



PegaWorldiNspire

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Cash is King How Siemens utilizes the strength of Pega to digitalize Collections

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Introduction



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Content

- » **Siemens and it's Global Business Services**
- » **Insights into our Collections application**
- » **7 Lessons learnt on our Journey with Pega**
- » **What next?**

Siemens does this through a broad portfolio of businesses and services that address these specific areas. Siemens Global Business is an integral part of that portfolio.

Industrial Business

Digital Industries



Smart Infrastructure



Mobility



Siemens Healthineers¹



Portfolio Companies



Siemens Advanta



Services

Siemens Financial Services



Siemens Real Estate



Global Business Services



¹ Publicly listed subsidiary of Siemens; Siemens' share in Siemens Healthineers is 75%

GBS End-to-End services to Siemens' business entities



LEAD GENERATION TO INCOMING PAYMENTS

Opportunity-to-Cash Services

- >1,000,000 customer requests processed p.a.
- €22 bn cash collected/managed p.a.
- ~5.3 million customer payments allocated p.a.



SOURCING TO PAYMENT EXECUTION

Purchase-to-Pay Services

- >32,500 of tactical sourcing negotiations performed p.a.
- >1,200 e-sourcing events managed p.a.
- 13,000 suppliers qualified p.a.
- 1.5 Mio Purchase Orders processed p.a., (direct and indirect materials)
- 27 Mio invoices processed p.a.
- 65% end-to-end automation



FINANCE RECORDS TO CLOSING REPORTS

Record-to-Report Services

- >60% automation in period-end closing activities
- 1.1 million master data entries handled with PEGA business process management
- Administrating 9 million m2 and €3.6 billion in assets
- 80% reduction of working time with our Contract Management Application
- Handling tax compliance for 35 countries, processing >41.000 indirect tax returns annually



ENHANCING EMPLOYEE EXPERIENCE

Hire-to-Retire Services

- >360,000 employees served in ~80 countries along employee lifecycle
- 15 equity programs, >12.5 Mio shares
- 2.6 Mio of travel expense claims per year
- 80+ IT services and solutions
- +16 Mio employee interactions with CARL in FY 23



EXPERTISE DRIVEN AND PROJECT-BASED SERVICES

Business Solutions and Services

- ~25,000 customers provided feedback for Siemens Net Promoter Score p.a.
- ~350 virtual, real and hybrid Live Communication Experiences realized p.a.
- >280 Mio words in over 60 languages ordered in Global Translation Services
- ~ 4.7 bn € of customer freight value managed
- Track & Trace for ~ 9.8 million transport orders



TECHNICAL REQUIREMENT TO SOLUTIONS

Engineering Services

- 8500 completed engineering projects
- >1'0 million engineering hours capacity to cover the complete END2END process from technical sales support till remote commissioning
- Supporting customers in 30 countries



HIGHLY PROFESSIONAL PERSONNEL SERVICES

Temporary Personnel

- ~1.3 million hits on our job exchanges p.a.
- 12,000 incoming applications
- 2,000 direct approaches to candidates

Opportunity to Cash Services along the Customer Journey



Insights into Siemens Collections („CCMT“)

Problem statement



- Scattered landscape of tools
- Manual extraction and distribution of correspondences
- Manual reporting
- Undiversified collections approach

Targets



- Full transparency of customer activities
- Boost productivity and simplify work for staff
- Improve cash flow
- Drive efficiency
- Correspondences and reporting automated

Preparation

Customer Segmentation

According to criteria such as size and payment behavior.

Definition of Collection Strategy

Per customer segment (timeline for dunning letter, overdue calls, legal notes, etc.)

Task creation based on Receivables

Based on a leading invoice. Distribution based on customer assignment to collector.

Execution

Diary Front End

To see customer history and contact moments including action panel to register feedback.






Dispute Management

Query sheet to request resolution for internal payment obstacles.

Reporting

Operative and management reporting.

Why Pega?

-  Ability to integrate across multiple processes
-  Re-Use of available components / Situational Layer Cake
-  Cybersecurity
-  Tracking and Tracing
-  Proven to Scale



6 Lessons Learnt

“Good decisions come from experience.
Experience comes from bad decisions.”

Mark Twain



Lessons Learnt

1/6 „Drive Adoption with Killer Features“

SIEMENS → Next Assignment Search Nico Mueller Cash Collection Sand Box

My Work

Assignments	Work Queue	Resolved Today		
Task	Overdue	Due	Pre-Due	All
Incoming email	463	0	0	463
Flexible Email	36	0	0	36
Promise To Pay Follow Up Call	19	0	0	19
Cash Allocation Proposal	0	0	0	10
Call	10	0	0	10
Dispute	1	0	0	8
Invoice Copy	7	0	0	7
Dispute Customer Follow Up Call	5	0	0	5
Balance	4	0	0	4

Overdue Tasks

550

EUR 166.478.337 K
EUR 166.478.337 K

My Tasks

568

EUR 166.653.02 K
EUR 166.653.02 K

My Customers

81

EUR 1.017.709 K
EUR 1.017.709 K

Unassigned emails

74

Legal Assignments

8

Pending Legal

8

Promised to Pay

3

EUR 0.00
EUR 0.00

My Open Disputes

11

EUR 18.122.11
EUR 18.122.11

Outbound Emails - Pending & Failed

2

Task	Case ID	Category	Company Code	Strategy	Task Due Date	Task Amount
100 🔔 Make Call	CALL-3102954	Call	9999	Small good paying customers	10/2/23 9:20 AM	EUR656.36
100 🔔 Make Call	CALL-3006629	Call	9999	Small good paying customers	10/2/23 9:20 AM	EUR696.74
100 🔔 Make Call	CALL-3105390	Call	9999	Small good paying customers	10/3/23 9:20 AM	EUR1.814.40
100 🔔 Make Call	CALL-3111204	Call	9999	Small good paying customers	10/6/23 9:20 AM	EUR805.20
100 🔔 Make Call	CALL-3115460	Call	9999	Small good paying customers	10/9/23 9:20 AM	EUR1.333.30
100 🔔 Make Call	CALL-3115324	Call	9999	Small good paying customers	10/9/23 9:20 AM	EUR14.217.80
100 🔔 Make Call	CALL-3124146	Call	9999	Small good paying customers	10/12/23 9:20 AM	EUR1.461.86
100 🔔 Make Call	CALL-3128117	Call	9999	Small good paying customers	10/13/23 9:20 AM	EUR65.009.29
100 🔧 Fix Failed Email	B-1417405	Balance	9999	Small good paying customers	10/15/23 6:09 AM	EUR1.461.86

SIEMENS → Next Assignment Search Nico Mueller Cash Collection Sand Box

My Work CALL-3102954 CO-314946

Collection (CO-314946) **Aneean Gravida (30477065) - 9999** Last Sync for Debtor Items: ✔ Run strategy Actions

Overdue Amount: EUR656.36 Contact: John Due Phone: Email: nico.mueller@siemens.com Short term turn rate: 0 Long term turn rate: 9

Open Debtor Items

Sum Of Selected Items: Total Receivable Amount: EUR656.36 Total Overdue Amount: EUR656.36 Overdue Percentage: 100.00% Last Payment: None found in last 90 days

Select	Clear All	Quick Select	Cust. No.	Ref. No.	IT	Status	S	D	P	Pied Ind.	Amount	Doc Date	Due Date	NA	GA	Assignment	Header	Profit Ctr	CFP	M	Note
<input type="checkbox"/>			30477065	1028155242	---	FG	RV				EUR 727.20	3/26/20	4/25/20	1,487	1,487	1539	P706609				200521 21.05 Anthony confirmed he has row p
<input type="checkbox"/>			30477065	1028175657	---		RV				EUR 128.16	5/5/20	6/4/20	1,161	1,457	1513	P706513				Dispute Closed Free File

Debtor Items with Special General Ledger Indicator

Closed Items

Open Tasks for Collection

Attachments

Recent attachments (0)

⬆

- Recent actions
- Dispute (D-201156) 3/22/24 11:38 AM Dispute was closed.
 - Dispute (D-170911) 10/31/23 12:08 PM Dispute was closed.
 - Balance (B-1417456) 10/15/23 4:13 AM Email was sent.
 - Promise To Pay (PTP-468888) 10/15/23 2:20 AM Promise to pay was broken.
 - Dispute (D-170943) 8/25/23 2:32 PM Dispute was assigned.
 - Balance (B-1393363) 8/15/23 4:18 AM Email was sent.
 - Balance (B-1365675) 8/15/23 4:35 AM Email was sent.
 - Write Off (WO-0) 8/9/23 9:47 PM Write Off was fully approved.
 - Balance (B-1337851) 7/15/23 5:15 AM Email was sent.
 - Balance (B-1315029) 6/15/23 4:07 AM Email was sent.
 - Balance (B-1328156) 5/15/23 4:09 AM Email was sent.
 - Balance (B-1264100) 4/15/23 4:45 AM Email was sent.
 - Balance (B-13140661) 3/15/23 7:03 AM Email was sent.

Lessons Learnt

1/6 „Drive Adoption with Killer Features“

Sending a customer invoice

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Ingenuity for life

The screenshot shows the SAP Easy Access interface. On the left, the 'User Menu for ZARA RAZA' is visible, listing various functions like 'Vendor Line Items', 'Credit Management: Master Data List', and 'FBLSN - Customer Line Item'. The main area displays a collection of invoices for 'Blue Bull No. (SIC829100) - PLATES'. A table lists invoice details including 'Inv. No.', 'Ref. No.', 'Status', 'Doc Date', 'Due Date', 'NA', 'QA', 'Assignment', 'Header', 'Profile Cn', and 'Note'. The table shows multiple rows of invoice data with columns for 'Inv. No.', 'Ref. No.', 'Status', 'Doc Date', 'Due Date', 'NA', 'QA', 'Assignment', 'Header', 'Profile Cn', and 'Note'. The interface also includes a 'Recent actions' panel on the right and a taskbar at the bottom.

00;00;00
h m s

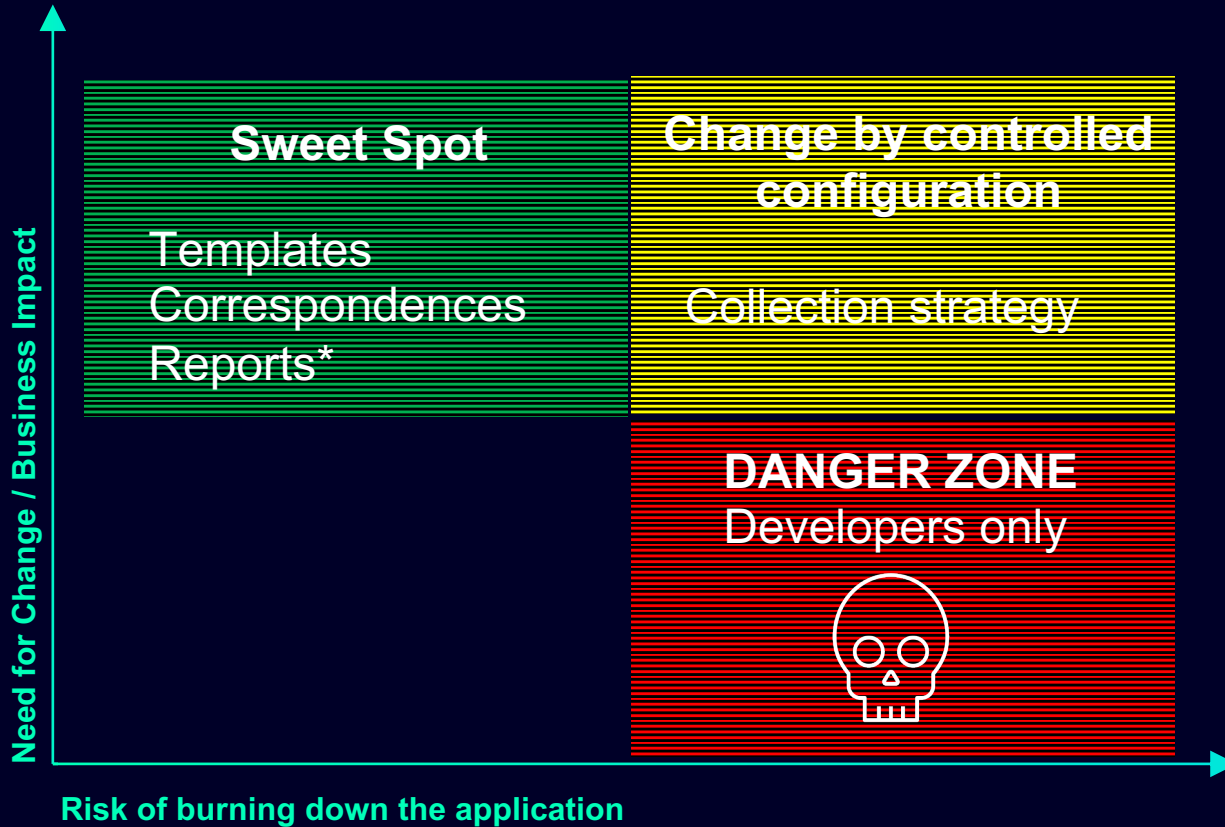
Prior to Digital O2C Platform

00;00;00
h m s

With Digital O2C Platform

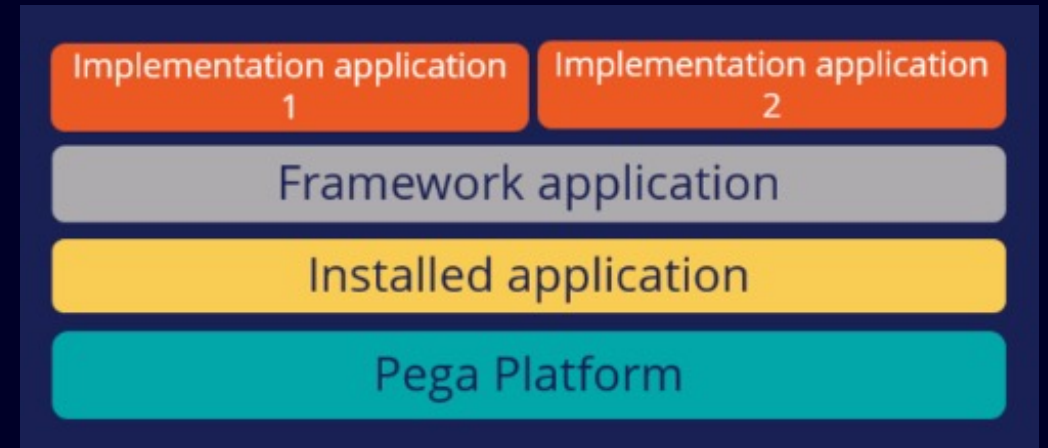
Lessons Learnt

2/6 „Global Solution with Local Flavor“



+

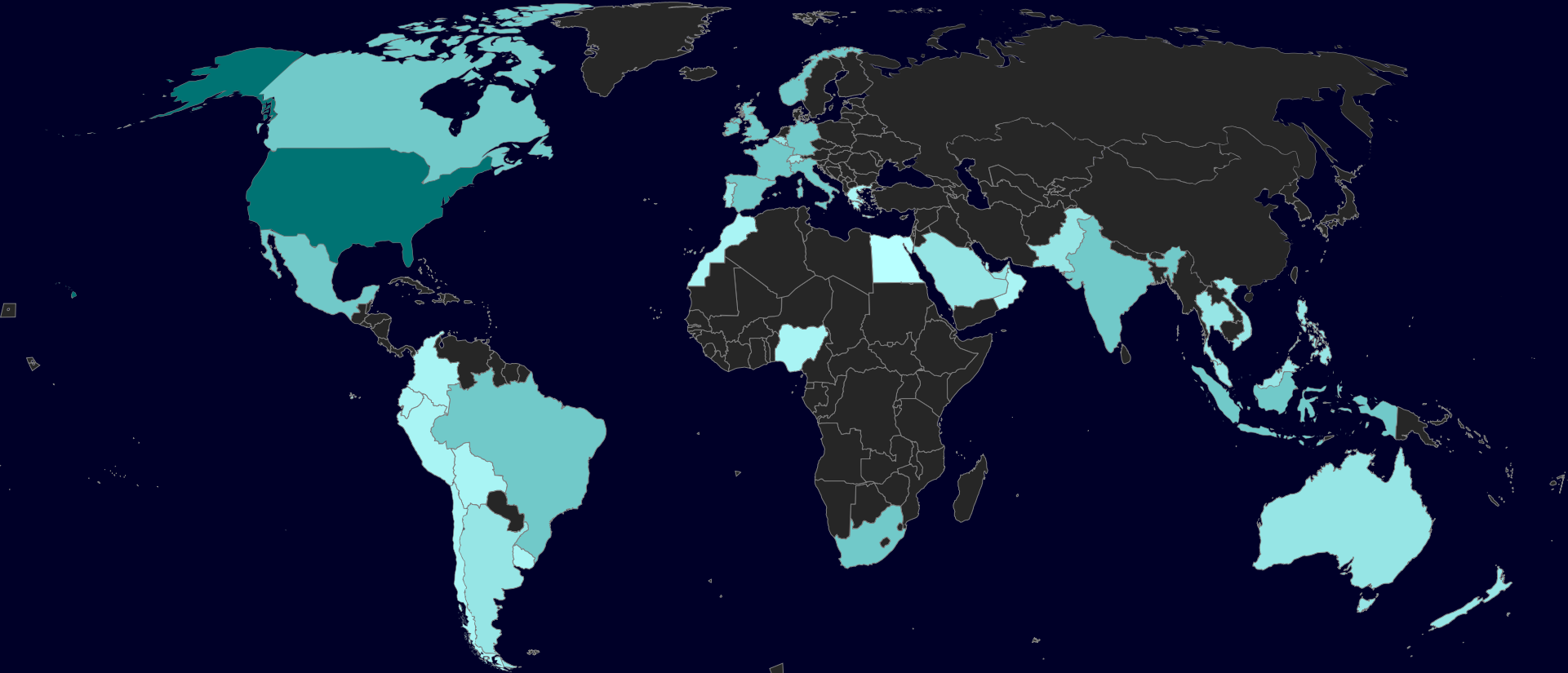
Situational Layer Cake



* Secure impact on app performance

Lessons Learnt

3/6 Rollout (fast and lean)



+40

Countries

140

Legal Entities

30bn

Cash p.a.

300k

Active Customers

7mn

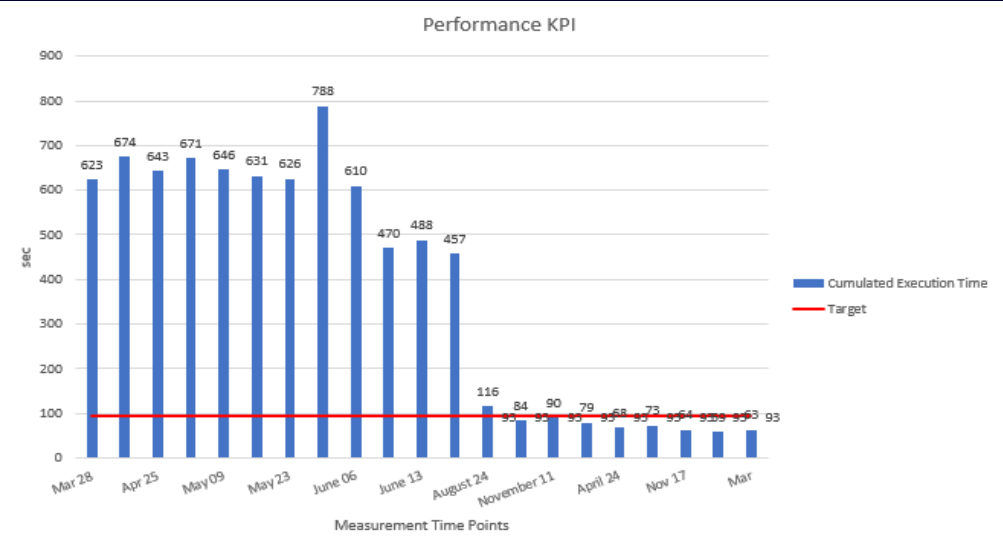
Invoices p.a.

Powered by Bing
© Australian Bureau of Statistics, GeoNames, Microsoft, Navinfo, Open Places, OpenStreetMap, TomTom, Zenrin

Lessons Learnt

4/6 Mind your Step

Synthetic Performance KPI



Not pretty but a screenshot of the real-life example!



- Centralized data sourcing (Snowflake)
- Decoupling of interfaces
- Monitoring and Data Transparency
- Control over Database Size & Indexing
- The “Zibby Test”

Lessons Learnt

5/6 Pick your right Partners!



Strong Platform + Cool Inhouse IT /CoE + Great Solution partner

Lessons Learnt

6/6 Did anybody mentioned Adoption already?

Key adoption criteria

- Make User's and Customer's life easier
- Adaptability and flexibility but also change management and consensus of harmonization
- Good advocates of existing user base and evangelists in the region
- Trust in Data and Consistency
- Application performance and UI



Whats Next?

Technological Progress and Business Trends

- » **Adding more Brain to the Muscle**
- » **Benefitting from immense progress on GenAI**
- » **Leveraging B2C daily practice in B2B**
- » **Respond to demographic change**
- » **Scaling beyond Siemens...**



Any questions?



Siemens Global Business Services

Siemens Global Business Services (GBS) enables Siemens AG units worldwide and external customers to accelerate their business transformation into a sustainable and digital future. Its portfolio comprises services driven by expertise and the latest technology – with a strong focus on innovation and digitalization in areas like business administration, human resources, supply chain management, sales, marketing, and engineering.

Siemens GBS provides business services for Siemens AG, Siemens Energy AG, and Siemens Healthineers AG and serves its clients globally out of four major Hubs and one service unit. Siemens GBS headquarters are based in Munich, Germany.

For more information, visit www.siemens.com/gbs



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