



The PLM Empowered Future: What part will you play?

Siemens PLM Software
SIEMENS



“The use of PLM among SMBs is expected to grow 200% by 2010.”

—*Aberdeen Benchmark Report, July 2008*



“Certified as a 5 Star Vendor”...Kerry Grimes, Siemens PLM Vice President, Mid Market and Global Channel Sales, is one of “25 Channel Executives You Need To Know.”

—*VARBusiness, March 2007*



The future starts now

Midmarket manufacturers are moving to product lifecycle management (PLM) software with extraordinary speed. Industry analysts speak of PLM as the manufacturing application of the coming decade, and predict the use of PLM among SMBs will grow 200% by 2010.¹ There are good reasons for all this momentum. PLM enables fully integrated, truly cradle-to-grave control of product lifecycles with unprecedented flexibility at every stage.

There is a clear leader in this exciting space, at both the midmarket and enterprise levels: Siemens PLM Software.² Siemens has launched an aggressive program to extend its reach in the midmarket by developing relationships with the top channel partners in each marketplace worldwide.

The Siemens PLM partner program is as much in the forefront of the industry as its products. It offers outstanding margins and rewards, a clear path to broader, deeper customer relationships, and the prospect of dramatically increasing your business value while dominating the local market.

As a result, a rare vector of opportunity has emerged. An application storming the market. A clear leader with a partner program that will lead the industry.³

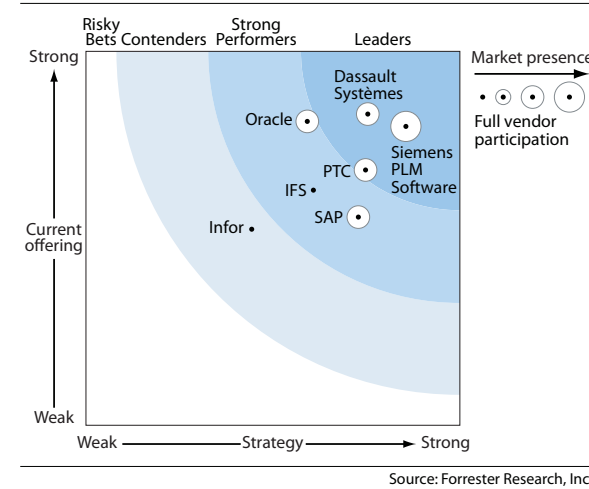
What part will you play in the PLM Empowered Future?

The first principle is respect

Siemens PLM Software wants relationships with the top partners in each market. If you are successful and want to grow your business, we want to talk with you. We respect what you have built. We will not ask you to abandon your current relationships, or to form an exclusive relationship with us. In fact, we believe exclusive vendor relationships are unhealthy because they limit your portfolio and restrain the highest valuation of your business.

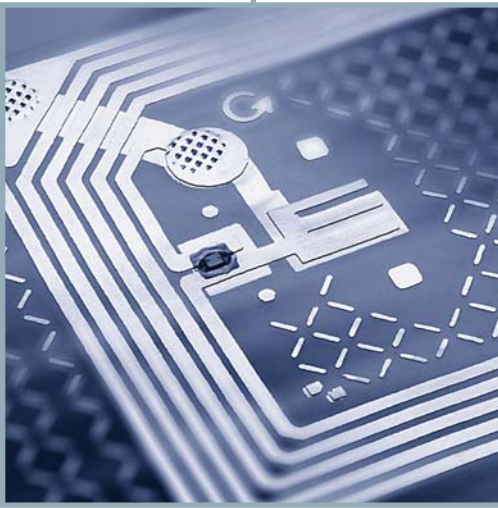
The Siemens model is based on open technology and our approach to business is likewise based on openness and trust.

Forrester Wave™: PLM For Discrete Manufacturers Q2 '08



“Siemens PLM continues to build on its legacy of innovation in the PLM space by constantly raising the bar with the depth and breadth of their product offerings.”

—The Forrester Wave™: Product Lifecycle Management Applications, Q2, 2008



Roadblock: Commoditization

Each year the threat of commoditization creeps closer and closer to the CAx world. The way around this threat is the path to longer lasting customer relationships, with higher margins and recurring revenue from maintenance, services, and training. Siemens PLM is delivered deep into your customer's innovation and business processes. It is a direct driver of the customer's success, and it extends your relationships into the executive suite, opening a world of new opportunities.

Roadblock: Exclusivity

An exclusive relationship with one PLM vendor limits your portfolio and shuts down your options in front of your customers. Worse, in the long term it can have an extremely negative effect on the value of your business. For these good reasons, Siemens PLM does not require or encourage an exclusive relationship. The first to partner with Siemens PLM in your market will enjoy a strong competitive advantage. Will that advantage belong to you?



There are many doors to the future

It is not necessary to begin your relationship with us based on our fully integrated Teamcenter PLM solution. If your expertise is in CAx offerings, you can begin with our affordable CAD tools featuring Synchronous Technology. The fact is, Siemens PLM is number one or two in all PLM market segments: CAD/CAE/CAM, PDM/EDM, and digital manufacturing (DM). All of these options are available to you, as is our integrated PLM Velocity solution that is the leader in the midmarket.

A more secure customer relationship

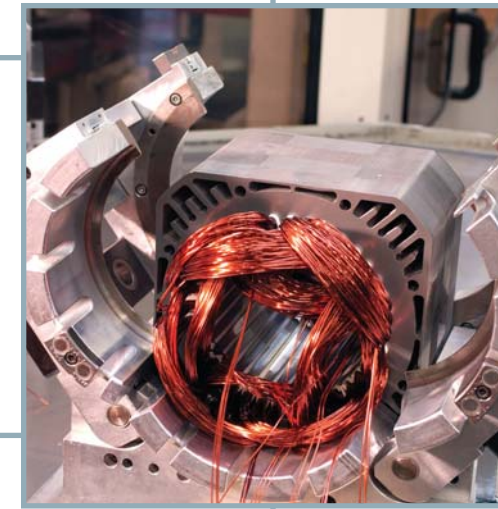
The depth and well-being of your relationship with your customers is determined to an important extent by what you sell them. When you sell a market-leading PLM solution that permeates and improves every aspect of their business processes and is a key to their success and competitiveness, your relationship is as secure as it can be. And your ongoing high margin sales from maintenance, services, and training are assured.

Comprehensive features

PARTNER ENABLEMENT	Platinum	Gold	Silver
Get Connected	Fast Start Enablement Process		
Siemens PLM Partner University	Online Training Platform		
SEALS Training	Aggressive 2-week Sales Boot Camp		
SVS Sales Methodology	Classroom and Online Training Available		
Sales & Technical Training	Ongoing Regional Events		
Services Implementation	Classroom and Online Training		
Certification Programs	Your Employees Benchmark for Excellence		
Web Casts	Live and On Demand		

SALES & MARKETING	Platinum	Gold	Silver
Leads to Partners	Provided, Earned, and Managed		
Demand Generation Programs	Collaborative Execution		
Deal Registration	Insures Sales Integrity		
Telemarketing Access	Supplied, Based on Merit of Campaign		
Marketing Collateral	High Quality Tools Provided		
Partner Portal	24x7 Access to Resources		
Web Page Promotion	Promote Your Business on Siemens PLM Website		
Demo Units	Provided for Partner Use		

TECHNICAL SUPPORT	Platinum	Gold	Silver
Global Technical Access Center	24x7 Support for You and Your Customer		
Pre-Sales Support	Access to Product Experts		
Enablement Team	Partner Specific Resource		
Mentoring	Optional Services Delivery Program		
Annual Customer Survey	Customer Quality Assurance		
Maintenance Renewals	Highest Renewal Rate in Industry		
Siemens PLM Philosophy	“Never Let a Customer Fail”		



Big money

Partnering with Siemens PLM will of course require an investment from your side and from Siemens. The anticipated return on that investment adds up to very big money. Here is how that works:

- Higher than industry average license margin
- +
- Generous performance incentives
- +
- Higher than industry average recurring maintenance margin
- +
- Aggressive training and services margins
- +
- Joint account-team selling to capture larger customers
- +
- Deep, long-term integration with your customers
- +
- The momentum of dominance in your market
- +
- Greatly increased value of your business

All the ingredients of a top partner program

In addition to access to our industry-leading portfolio of PLM solutions, Siemens PLM partners enjoy benefits that meet or exceed the standards of the best partner programs in the industry:

- Training—a quick launch to readiness through Get Connected, our proactive enablement program
- 24x7 Support—Siemens' Global Technical Assistance Center (GTAC) delivers world-class first line support to keep your customers satisfied and cut your staffing costs
- Partner Portal—a rich online portfolio of effective tools to grow your business
- Expertise at your disposal—sales, technical, and services professionals dedicated to growing and supporting your business
- Rewards—generous performance incentives and Market Development Funds to drive your growth

Staying power

As a Siemens PLM partner, you can call upon strengths that are not available to any competitor. Driven by a spirit of excellence and innovation since 1847, Siemens is the world leader in industrial automation. The company's values and vision provide a long, informed view that is rare in the world, and unique in the industry, together with a commitment to being a source of answers to the world's toughest questions. Simply put, you could not partner with a stronger vendor.

Partner to secure your future

Learn more about your part in the PLM Empowered Future. To schedule an appointment with a Siemens PLM channel manager, simply visit the URL shown below.

Learn more about the PLM Empowered Future:

www.siemens.com/plm/appointment

¹ Aberdeen Benchmark Report, July 2008. ² Gartner Magic Quadrant, 2006; Forrester Wave, 2008. ³ VARBusiness 5 Star Partner Program Winner, 2007. Copyright © 2008 Siemens Product Lifecycle Management Software Inc.

“Siemens PLM software's vision will leapfrog the competition.”

—Aberdeen Benchmark Report, September 2005



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