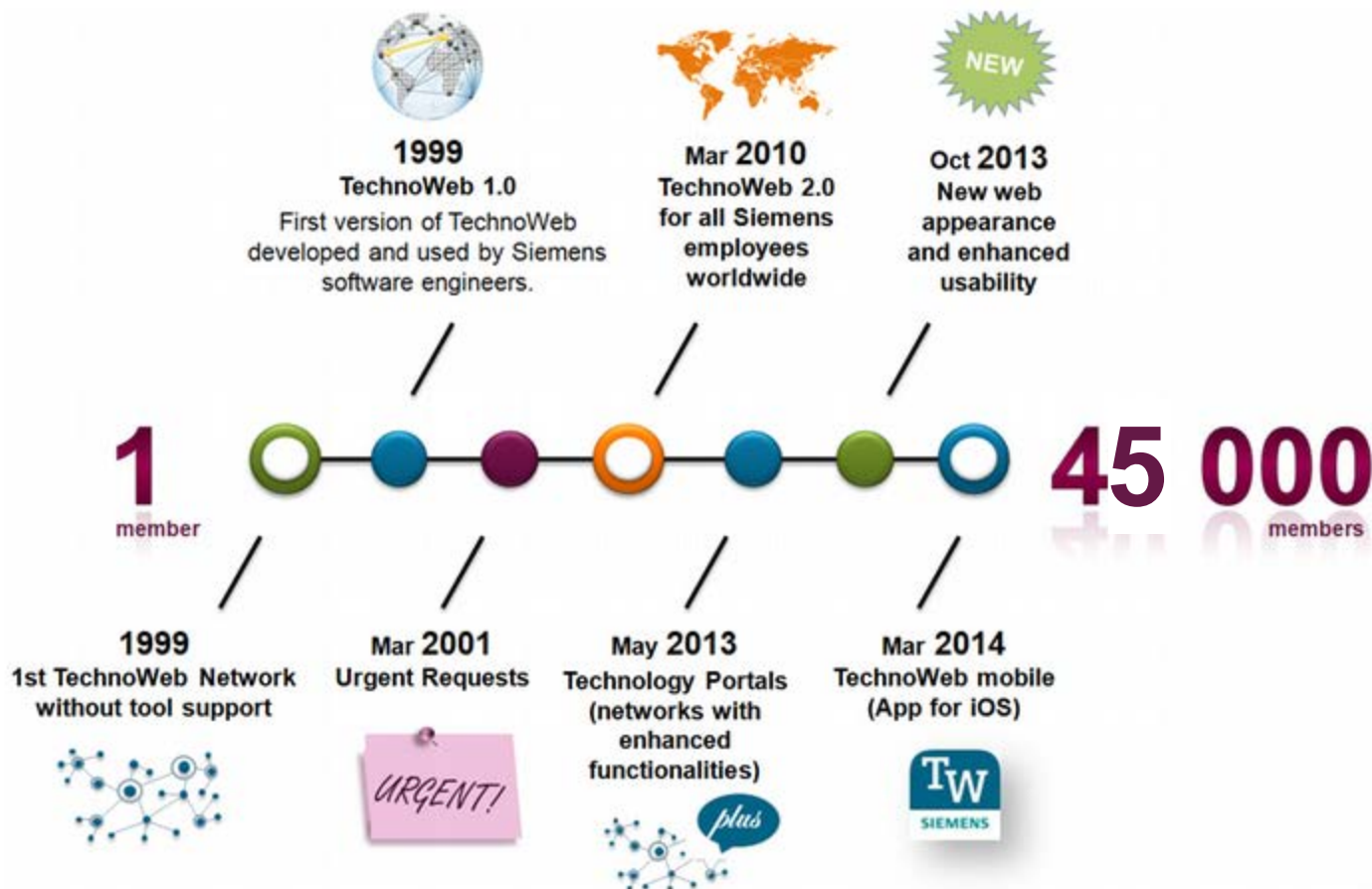
**Request / News** distributes important **Competitive Intelligence** to all members

- ➔ **Value added services offered**
- ➔ Perfect use of TechnoWeb capabilities to
  - ✓ **Connect** people
  - ✓ Share **relevant** information
  - ✓ **Save time** on data-mining
  - ✓ Observe **competitors**



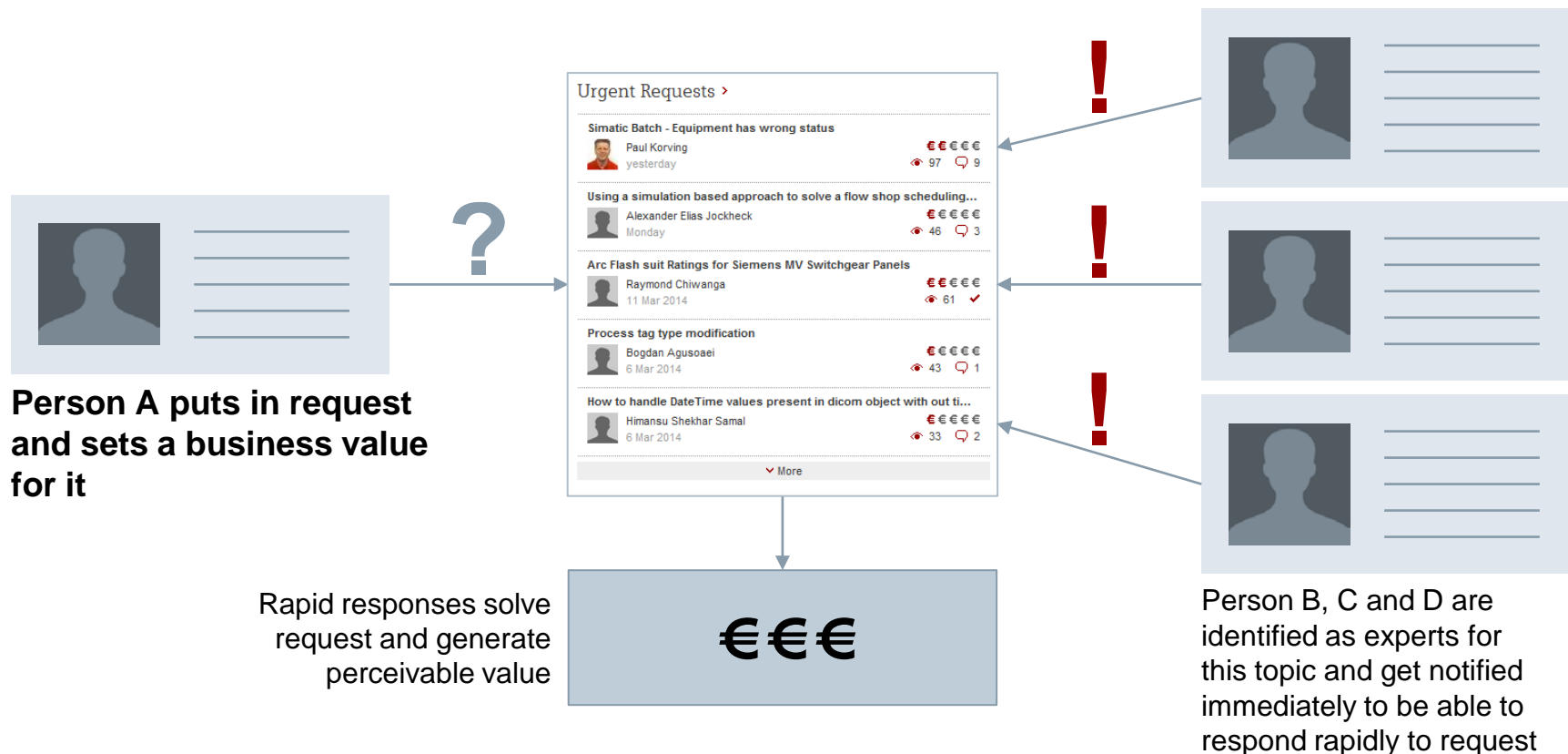
# >45 000 users in TechnoWeb

## History of TechnoWeb



# Core functionality: rapidly solve urgent requests from users through the knowledge of other users

## Overview of TechnoWeb's urgent request feature



Smart distribution of requests to selected experts by patented middleware

# Customer Satisfaction: Simple barcode quality check

## Employee @ H DX, UK

- In Brazil, our employee supports the closing of a big deal – additional 11Mio EUR – with one of the biggest customer of Health Diagnostics, worldwide.

Our customer prints 1.2M barcodes a month. I noticed that quality is assessed by eye and monitored by untrained and multiple different staff. Is there a cheap solution available to automate the deterioration check?

Alistair posts his request on **Saturday night**:

- He receives **23 answers** (also per email or phone) from Austria, India, UK, Germany, US, Belgium...
- Colleagues belong to many other division like: CT DC, SIS, CT T, I MO, H DX, I IA

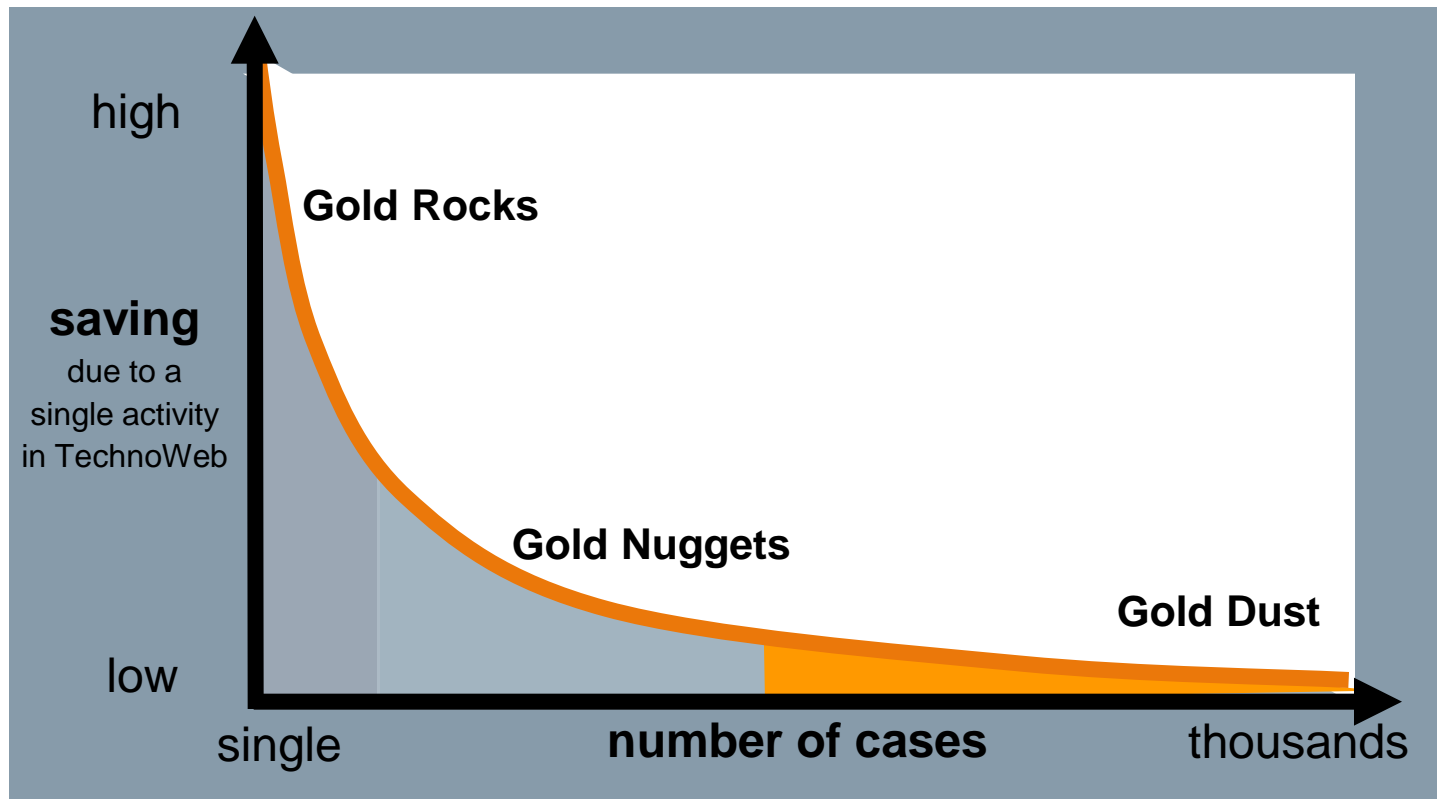
On **Monday morning, at the final meeting**, Alistair is able to discuss with the customer **5 possible solutions**

## Results:

- ✓ Customer feels **Siemens is taking care** of its business by proactively identifying problems and **offering the right solution even within a week-end**
- ✓ Customer is comforted to get an **overall quality solution** from competent experts
- ✓ Customer is confident that Siemens is the right choice: **the partnership is stronger**
- ✓ The contract is finally **signed**

# Potential to save significant amount of money in a single case – main value is to save some thousand € in thousands of cases

The long-tail effect





# With TechnoWeb2.0, an environment for sustainable technology networking has been created

## TechnoWeb benefits

### Speed

- Urgent requests **match seekers and solvers** around specific technological questions within days and without effort
  - Fast response to **specific customer requests**, e.g. tender issues, technical requirements or assessment of emerging technologies
- 
- ### Networked ITC
- **Sustainable links between experts** across divisions, clusters and application areas are established to facilitate cross-Siemens synergies
  - Newly acquired (or merged) companies can be **easily integrated** by joining existing networks and creating new ones
- 
- ### Employer attractiveness
- Siemens gains another weapon in the **war for talents**, by being competitive for "Generation Y" applicants
  - **New employees** feel committed and integrated (and expect so to be) by joining established networks and participating in them

**THANK YOU!**

