

SIEMENS



2000
Certified Professionals

65+
Successful
Implementations



60+
Consultants



65+
Academies



18+
Diversified Industries



**Siemens consulting equips you today for your
business needs of tomorrow**

Transforming IT into Business Value



SAP® Certified
Partner Center of Expertise



Contents

02	-----	Enterprise Business Solutions
02	-----	SAP ERP Solution
04	-----	S/4 HANA
06	-----	SAP Cloud Portfolio
07	-----	SuccessFactors
08	-----	Ariba
09	-----	SAP Fiori
11	-----	SAP Concur
12	-----	Internet of Things (IoT)
15	-----	Hybris
17	-----	SAP HANA
19	-----	Siemens Learning Center



Enterprise Business Solutions

Siemens Pakistan is one of the leading Enterprise Business Solutions and Service providers of the nation.

We focus on offering quality and innovative turnkey IT – Infrastructure Solution for our customers. We offer flexible software, hardware and networking solution to address our customers' business needs. **Customer's success is our only priority therefore we make doing business with us simple; and ensure we do what we say we will.**

Siemens place technology edge, scalability, reliability, performance and security as the keystone for every solution or service that company offers. Through consultative model Siemens provide meaningful technology solutions which addresses to all business and operational needs. Siemens complements these solutions with life-cycle service that help leverage and optimize IT investments.

Service Portfolio of Enterprise Solutions:

- SAP Center of Expertise (VAR)
- SAP Authorized Training Center (ATC)
- SAP Support Services (Partner Centre of Expertise Certified)
- Turnkey IT-Infrastructure Solutions
- System Design (Consulting, Engineering, Development)
- Hardware Solutions (Servers, PCs, Peripherals)

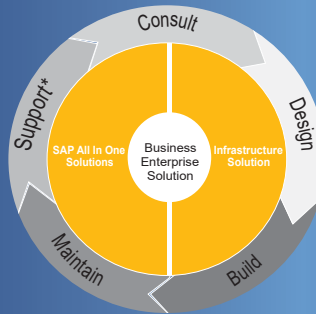
SAP ERP Solution

As a Value Added Reseller and Authorized Training Centre, Siemens Pakistan is empowered and equipped to provide comprehensive SAP Solution. Siemens Pakistan has vast SAP implementation experience in leading national and multinational industries of Pakistan. With an implementation experience of over 15 years, Siemens Pakistan has offered its services and solutions to clients from diversified industries. Siemens Pakistan has largest pool of quality consulting resources under single-roof, with an average experience of three complete project lifecycles.

- Siemens Pakistan is the pioneer of SAP Implementation in Pakistan since 1999 and is the Market Leader
- Successfully Implemented 65+ SAP ERP Solutions in diversified industries
- 60+ certified SAP Consultants
- SAP Best Partner FY 2007, 2008, 2009, 2011, 2012 and 2015
- Presence in Karachi, Islamabad and Lahore

Siemens provides comprehensive SAP training, turnkey SAP implementations and upgrades services. We offer end to end services from pre-sales information and client-specific demos to actual sizing & installation of hardware. The Siemens Pakistan team comprises of professionals committed to project quality, budgets and deadlines.

IT Services from a single source



Important Industries

- Automotive
- Manufacturing
- Chemical
- Cement
- Oil & Gas
- Packaging
- Utilities(Power Generation)
- Telecommunication
- Pharmaceuticals/Life Sciences
- Public Sector
- Beverages
- Textile
- Engineering
- Consumer Packages Goods
- Banking
- Distribution

Siemens Support Services is comprehensive and involve:

- Assurance of smooth operation of the SAP environment by resolution of errors that end user comes across while executing the day to day responsibilities of SAP.
- Streamline support structure through Siemens dedicated web-portal and Solution Manager.
- Siemens provide Post Go - live support services in the form of Service Level greements on Hourly rates as well as on fixed rates.



**Partner Centre of Experties
(SAP Certified Support Centre
Since 2012)**

SAP® ERP: Simplify, Optimize, Innovate

SAP is known for providing businesses like yours with the enterprise resource planning (ERP) software needed to gain strategic insight, increase productivity and respond flexibly to changing markets to compete better. SAP® ERP software has been instrumental in increasing employee productivity and enabling informed decisions that set businesses apart from their competition. Increasing efficiency within an organization is still of critical importance; SAP ERP software has transcended the organization's walls to enable automation of end-to-end business processes that extend to the entire business value chain, including partners, suppliers and customers.

Managing Today's Business Challenges

In today's business climate, you are faced with globalization, compressed business cycles, heightened customer expectations, and demands for increased profitability. Constant changes in the business environment only compound these challenges. You need to be able to respond flexibly without sacrificing profitability, transparency or internal control. With the right ERP software, you can boost your performance as you pass the following major hurdles:

- Simplify reporting across complex corporate structures
- Improve business processes and increase collaboration with suppliers and customers
- Accelerate time to market and time to value with more personalized products and services
- Optimize the use of corporate resources and assets
- Deliver higher levels of service and enhance customer satisfaction

The SAP ERP application has an extensive range of functionality including personalized information access and tailored reporting. And it scales to support business requirements of small, midsize and large organizations.

With full support to integrate your core business processes – such as customer relationship management, supply chain management, supplier relationship management and product life-cycle management – SAP ERP provides a foundation for growth, innovation and process excellence.

SAP S/4 HANA:

SAP S/4 HANA helps businesses create and maintain their edge over market and increase their efficiency. Siemens along with SAP newest technology helps you simplify your every business activity. This upgraded software is built on in-memory platform known as SAP HANA and provides a personalized connection with SAP Fiori. It unites software and people to run a smooth real-time business. It opens doors beyond real-time reporting as provided by SAP HANA. It drives end-to-end digitized operations and gives instant value throughout all business processes. It comes with an on-premise and on-cloud portfolios separately. SAP S/4HANA can drive instant value across lines of business and industries with ultimate sophistication: simplicity. Your enterprise could drive instant insight across lines of business, connect with business and social networks and plug into the Internet of Things in real-time. SAP S/4HANA removes previous technological barriers and helps companies manage complexity and run simple across the digital value chain. SAP S/4HANA enables all assets, structured and unstructured data and business processes across the digital value chain to be connected through a common digital business platform. As a result, organizations can truly explore new business models as never before imagined.

Features:

- Smaller total data footprint
- Higher throughput
- Faster analytics and reporting, delivered through embedded analytics
- Less process steps
- ERP, CRM, SRM, SCM, PLM co-deployed
- Unlimited workload capacity
- Predict, recommend, simulate
- SAP HANA Cloud Platform extensions
- SAP HANA multi-tenancy
- All data: social, text, geo, graph, processing
- New SAP Fiori for any device (mobile, desktop, tablet)
- Choice of deployment: on-premise, cloud, hybrid

The benefits of SAP S/4 HANA are:

- **Human Resource** : Integrate strategic plans with workforce planning, including training. Drive comprehensive workforce analytics (internal employees + contingent labor), including spend analysis at all levels of granularity – country, region, category and at the individual level.

- **Procurement** : Eliminate the need for AP and AR reconciliations with immediate alignment between suppliers and purchasing organizations offer discounts based on real-time understanding of liquidity and cash flow.
- **Customer** : Match high-value inventory with customers that are willing to pay a premium if certain conditions are met. Enable a real-time demand-driven supply chain by leveraging customer order history, forecasts, social data and product sensor data. Base promotions on true understanding in-stock levels, purchase trends and customer preferences in real-time. Enable flexible fulfillment across all channels by matching customer orders with total landed cost associated with products, inventory availability in each channel and other granular details.
- **Resources** : Ensure availability of necessary technical resources and materials in the required quantity and quality by immediate sourcing through the network and understanding where and when materials are needed. Real-time business operations monitoring of resources to reduce bottlenecks.

Simplified real-time data foundation

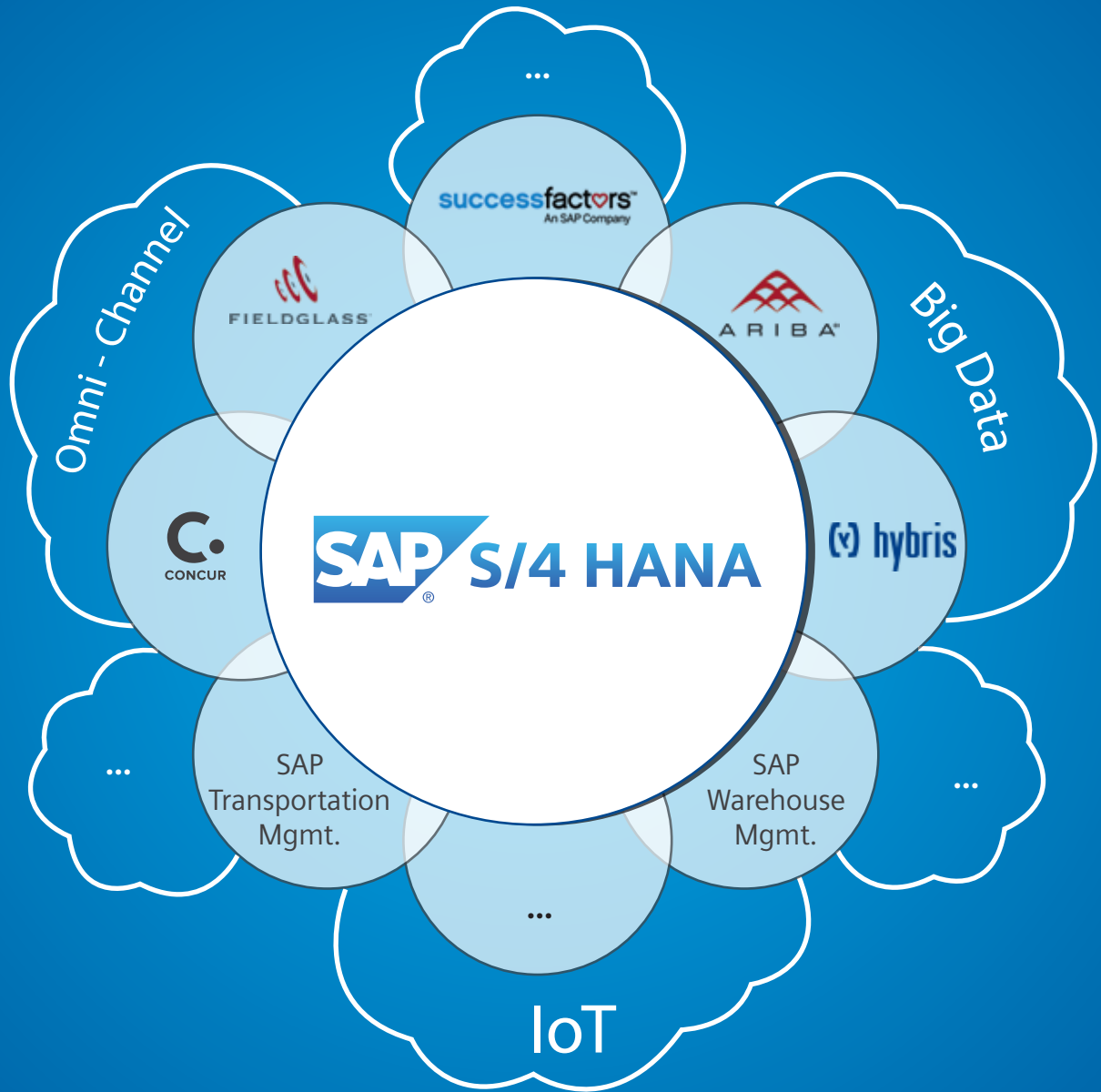
SAP S/4HANA brings transactions and analytics together into a single in-memory, column-based platform.

- Single source of the truth
- No aggregation of data
- Real-time calculations, no batch jobs
- Transaction-level granularity
- vast simplification of data model/architecture
- Reduced infrastructure and maintenance
- Simplified functionality enhancements

Interconnected and flexible

With SAP S/4HANA, achieve real-time integration across on-premise, cloud and hybrid applications.

- Native on-premise/cloud and cloud/cloud integration
- SAP HANA Cloud Integration across domains:
 - (i) SuccessFactors
 - (ii) Ariba
 - (iii) SAP Cloud for Customer
 - (iv) Fieldglass
 - (v) Concur



SAP S/4 HANA

Omni-Channel

Big Data

IoT

successfactors™
An SAP Company

FIELDGLASS

ARIBA™

CONCUR

hybris

SAP
Transportation
Mgmt.

SAP
Warehouse
Mgmt.

...

...

...

...



SAP Cloud Portfolio

The SAP Cloud portfolio provides a complete set of offerings including, a cloud platform, cloud services, cloud applications and an industry leading business network. Organizations can choose from public, private or hybrid cloud deployments to fit their business needs. SAP Cloud extends existing IT environment to unlock new levels of agility and performance that you may not have believed was possible. SAP strategy centers on:

- Leveraging the right mix of secure, high performance cloud, hosted and on-premise technology
- Providing public and private options all delivered on the industry's leading cloud platform
- Combining our cloud expertise, portfolio, security and integration capabilities to address customer needs

SAP Cloud Applications

SAP delivers the industry's broadest portfolio of cloud Line of Business solutions, giving customers the flexibility, choice and control needed to drive innovation and agility into their businesses. SAP cloud applications are built from the ground up, leveraging SAP's innovation, industry expertise and global reach to enable you to execute your business strategies at scale and adapt your processes quickly and easily.

- Extend existing on-premise investments with the cloud, delivering new innovative processes and insights.

- Deliver choice via hybrid deployment and solution options to uniquely meet the needs of your business.
- Solve critical problems with a consumer-like user experience driving collaboration and results for employees, customers, suppliers and other partners.

Engage your customer like never before

Aligning your organization around your customers is now more important than ever. Your Marketing, Sales and Customer Service teams are the front line to the customer. They need to harness your end-to-end enterprise, along with deep customer insight and personalized engagement in order to stand-out from the competition and deliver a relevant experience at every step of the customer journey. Equip your marketing, sales and customer service teams with SAP cloud solutions to win with today's empowered customers.

- Know your customers like never before
- Guide your customer's journey every step of the way
- Turn prospects into promoters

Run Your Whole Business on a Single, Integrated, Cloud-Based Suite

Manage your entire global business in the cloud – financials, human resources, sales, procurement, customer service and supply chain. Cloud solutions from SAP integrate seamlessly with on-premise solutions to maximize agility and eliminate the need for major IT investments making them ideally suited for small

and medium size organizations and the subsidiary network of large corporations.

- Increase efficiency across your organizations by enabling and standardizing on SAP best practices
- Gain timely insights through embedded analytics and reporting
- Access business functionality and analytics anytime, anywhere from a broad range of mobile device
- Leverage Corporate resources out to your subsidiaries with standard, supported and integrated solution
- Trust highly secure data centers that are managed, monitored and maintained by SAP experts
- Focus on your business, not IT, with up to date software managed, monitored and maintained by SAP and partners

HCM Cloud Applications

Engage your workforce to drive growth

Empower your people to take charge of their performance and their careers – by relying on cloud applications for human resources. Optimize your HR operations across geographies, organizations and employee types and drive your workforce strategies with true insight and confidence.

- Find the right people and optimize their performance
- Align your people with your strategy, organization-wide
- Reduce training time with software that is easy to use
- Pay as you go with lower, more predictable costs
- Connect cloud applications with on-premise systems
- Secure your employee data with robust security tools

SuccessFactors

Improving Business Results through People

Today's rapidly and continuously changing business environment demands greater agility than ever and the ability to quickly develop new strategies as circumstances evolve. But it's also critical to be able to execute those strategies rapidly and effectively.

SuccessFactors HCM Suite

The SuccessFactors HCM Suite includes a complete set of tightly integrated talent management solutions, robust workforce

analytics and planning, plus a next generation core HR solution.

With over 3600 customers and more than twenty million users in 177 countries, SuccessFactors HCM Software is the most adopted Software-as-a-Service (SaaS) business software in the world.

Unique Competitive Advantage

The SuccessFactors HCM suite is comprehensive, engaging and flexible enough to start with any product and expand to every product in the suite. Success-Factors ties people strategy to business strategy with workflows, content, insights and expertise that directly impacts business results and drives company success.

SuccessFactors HCM Suite includes:

- Employee Central - Deliver real business impact with a next generation core HR system that puts the 'self' back in self-service'. Strategically-minded HR and IT teams have realized that user-friendly core HR solution is the key to accurate employee data. Capturing employee, organizational and talent data all in one solution delivers better results, faster.
- Recruiting - Transform recruiting into a continuous, strategic part of your talent strategy with the only end-to-end recruiting solution that helps you attract, engage and select better candidates and then measure the results.
- Onboarding - By guiding hiring managers, empowering new hires and connecting onboarding to other key talent management activities, SuccessFactors makes onboarding a strategic process that improves job satisfaction, time to productivity and first year retention.
- Performance & Goals - Communicate strategy, create meaningful individual goals across the organization and focus employees on what matters while enabling executives to monitor goal progress in real-time. Then reward, measure and tie employee performance to business results, streamline the performance appraisal process and enable meaningful feedback.
- Compensation - Pay your people based on achievement, establish a pay for performance culture retain top talent and increase productivity across the organization. Calibration drives better compensation decisions with objective ratings.
- Succession & Development - Anticipate and plan for staffing changes and assure the readiness of employee talent at all levels. Align learning activities with competency gaps to arm

your workforce for current and future needs. Improve motivation with continuous development and career planning.

- Learning - Develop a comprehensive learning strategy with a complete learning management solution (LMS) that enables you to manage, develop and deploy instructor-led and formal and social online training. Our Content-as-a-Service (CaaS) solution eliminates your need to manage the infrastructure, bandwidth & delivery, management, security and updates for all of your e-learning programs.
- Workforce Planning - Leverage in-depth workforce information and benchmarks to assess readiness to execute strategies, forecast the impact of business decisions, mitigate risk and take action.
- Workforce Analytics & Reporting - Deliver actionable, quantitative insights to your business leaders with a powerful combination of talent and business data that produces easy to understand and consume information. Creates a catalyst for positive change in the business.
- SAP Jam - Improve employee productivity and teamwork by combining collaboration, communication and content-creation tools with a private social network for your organization. Jam's remarkably simple video and screen capture lets everyone share his or her expertise – even right from a mobile device.

Delivered via Software as a Service (SaaS)

SuccessFactors HCM Suite is delivered on a secure, reliable and

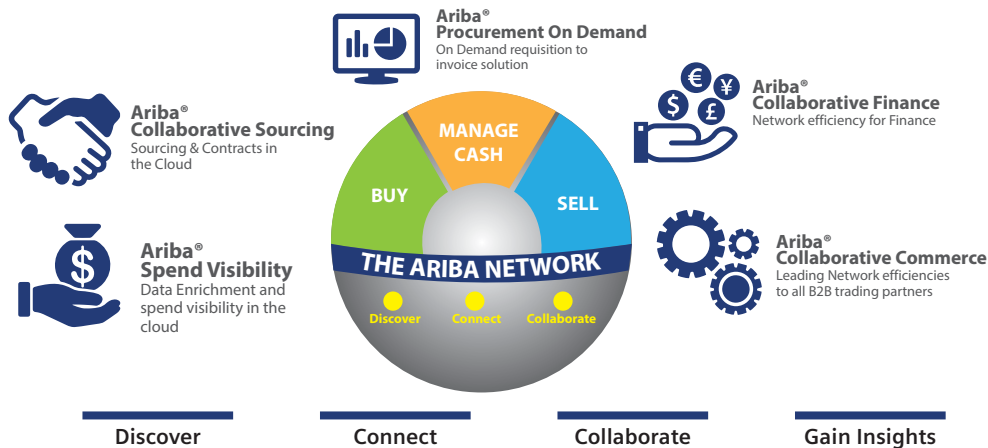
highly scalable architecture that offers customers rapid deployment, rapid results and continuous innovation at a lower total cost of ownership than other solutions.

Ariba

Discover Proven Cloud-based Procurement Solutions

Locate new suppliers, streamline transaction processes and realize savings with cloud based procurement software from Ariba. SAP recently acquired this industry-leader in online sourcing, buying and selling and now, our customers can access proven solutions and the Ariba Network to support the entire analyze-to-pay process in the cloud.

- Identify strategic sourcing opportunities and automate their execution
- Integrate contract creation and management in a central repository
- Speed procure-to-pay processes with online shopping and invoicing
- Automate supplier performance and information management
- Improve cash management with payment, discount and financial management tools
- Connect with nearly 1M suppliers in the Ariba Network, the world's largest trading partner community



SAP Fiori:

SAP Fiori, the new user experience helps create, simplify and deepen user experience for SAP application. It is used to provide personalized user experience for businesses throughout the world. It creates ease in interaction and communication in digitized business world and enables real-time business interactions. Use SAP Fiori apps or take advantage of new solutions that natively incorporate the UX – such as SAP S/4HANA, Ariba Mobile and SAP Cloud for Customer. Business applications should be intuitive, personalized and tuned to the way users actually work and our next-generation SAP Fiori user experience has been recognized for design excellence. With the SAP Fiori UX, you can.

- Improve user productivity by simplifying and automating day-to-day tasks across any device
- Boost user adoption with an appealing UX design tailored to key tasks and activities
- Increase compliance and data quality by making it easier to enter information into your system of record
- Reduce training and support costs with simple, role-based screens that speed ramp-up and minimize user errors
- Easily extend or build customized SAP Fiori apps with SAP developer tools and technology and provides unmatched responsiveness
- Transforms a transactional operational model to a role oriented one
- It's personalized, responsive and can be customized using SAP developer tools and technology as per the requirement
- It helps improve real time experience and rapid deployment solution aids in going live way faster than the previous interfaces

SAP Fiori is the new user experience for SAP software across the enterprise. It improves productivity, increases adoption and decreases training costs - so your business can run more efficiently and effectively by focusing on your users and run simple.

SAP Fiori UX design principles

Our design concept is based on five core principles that combine to deliver a deeply satisfying user experience:

- Role-based - Deliver the right information at the right time via multi-faceted user interfaces

- Responsive - Get instant, relevant insight – whether using mobile apps or a desktop computer
- Simple - Zero in on your most important tasks, functions, and activities
- Coherent - Deliver a consistent UX across the enterprise – whether you need to fulfill a sales order, review your latest KPIs or manage leave requests
- Delightful - Enrich your work experience with intuitive, easy-to-use SAP Fiori apps

Modern user experience

SAP Fiori is a modern UX that encompasses visual design, information architecture and interaction patterns:

- **Visual design** - Experience modern, visually pleasing aesthetics with a strong focus on ease of use
- Information architecture - Give business users ready access to the information they need to complete their tasks
- **Interaction patterns** - Harness simple and intuitive interactive patterns to boost productivity company-wide

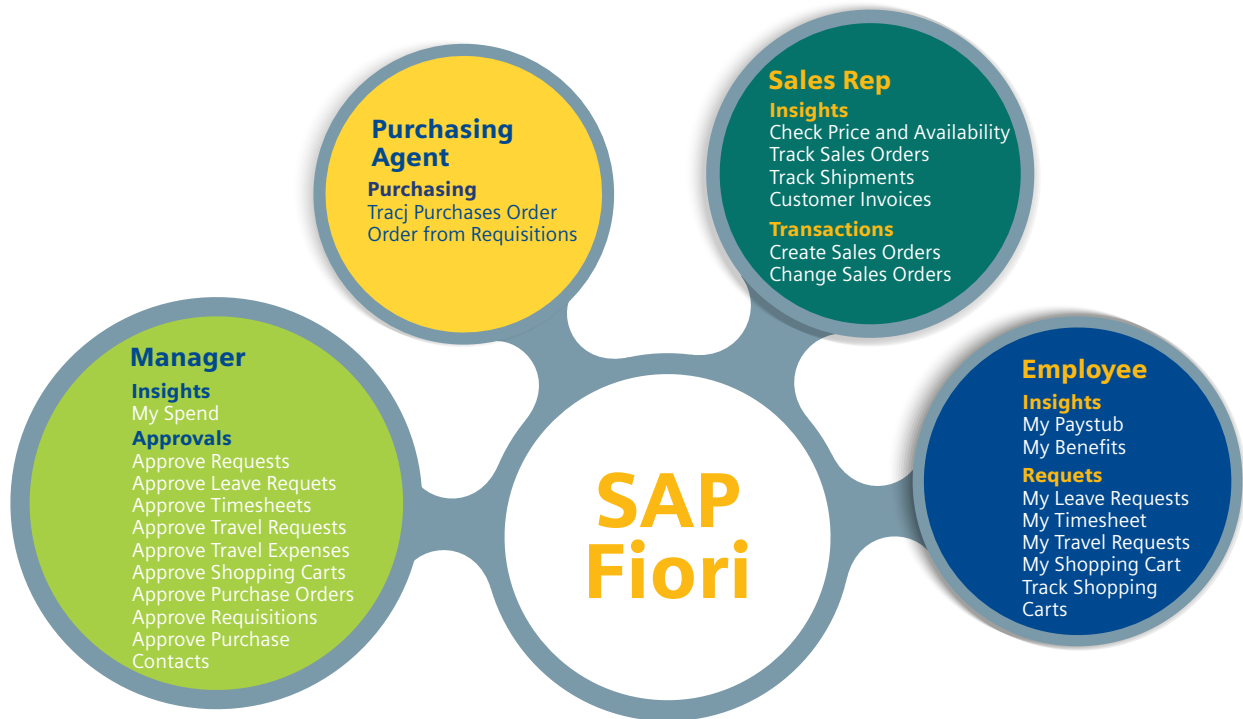
SAP Fiori apps

SAP Fiori apps provide a consumer-grade user experience for the most commonly-used scenarios in SAP software. Hundreds of SAP Fiori apps are available in the following app types:

- Transactional apps - Perform transactional tasks through simpler, personalized views and guided navigation
- Analytical apps - Analyze large volumes of data to uncover real-time, role-based insight into business operations
- Fact sheets - Provide users with easy access to business data and guide them to related information and transactions
- Support for multiple devices and form factors - Maximize usability with SAP Fiori's responsive design, whether you are using a desktop PC, tablet, or Smartphone
- SAP Fiori launch pad - Access your SAP Fiori apps from a central launch pad that provides services for navigation, personalization, support and configuration
- Role-based authentication and authorization - Harness role-based single sign-on (SSO) mechanisms for secure access through different channels
- Secure provisioning and consumption of data - Provide access to business logic and SAP back-end system data via

- Odata (RESTful) services
- Corporate identity theming - Use a designer tool to simply and effectively implement themes for SAP Fiori apps and SAP Fiori launch pad
- UX app extensions - Enhance one or more content layers in your SAP Fiori apps using templates and step-by-step processes found in the SAP Web IDE toolkit
- Custom development - Rapidly design, build and deploy SAP Fiori apps for browsers and mobile devices with embedded tools, such as the SAP Web IDE toolkit, for the end-to-end

- development process
- Ready for mobile enablement - Harness a native application experience for seamless, secure mobile access to SAP's Fiori apps via the Internet
- Based on SAPUI5 - Rely on user interfaces created with an enterprise-ready UI development toolkit based on HTML5 and JavaScript
- Powered by SAP HANA - Run analytical SAP Fiori apps and fact sheets on SAP's powerful in-memory database platform



SAP Concur:

Connect business travel with expense management to achieve total visibility into spend

Capture your spend data with software from Concur, now part of SAP. By integrating travel management and expense management on a single cloud and mobile-based platform that connects to existing business systems. The software simplifies approvals, booking, expense reporting, reimbursement, analytics and reporting. Detect policy violations, comply with regulations, and base reports and analytics on consolidated data—to gain the insight needed to monitor budgets and negotiate with vendors.

Move away from paper receipts and spreadsheets. With an integrated, mobile T&E solution, organizations gain visibility into spend and employees save time.

Gain insight into and control of spend before its incurred

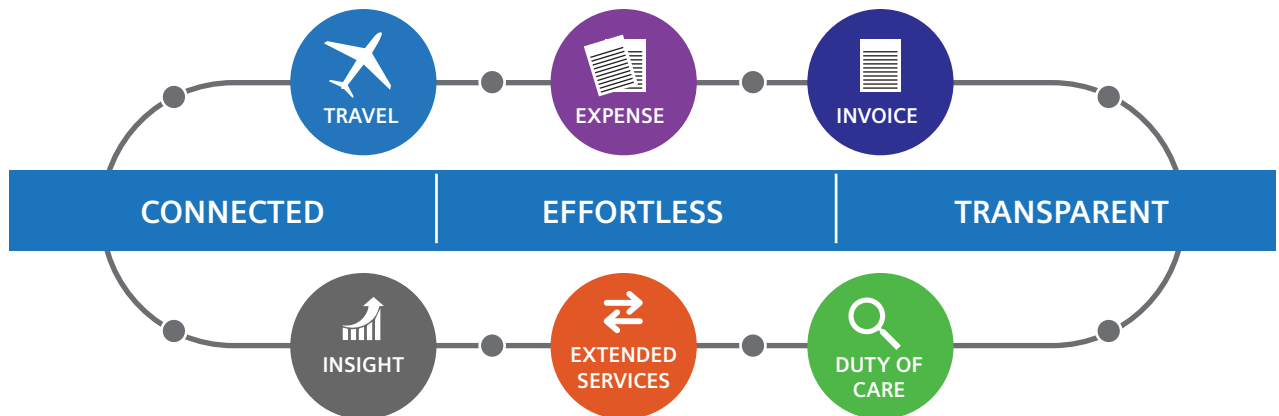
Automate the spend request and approval process to manage pre-trip approval and non-travel-related expenses before they're incurred with software from Concur, now part of SAP. Adapted to match company workflows and policies, the cloud-based software improves compliance and simplifies the request process. Compare estimated spend for a request against budget data to control costs. Automatically books approved travel requests and simplify expensing by comparing request data to actual spend.

Manage travel and spend - wherever and whenever it happens

Simplify travel management with software from Concur, which supports online booking as well as approval and reporting processes on a single cloud and mobile-based platform. Using travel content from multiple sources, travelers can choose from an array of policy-compliant options. Capture every travel transaction and itinerary, including reservations booked directly with suppliers, to gain a clear view of total travel spends, improve spending decisions and reduce costs.

Connect travel expense management processes with accounts payable and cash management processes

Efficient on-demand travel expense management processes enable business travelers to upload, access and manage travel receipts and credit card data. SAP software simplifies these and other processes for expense reports and integration into accounts-payable and cash-management processes. The software also helps enforce compliance with localized tax mandates, legal accounting requirements and internal travel policies. Workflow settings automate approvals and auditing for travel expenses. With mobile devices, travelers can capture and maintain expenses. Managers can approve those reports from their mobile devices to maintain consistent control of travel spend. As a result, they can check accurate travel-expense processing and reporting and monitor current budgets efficiently with less administrative burden.





INTERNET OF THINGS (IoT):

Connect, Transform and Reimagine Business in a Hyper-connected Future

SAP solutions for the Internet of Things provide everything you need to generate data-driven intelligence from connected things, people and devices. Connect your business with the new generation of Internet-enabled devices in the cloud, transform your existing business processes and reimagine your business and customer experience. SAP introduces the most comprehensive portfolio of solutions for the Internet of Things (IoT), enabling intelligence from the core of the business to the edge of the network. With the recent launch of SAP HANA Cloud Platform for the Internet of Things, SAP makes the Internet of Things real for customers with the enterprise-class building blocks to help you enter the connected future. The Internet of Things (IoT) will forever change our personal and professional lives. Embedded intelligence in a growing network of connected devices will increasingly connect people and businesses to everything else – and become the very fabric of a networked economy.

This in-memory IoT platform can help you quickly develop, deploy and manage your own real time IoT and machine-to-machine (M2M) applications. Use the platform to automate processes at the core and connect to almost anything at the edge of your network.

- Harness the core capabilities of SAP HANA – such as geo-spatial processing, series data and location services
- Manage and monitor remote devices while gathering real time insights

- Create next-generation, real-time, machine-to-machine and IoT applications
- Develop IoT solutions for various line-of-business and industry use cases

The Internet of Things is being called the fourth industrial revolution, as it allows the physical and digital worlds to converge through all layers of production to completely transform the way manufacturing operations are run. The Internet of Things goes beyond operational monitoring and control. Rich operational context from connected devices, representing the collective wisdom of several systems, can be used to optimize existing business processes and enable new innovations and business models.

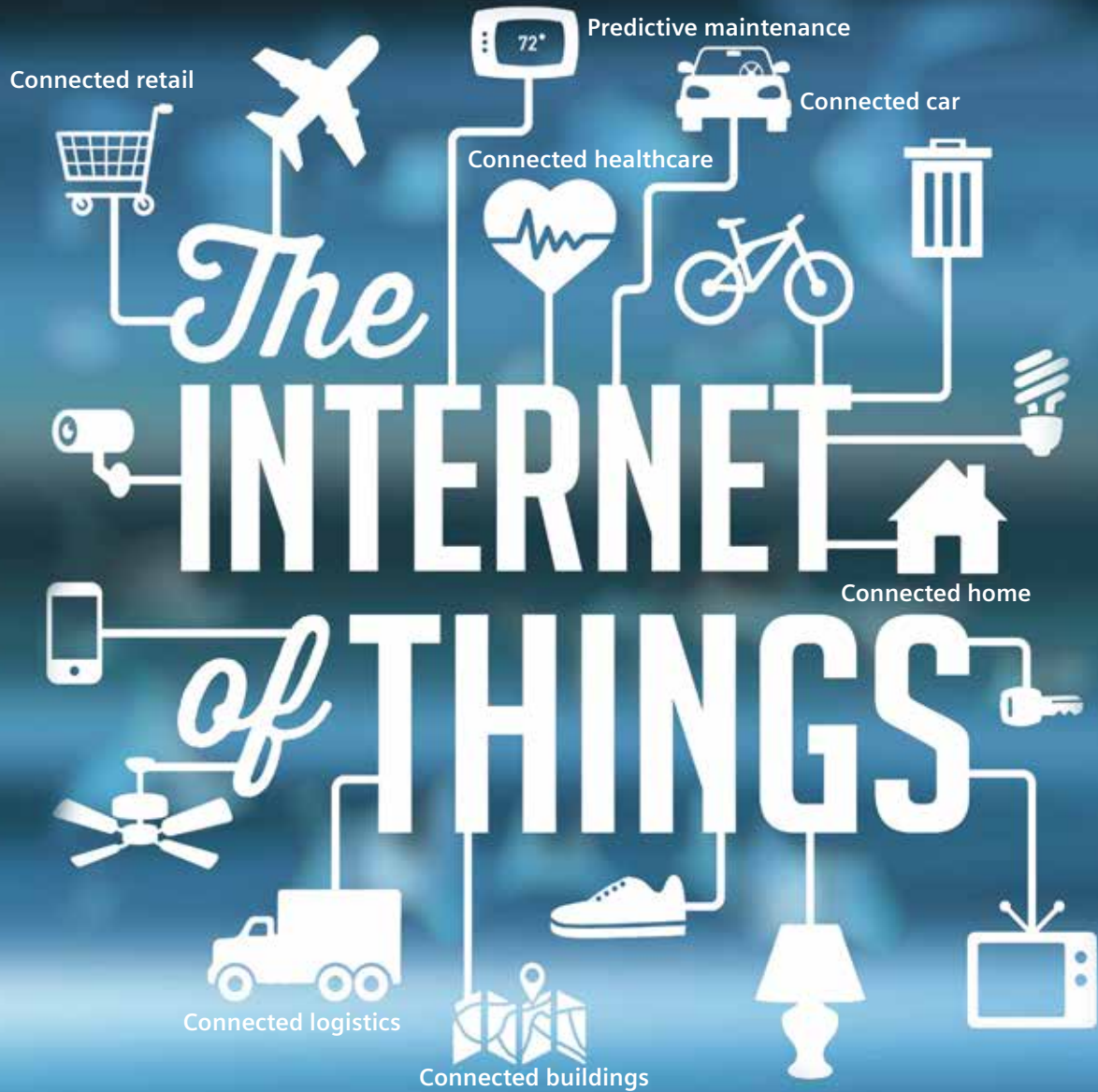
Build and deploy IoT applications in the cloud

Our in-memory platform-as-a-service, the SAP HANA Cloud Platform, makes it easy to build, deploy and run applications that leverage the Internet of Things.

Connect and control your devices

Access and connect all of your devices, manage their individual lifecycles – and control them remotely.

IoT will touch almost every aspect of life & business





Analyze machine and sensor data

Leverage the analytical capabilities of SAP HANA Cloud Platform to detect patterns in data streams from machines and sensors.

Optimize your processes and create new business models

Use insight into device data to trigger appropriate actions in your business systems – and leverage the IoT capabilities of the SAP HANA Cloud Platform to offer new types of services.

Internet of Things services

Our Internet of Things services can help you remotely monitor and manage connected devices. They can also securely transmit data from devices into the SAP HANA Cloud Platform.

Advanced analytical capabilities

Use the built-in engines of SAP HANA for prediction or geo-spatial analysis – and visualize the data with advanced analytics that automate insights on the edge of the network.

Connectivity options

Connect directly to devices – or connect via a third-party device cloud – using the flexible connectivity capabilities of the SAP HANA Cloud Platform.

Integration services

Connect your IoT scenarios in the cloud with your on-premise

enterprise systems to trigger actions in your processes and easily access device information.

The three main parts of an IoT solution are the edge, the network and the core, offered for both on-premise and cloud deployment scenarios, SAP solutions for the IoT are a comprehensive portfolio of IoT solutions that includes a platform, applications, underlying technical services and access to one of the largest business networks in the world. All of this integrated technology is the fruit of years of working with companies worldwide to enable “thing- driven” business processes.

For your company, this means mature technology that is cost-efficient and scalable, as well as a secure platform that offers the insight, flexibility and efficiency you need to succeed with the IoT in any geography and industry you choose.

SAP solutions for the IoT are built on the SAP HANA® platform, which gives access to a wide range of applications, development tools and integration services. In addition, you gain the ability to process extremely large volumes of IoT data in real time.



HYBRIS:

SAP Hybris marketing solution empowers marketing organizations to deliver individualized one-to-one marketing for the mass audience. Gain deeper customer insights into not only history, but in-the-moment intentions and motivation. Leverage advanced analytics to discover hidden trends and opportunities. Deliver contextually relevant customer experiences at every stage of the customer journey.

Hybris Marketing enables real-time contextual marketing. Engage customers, delight them, and cultivate brand relationships by marketing to an audience of one. Hybris Marketing enables marketers to develop a deeper understanding of customers; to know what they have done, what they may do and most importantly what they are doing now. Gain real-time insights into the context of each customer and leverage these insights to deliver highly individualized customer experiences across channels. The hybris Marketing solution is a game changer, enabling individualized, contextual marketing on an unlimited scale.

The solution draws on a deep pool of customer data to identify each customer's unique intent, including: past purchases and propensity scores and implicit buying signals observed during recent or live browse sessions. Based on this real-time customer context, hybris marketing delivers unparalleled customer engagements across channels to drive growth and customer loyalty.

Understand Real-Time Customer Intents:

Dynamically capture and enrich customer profiles across all sources into a single view, leverage implicit customer signals to gain insights into customer's real-time intents.

Deliver Unique Customer Experiences:

Convert 'in-the-moment' opportunities to dynamically deliver contextually relevant customer experiences across channels. Create new engagements to increase online community participation and customer loyalty.

Market with Speed and Agility:

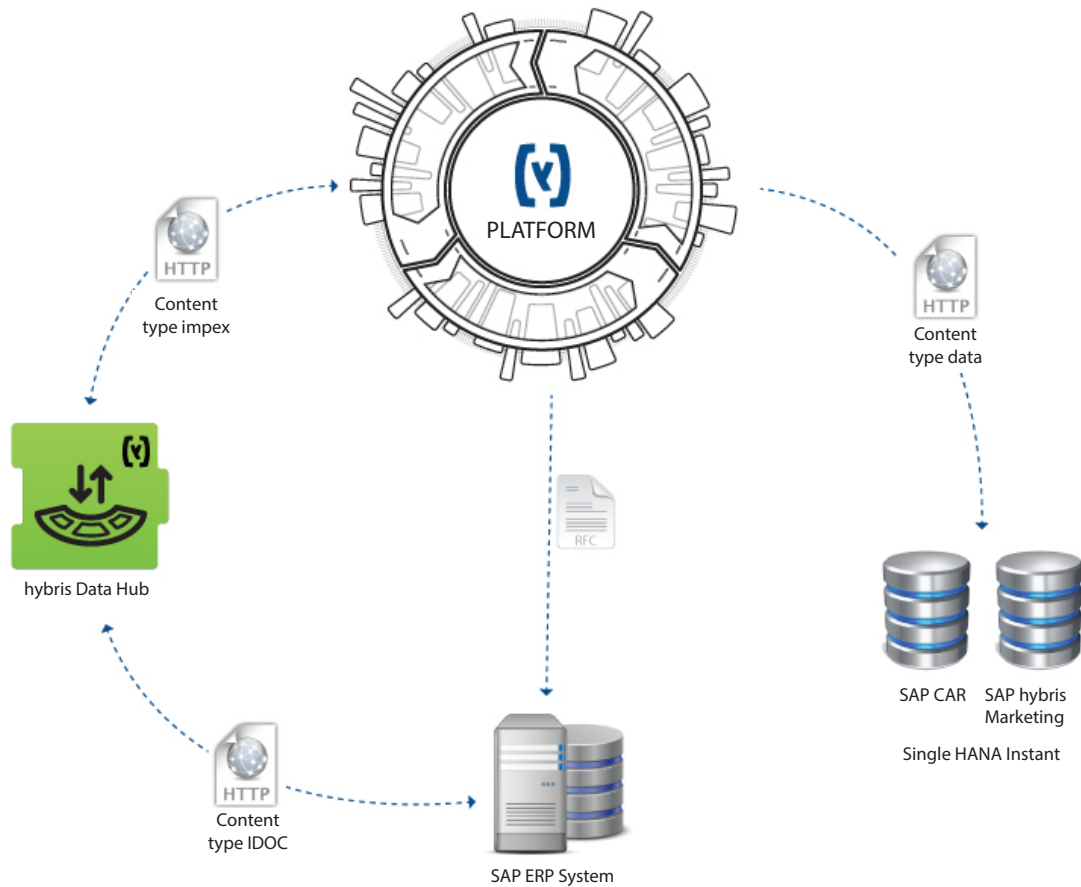
Proactively react to customer opportunities with increased visibility and alignment of the marketing process, resources and performance.

- **Hybris Marketing Data Management**
Capitalize on enriched customer information from all interactions and sources to track context, interests and predictions for a real-time 360-degree customer view.
- **Hybris Marketing Segmentation**
Accurately build target groups and segments. Leverage visualization tools to easily discover hidden trends and identify micro-segments.
- **Hybris Marketing Recommendation**
Deliver intelligent offer recommendations in real-time, leverage predictive algorithms to develop context-relevant personalized recommendations based on each customer's previous purchasing behavior.

- **Hybris Marketing Convert**
Leverage online browsing behaviors and purchase intent to retarget your customers and make it easy for them to convert.
- **Hybris Marketing Acquisition**
Plan and execute personalized and targeted multi-touch campaigns through email, SMS/text, direct mail and others channels.
- **Hybris Marketing Loyalty**
Create multichannel loyalty programs that transform points and rewards into true customer loyalty.
- **Hybris Marketing Planning**
Align your marketing teams with transparent marketing

plans. Manage the complete budgeting process; gain insights into real-time budgets and expenses.

- **Hybris Marketing Orchestration**
Orchestrate customer engagements across multiple channels. Plan customer engagements based on channels, customers and content to deliver relevant interactions for both inbound and outbound engagements.
- **Hybris Marketing Insights**
Gain real-time understanding into your marketing performances with a management dashboard that shows relevant marketing KPIs across your organization.



SAP HANA

Completely re-imagined platform for real-time business

What is SAP HANA?

SAP HANA combines database, data processing, and application platform capabilities in-memory. The platform provides libraries for predictive, planning, text processing, spatial and business analytics.

This new architecture enables converged OLTP and OLAP data processing within a single in-memory column-based data store with ACID compliance, while eliminating data redundancy and latency. By providing advanced capabilities, such as predictive text analytics, spatial processing, data virtualization on the same architecture; it further simplifies application development and processing across big data sources and structures. This makes SAP HANA the most suitable platform for building and deploying next-generation, real-time applications and analytics.

The Power of SAP HANA - Real-time Analytics

- **Operational Analytics**
With transactional and analytical data stored together, SAP HANA provides on-the-fly analysis for all combinations of data. Make immediate decisions using real-time operational analytics whether the data comes from your SAP® applications, third-party solutions or custom applications.
- **Big Data Warehousing**
SAP HANA unleashes the potential of Big Data with its ability to handle large volumes and a variety of structured and unstructured data in real-time. Build a data warehouse integrated with Hadoop or easily migrate your existing SAP NetWeaver Business Warehouse (BW) to SAP HANA and make decisions within the window of opportunity.
- **Predictive, Spatial and Text Analytics**
SAP HANA provides a powerful suite of predictive, spatial, and text analytics libraries that can run across multiple data sources. Visualize new opportunities and gain deep insights with unified analysis of all of data types.

Real-time Applications

- **Consumer Engagement**
The consumerization of IT is transforming customer interaction to real-time personalized engaging experiences. Deliver innovative new applications with precision targeting

and real-time consumer insights.

- **Sense and Respond**
Managing business in connected world requires real-time adjustment to millions of live signals from the devices and machines. Enable preventive and efficient business practices by detecting, analyzing and adjusting to exploding machine data from Internet of Things.
- **Planning and Optimization**
Rapidly changing business environment requires real-time planning and optimization. Enable real-time prescriptive analytics by reducing layers of processing and accelerating complex computations required for scheduling and simulations.

Real-time Platform

- **Database & Data Processing Services**
SAP HANA is a fully ACID compliant, in-memory, columnar, massively parallel processing platform that provides common database for online transactional processing (OLTP) and online analytical processing (OLAP), eliminating redundancy and latency. It also unifies end-to-end data processing with search, text, geospatial and predictive analytics on top of the in-memory columnar foundation, further extending the benefit of redundancy and latency elimination to all data processing workloads.
- **Application Platform Services**
The application platform services contained within SAP HANA, simplifies the development of real-time applications with scalable web server, business rules and user interface library. You can renew existing applications with simple migration or build new smart applications using unified modeling and development environment.
- **Integration and Data Virtualization**
Services Integration and data virtualization services provide high-volume data replication, event stream processing and smart data access from variety of sources. Enable real-time applications with high speed data provisioning for faster response and interactivity.
- **Mission-critical Deployment Services (Appliance, Cloud)**
SAP HANA is deployable as managed services in the cloud or as an optimized on-premise appliance with tailored data center integration. Quickly and cost-effectively leverage the proven, superior performance of real-time business platform.



Industry Portfolio
(Including SAP Business Suite)

LoB Portfolio
(HR, Finance, Procurement,
Sales, Services & Marketing)

Analytics
(BW, BI, EPM, GRC, Big Data)

3rd Party Apps
(on HANA Marketplace)

SAP HANA Cloud Platform



Siemens Learning Centre

Expand Your Horizons, Be A Global Resource!

Siemens Learning Center was the first institute in Pakistan awarded Authorized Training Center Status by SAP Asia Pacific in 1999 to conduct SAP Training in the country. Since then the ATC has conducted numerous SAP Solution Academies and has played a vital role in producing highly-competent certified SAP consultants.

Siemens Learning Center, our dedicated and state-of-the-art training premises, offers coveted SAP Academy Programs. SAP is the leading vendor of Enterprise Resource Management solutions in the world. These training and certification programs follow an international curriculum to provide SAP partners, customers and individuals with the highest degree of SAP knowledge.

From training individuals and project team members at the beginning of an implementation to end-users before final go-live and post implementation, SAP training courses are available for every stage of the implementation process at all levels.



**SAP Best Education Partner Award
for FY 2010, 2011, 2012**

Our SAP Education Service Offerings are as following:

SAP Regular Academy

SAP Regular Academy offers individuals and independent consultants comprehensive training in SAP Solutions that lead to

certification as an SAP consultant. SAP Regular Academy is designed to complete the track in 20-25 working days. This course follows an international curriculum thereafter you will be eligible for a certification exam invigilated by SAP.

SAP Regular Academy includes:

- Pre-requisite e-Learning courses
- Certified Instructor
- Access to IDES Server
- Student handbooks

SAP Short Courses (For Beginners, End Users & Project Team Members)

SAP provides comprehensive classroom based training for its customers and business partners, from SAP solution introductions to technical business configuration. The vast curriculum of SAP courses incorporates courseware, business models, hands-on exercises and documentation. SAP has a huge portfolio of instructor-led courses which can be customized according to your needs and delivered onsite at your location or at any of our Training Centers.

SAP eAcademy

The usual Instructor-led Academies will now also be available in a self-paced-learning format and can be accessed through the Siemens Learning Center. The eAcademies are designed to improve the convenience and cost-effectiveness of SAP training for experienced consultants and professionals seeking a career change.



SAP Learning Hub

The SAP Learning Hub offers a compelling learning experience with access to a huge selection of online learning content and the advantages of a vibrant social learning community. Employees attend e-learning courses, study handbooks and supplemental content and complete exercises and assignments. They can even interact directly with subject-matter experts and other learners in our new online learning rooms.

This software provides consultants with the latest learning content for implementing, supporting and working with SAP solutions. It offers on-demand and flexible learning options, such as self-study, physical or virtual workshops and one-on-one knowledge-exchange sessions. It helps to maximize billable days and keep training costs at a minimum.

- Experience instant, 24x7 cloud access to the vast SAP learning knowledgebase and cut costs while eliminating training hurdles and costs, such as course scheduling and travel. Improve user performance and the adoption of new SAP innovation.
- Improve learning by interacting with global experts and peers through our online SAP Learning Rooms.
- Simplify your training landscape and enhance learning with access to SAP Live Access training systems.
- Explore the additional features of our Enterprise & User Adoption Edition:
 - o Options for uploading own content and creating own Learning Rooms
 - o Create your own curricula, assign learning & monitor learning progress

- o Visit our website to explore the additional options available

Hardware Solution






Siemens deliver hardware and software solution designed to improve the way business communicates reducing complexity, increasing productivity and making communication more cost effective.

Siemens Pakistan provides a comprehensive service, from specification through installation, configuration and commissioning, across the entire system landscape. Siemens Pakistan also offers a hardware sourcing services, operated via agreement with leading hardware suppliers.

Large corporations as well as small and medium enterprises benefit from one of the most extensive IT portfolios, meaning that the depth and breadth of our portfolio delivers exactly what businesses need, without compromises. We cover the entire spectrum from high- performance servers and enterprise class, company wide storage solutions, to PCs and notebooks, workstations.



We provide corporate customers with IT-driven business solutions based on our advanced technology and high-quality system platforms and services.

Enterprise Business Solutions

Name	Description of Solution/Projects
Automotive  <ul style="list-style-type: none"> Indus Motors Ltd. SAP ERP Atlas Honda Ltd. SAP ERP Atlas Autos Pvt Ltd. SAP ERP General Tyres & Rubber Company Limited SAP ERP 	
Engineering  <ul style="list-style-type: none"> Thal Ltd. SAP ERP Siemens (Pakistan) Engineering Company Ltd SAP ERP Atlas Engineering SAP ERP 	
Cement  <ul style="list-style-type: none"> Lucky Cement SAP S/4 HANA Pakland Cement Ltd. SAP ERP Saadi Cement Ltd. SAP ERP 	
Pharmaceutical  <ul style="list-style-type: none"> OBS Pharma SAP ERP Ali Gohar Pharmaceutical SAP ERP Getz Pharma SAP ERP Hilton Pharma (Pvt.) Ltd. SAP ERP Macter Pharma International SAP ERP 	
Consumer Packaged Goods  <ul style="list-style-type: none"> Punjab Beverages SAP ERP Orient Electronics SAP ERP Colgate Palmolive Pakistan SAP ERP Continental Biscuits Ltd. SAP ERP Asian Foods SAP ERP Coca Cola Beverages Ltd. SAP ERP Support Tapal Tea (Pvt.) Ltd. SAP ERP & BOBJ Cadbury Pakistan SAP ERP Support National Foods Limited SAP ERP Support & Success Factor Engro Foods (Pvt.) Ltd. SAP ERP Support 	

Name	Description of Solution/Projects
Packaging  <ul style="list-style-type: none"> Packages Ltd. SAP R/3 Tri - Pack Films SAP ERP 	
Oil & Gas  <ul style="list-style-type: none"> National Refinery SAP ERP Byco Oil Pakistan Limited (BOPL) SAP ERP Pakistan Refinery Ltd. SAP ERP Pak Arab Refinery Company SAP ERP Salalah Methanol Company Ltd. (Oman) SAP ERP ENI (Global Rollout) SAP ERP Government Holdings Pvt. Ltd. SAP ERP (IS Oil & Gas) Pakistan Petroleum Ltd. SAP Business Suite (IS Oil & Gas) Mari Petroleum Company Limited SAP ERP (IS Oil & Gas) Pakistan State Oil (PSO) SAP Business Suite (IS Oil) & Gas, EP and Exchange Infrastructure (XI) 	
Chemicals  <ul style="list-style-type: none"> Engro Fertilizer Ltd. SAP ERP DIC Pakistan Ltd. SAP ERP Alka Pvt. Ltd. SAP ERP ICI Pakistan Ltd. SAP ERP & Success Factor Sitara Chemical Industries Ltd. SAP ERP Ittehad Chemical Ltd. SAP ERP 	
Textile/Mill Products  <ul style="list-style-type: none"> Mayfair Textiles SAP ERP Din Leather Pvt. Ltd. SAP ERP & BOBJ International Textile Limited Pakistan. SAP ERP Khaadi SAP ERP United Textile Ltd. SAP ERP 	

Enterprise Business Solutions

Name	Description of Solution/Projects
Telecommunication  <ul style="list-style-type: none"> ■ Naya Tel (Pvt.) Ltd ■ Pakistan Telecommunication Ltd. (PTCL) ■ National Telecommunication Corporation ■ Ufone 	SAP ERP SAP ERP & Success Factor SAP ERP SAP ERP
Public Sector  <ul style="list-style-type: none"> ■ Auditor General of Pakistan (PIFRA) ■ Federal Board of Revenue (FBR) ■ Higher Education Commission (HEC) 	SAP ERP SAP ERP SAP ERP
Publishing  <ul style="list-style-type: none"> ■ Oxford University Press, Pakistan 	SAP ERP
Utilities  <ul style="list-style-type: none"> ■ Karachi Electric Supply Corporation (KESC) 	SAP ERP

Name	Description of Solution/Projects
Manufacturing  <ul style="list-style-type: none"> ■ KSB Pumps (Global Rollout) ■ Exide Pakistan 	SAP ERP SAP ERP & BOBJ
Banking  <ul style="list-style-type: none"> ■ National Bank of Pakistan (NBP) 	SAP ERP
Distribution  <ul style="list-style-type: none"> ■ Abu Dawood Trading Company (Pvt.) Ltd. (ATCO) 	SAP ERP Support
Others  <ul style="list-style-type: none"> ■ Dewan Group of Companies ■ Engro Eximp (Pvt.) Ltd ■ Engro Eximp AgriProducts (Pvt.) Ltd ■ Metro Habib Cash & Carry ■ Atlas Hitech 	SAP ERP SAP ERP SAP ERP SAP ERP SAP ERP

Contacts:

Siemens (Pakistan) Engineering Co. Ltd.
 B-72, Estate Avenue, SITE Karachi
 Tel No. +92 (21) 32574910 (Ext. 2818)
 Fax No.+92 (21) 32568394