

Innovation for the future

Digitalization is transforming and disrupting businesses everywhere, in every sector. Leaders must recognize that this change is inevitable and lean into the disruption. They need to be asking themselves: “How can I better monetize my innovations? How can I capitalize on disruptions in my industry?”

At the same time, products are becoming increasingly complex and realizing the value of innovation is continuously becoming more challenging. Entire industries have been disrupted through digital transformation. Mr. Rusk will provide a perspective on industry challenges and the disruptive and transformational impact of digitalization.

Companies are creating new business opportunities and transforming their business models by leveraging technology to develop, realize, and best utilize the products they make and the processes that make them. They are creating a Digital Enterprise of expertise for their own benefit and that of the value chain they participate in. A digital enterprise leverages the digital twin of the product and process, and forms a digital thread throughout the product’s lifecycle and across its supply chain.

To help customers transform and succeed, Siemens is delivering solutions for manufacturers to transform their business into a digital enterprise. These digital enterprise solutions allow manufacturers to optimize processes and create new business opportunities. Only a fully digitalized business model has the power and flexibility to speed up processes and optimize operations. Siemens is providing the foundation for this transformation through our Digital Enterprise Software Suite, a comprehensive software portfolio across the ideation, realization and utilization lifecycle so that our customers can transform business operations to realize innovation.