

# AmongstUs

A Siemens Southern Africa newsletter

Vol 26 • October 2008

AmongstUs is printed on environmentally friendly, chlorine free paper

## SIEMENS



Youthspace home opens in KZN

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Healthcare builds garden for patients

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Industry set to capitalise on trends

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Energy delivers 100% across energy chain

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## CRF Best Employer survey Siemens ranks with the best of the best



Proudly displaying the awards bestowed on Siemens, from left: Naadiera Patel, Recruitment Manager, Siemens HR Functional Specialists and Nicolette Barnard, Siemens HR Functional Specialists Manager.

Siemens was recently adjudicated as the sixth best employer in South Africa as part of the Corporate Research Foundation's (CRF's) Best Employers™ programme 2008/2009. Together with over 100 other companies, we participated in the programme to measure ourselves against the market and test how we are progressing in terms of our ability to offer our people an exceptional employee experience.

offering and visibility to talent in today's tight and competitive labour market.

The project's research delves into the heart of "employer intelligence", which refers to the ability of a company to respond to the changing needs of the talent market – including those of current employees.

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South Africa's Best Employers™ is an annual research based HR publishing project based on scientific research and feedback. The project identifies, certifies and lauds South Africa's employers of choice and drives their employer brand



# Optimising our business

## An interview with Dr. Siegfried Russwurm



Dr. Siegfried Russwurm, Chairperson, Siemens Limited.

*During Dr. Siegfried Russwurm's recent visit to South Africa, AmongstUs was able to discuss with him his perspectives on a diverse set of topics, including our company's future positioning, compliance and people excellence.*

**AmongstUs:** Siemens is now focusing on the future orientated growth markets of Industry, Energy and Healthcare. Is our portfolio now strategically geared for us to achieve our targets in these growth markets? Can we expect further change?

Dr. Russwurm: Siemens is always looking at ways to optimise our business and ensure we stay abreast of the developments in the markets we operate in. I believe to date we have done a good job. Overall we have sold-off portfolio elements to the value of €12 billion and in addition we have acquired other elements to the value of €20 billion. These bold moves have really geared us towards the future and additionally help us to extract business opportunities from the irrevocable global megatrends, namely the fact that more and more people are migrating from rural areas to cities, the world-wide population is growing and average life expectancy is increasing globally. All of this results in challenges for infrastructure and healthcare, challenges which we need

to analyse to determine our potential contribution and how we can equip our portfolios to be better prepared to resolve these problems. With more and more people on the globe, more and more people wanting to stay healthy and more and more people wanting to use a technology that will help them to do so, just imagine what an impact this has on healthcare going into the future. To address this phenomenon, we have invested more than €10 billion in the healthcare field to go over and beyond our traditional diagnostic imaging.

To prepare ourselves for the foreseeable future, we have also made portfolio adjustments in both directions, carving-out businesses in certain environments and merging with other businesses to strengthen our foundations in those portfolio elements where we would like to increase our expertise and where there are better opportunities. So in light of these bold moves, we are well prepared to achieve our targets in the Industry, Energy and Healthcare growth markets.

**AmongstUs:** One of the clear guiding statements attributed to our global CEO, Peter Löscher, is the "highest business performance with the highest ethics". How is Siemens achieving this ideal today?

Dr. Russwurm: I'm very confident that going forward we have learnt our lessons and in this sense we have implemented a system that is the benchmark in this arena.

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## Our CEO's corner

Dear colleagues,

### The future is ours, because...

On 12 October 1847, Werner von Siemens and his partner, Johann Georg Halske, opened their new company Telegraphen-Bauanstalt von Siemens & Halske in Berlin. From very humble beginnings in a modest garage workshop, the company has developed into a world-class enterprise known for its power of innovation, international footprint and unquestionable commitment to the highest performance with the highest ethics. This is our company culture. This is what we stand for.

Siemens enjoys a superb reputation today in many sectors and in many parts of the world. This includes our local operation here in South Africa. As the Siemens Southern Africa cluster, we strive to set the pace and standards in our local market. We do this by actively living the Siemens value of "Excellent" in everything we do.

We have had a presence in this region for well over a hundred years and are focused, more than ever, on ensuring that we set ourselves best-in-class goals and do what is necessary to achieve them. We understand our customers' needs and challenges deeply and embrace change in order to keep them competitive now and into the future.

That means that we must aim to be the very best we can be in every aspect of our business. Strong teams will succeed collectively where individuals fail. Ultimately, that is precisely what we are – a team; united in our success, consistently delivering quality, reliability and professionalism.

As you read through this edition of AmongstUs you will come across a number of important stories which demonstrate that we are well on our way to achieving our goal of living the value of "Excellent". The interview with our Chairperson and member of the Managing Board of Siemens AG, Dr. Siegfried Russwurm, is an insightful tone from the top as is the article which highlights our sixth place finish in the annual Corporate Research Foundation's Employer of Choice programme – a clear indication that we are creating an "exceptional employee experience".

I am pleased to announce that we have successfully completed a period of portfolio and structural optimisation and our focus on the sectors of Industry, Energy and Healthcare will address the growth markets of the future, while at the same time ensuring we are less complex, faster to market and better placed to serve our customers. Thank you to all staff for your cooperation over the last few months; I know our customers are already experiencing the benefit of these developments.

Another important recent milestone for us has been the successful implementation of our so-called SADC branch concept, which has seen a complete revamp of the way in which we go to market in southern and eastern Africa, excluding South Africa. Many of our offices in the region have been converted into branch offices and integrated into Siemens Limited incorporated in South Africa. In the future, other markets will be served via a network of agents and distributors. With these changes, we now have completely standardised systems and processes for banking, accounting and procurement across our regional cluster thereby ensuring added benefit for our customers by making us simpler, more transparent, more focused and, as a result, more responsive.

We are also working hard at improving our Quality. By living the ideals of continuous process improvement we know we will deliver products, services and solutions which will exceed customer expectations.


The same is also true of our drive to improve and grow our Service business. We know we can only entrench long-term relations if we get our Customer Care and Service right. We must earn our customers' respect every day and to do so all of us have to play a role. We must all aim to deliver excellence at all times regardless of whether you are the receptionist answering the phone at our front desk or a senior executive driving our sales initiatives.

Looking forward, we are confident about our prospects for the future. Through our Growth Programme 2012, we will create value-add for our investors by growing profitably in the marketplace across all our sectors and by keeping our costs competitive with lean internal structures.

As we strive to provide the answers to the toughest questions, we are setting the pace and the standards in southern and eastern Africa. This is because the values and qualities that Werner von Siemens first imprinted on the company so many decades ago are still prevalent today: we are passionate and willing to go the extra mile; disciplined, acting fast and decisively; committed to continuously developing our skills and utilising our innovative potential; unyielding in our adherence to our compliance guidelines; completely cognisant of the fact that it is the customer that pays our salaries; and lastly, we are responsible citizens in line with the transformation ideals of our society.

This is what we stand for. Now as always.

With kind regards,



Sigi Proebstl  
Chief Executive, Siemens Limited



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## Siemens ranks with the best of the best

Some of the areas that were researched include organisational strategy, leadership, communication, talent management, diversity management, Human Resource policy and performance management, amongst others.

Our sixth place finish, as measured against many of our country's top companies, is an excellent achievement that officially recognises our continued and ever improving commitment to talent management, HR excellence and the development of a world-class employer brand while visibly

demonstrating, both internally and externally that Siemens has achieved a benchmark standard in HR best practice.

The top ten best employers this year are:

1. Microsoft
2. ABSA
3. Shell
4. Pfizer Laboratories
5. Ernst & Young
6. Siemens Limited
7. South Africa Breweries
8. Cisco Systems
9. Unilever
10. Werksmans

Shows Nicolette Barnard, HR Functional Specialists Manager, "The Skills Revolution project has shown us that we need to do even more to ensure our employees feel better managed, and in so doing, create an exceptional employee experience. We are firmly committed to achieving this, and our excellent performance in South Africa's Best Employers™ is a demonstration that we are already well on our way".

Nicolette Barnard,  
Human Resources  
nicolette.barnard@siemens.com



Nicolette Barnard, Siemens HR Functional Specialists Manager (right) took receipt of the trophy at the CRF Best Employer 2008/2009 awards ceremony.

## Partnership to support social upliftment through music

In partnership with the South Africa German Chamber and several other German Companies that contribute to the German Cultural Fund, Siemens recently supported the Music Is A Great Investment or MIAGI Youth Orchestra's Spring Concert.

MIAGI, a non profit company supported by the Department of Arts and Culture and a national member section of Jeunesses Musicales International, has a two fold purpose: firstly to present an annual international and intercultural music festival and secondly to create a sustainable future for music education initiatives in South Africa.

MIAGI focuses on music education for children as a central tool for social upliftment and cultural awareness. Children who are involved with music education are more likely to complete high school and go on to study further, and less likely to be involved with gangs

and substance abuse. By supporting numerous existing music-education initiatives, MIAGI makes music education available to a growing number of young people, especially in historically disadvantaged areas.

In addition to providing ongoing financial and technical support for such projects, MIAGI arranges workshops and the MIAGI Orchestra Course, and also provides mentorship with renowned artists. Collaborations with organisations and festivals abroad offer many young South African musicians opportunities to present their talents internationally.

Employees from Siemens attended MIAGI's most recent music concert where the MIAGI Youth Jazz Big Band also performed at the festival.

Emily Molefe,  
Corporate Social Responsibility  
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Our system is based on three pillars: “prevent”, “detect” and “respond”. In my opinion this is a very sound approach to business compliance.

First and foremost, we have to concentrate all our efforts on preventing any unethical behaviour - this includes a very clear tone from top management. My colleagues and I utilise every available opportunity to reiterate that Siemens stands for the highest ethics possible and for clean business only. There is no doubt in my mind that nobody can make the claim that they weren't convinced of management's commitment to ethical behaviour.

Training and education is the next component of the “prevent” element. People need to understand how our guidelines affect their conduct and what compliance means in terms of a contract with a business consultant. I need to reaffirm that Siemens is not saying that we do not want to deal with consultants, but rather that we are confirming that there are imperative guidelines on how a contract or business interaction should be conducted.

The “detect” element of our compliance systems refers to the mechanisms in place that make it highly probable for us to detect unethical business dealings and behaviour. I often use the example of a fuel filling station. In Germany you fill the fuel tank of your car yourself and then you go to the cashier and pay for the fuel. My question to any audience is why would you pay? For the vast majority it is simply a matter of values i.e. if I get the fuel, I pay for it; there is hopefully only a very small part of the community who will state that their only reason for paying was the CCTV camera on the rooftop that captured their car licence plate number. So that's why I say that we have ways and means in place for detection, so if you are ever in doubt of your ethical business behaviour, be aware there is a significant risk for detection i.e. a camera of sorts.

The last element is “respond”. There is zero tolerance should a person willingly violate our business conduct guidelines. There have been circumstances where a person has been involved in unethical business practises under direction of their superior manager and have not dared to speak out. In cases such as these we have adjusted our reaction. However, no-one is above the law – including management - and therefore a person should blow the whistle on such incidents. The principle remains the same though: Siemens stands for the highest ethics only.

Taking into account all three of these elements, I feel we are well prepared and that our customers appreciate that we can prove we are ensuring our business practises are clean. I want to conclude by saying that no country exists where you can be safe from corruption – there are market segments in some countries where our colleagues have come to the conclusion that it is too difficult to do clean business there. Therefore we have withdrawn our business in the firm assumption that the climate will change. We must always bear in mind that we cannot compromise on our ethical standards.  
**AmongstUs: Globally, there is**

# Optimising our business

## An interview with Dr. Siegfried Russwurm



If Siemens wants to be number one or two in our markets, we need excellent people – in fact we need the best. Our People Excellence initiatives are geared to ensure we have the best people, and the best is not restricted to management or specialist positions, but rather refers to the best in each and every position. There is no position in this company I would dare compromise on.

So, how can we attract and how can we keep the best? It is true that the best want to be where the best are. It is an upward spiral: the more that we, as a company, can prove that this is where the best are, then the more attractive we are to the best. Siemens South Africa has a sophisticated approach for attracting talent and I would like to use this as an example for best practice sharing around the globe, although obviously each country has different cultures and different challenges, but I believe some of the elements used here can be readily applied.

**AmongstUs: What are your thoughts on Work-Life Integration and the way we have applied the programme here in South Africa?**

Dr. Russwurm: It is a continuous effort to understand the motivations and needs of people and we must consider that this may change from individual to individual. Your family situation may be different today than it was five years ago, and in ten years time it may change again. So the key for a successful Work-Life Integration programme is to be flexible. Again I think the initiative here in South Africa is a benchmark and a wonderful example of my interpretation of Work-Life Integration.

As an engineer, I immediately see two levers in that firstly it is the balance between your time in the office and your time left for others, and secondly there are ways and means to help you integrate the two parts, namely your work life and your home life. If a person can perform certain work tasks from home, why should they be stuck in traffic for two hours just to come to the office and do some work which could have readily been done remotely?

On the other hand, if you talk about Work-Life Integration, if work can be perceived as easier, this helps with balancing. The environment here at Siemens Park has the effect of making the work part somewhat simpler. Instead of being confined to meeting rooms or your desk, people can conduct meetings outside or even check their e-mails while outdoors. These are progressive elements which make the working environment more pleasant.

**much talk about a war for talent and skills. It is also true that we are experiencing this most profoundly in our local market too. Will our commitment to the “People Excellence” pillar of the Fit4 2010 programme ensure that we win this war?**

Siemens has taken many good steps in this direction, but I doubt whether enough can ever be done to win the war for talent. I like the statement made by Harry Hollier at one of our global Human

Resources meetings: “The war for talent is over – the talents have won”. This is a good description of how we, as management, have to alter our attitudes.

We are now in a time when companies must apply for the best people and not the other way around. The connection between business excellence and people excellence cannot be debated as it is the people that make the difference. People are the unique assets that can make a company or business successful.

# Incredible India

Winners of this year's Sales Awards, to be announced at a gala dinner on 8 November, will travel to incredible India in March next year. India, the largest democracy in the world with a population estimated at 1.13 billion is an outstanding destination. It offers such a wide variety of experiences that even the most seasoned traveller will be charmed by this destination.

The Siemens incentive group will visit Delhi, Agra and Jaipur, all cities in the northern area of India. Fine hotels in each city will provide a luxurious basis for our travellers from where they will be escorted to all the attractions in the comfort of an air conditioned coach. Mouth watering Indian dishes will be on offer at these hotels, and for the not so adventurous in the group, world class western dishes are served.

Amongst the many sites to be visited is the Taj Mahal, the breathtakingly beautiful mausoleum built in 1631 by Shah Jahan for his second wife Mumtaz. One of the manmade wonders of the world, the Taj Mahal has no equal, built entirely out of white marble and adorned with intricate carvings and inlay work.

Apart from exploring the history and sites of each city, there will be opportunities to experience the hustle and bustle of daily life in India, indulge in shopping, experience village life or just to laze around and relax.

The Sales Award Incentive winners as well as the Gala Event will be featured in the December edition of AmongstUs.

For further information contact:  
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# Townhall Meeting



## Our employees interact with Dr. Russwurm

Our Chief Executive, Sigi Proebstl, recently hosted a town hall meeting in honour of Dr. Siegfried Russwurm's visit to South Africa, where he assumed responsibility as Chairperson of our local Siemens Ltd. Board.

Employees at our head office, Siemens Park, gathered to listen to the inspiring message given by Dr. Russwurm. He congratulated the South African team on our strong business position and urged all to persevere with the targets for the rest of the financial year.

He also commended the SA team on the good progress regarding the implementation of our company's new Sector approach and commented that he is very pleased with the ongoing focus and adherence of compliance issues.

Our CEO, Sigi Proebstl took the opportunity to additionally introduce Andrew Hall, our new CFO and our newly appointed Executive Director, Alex Mathole to all attendees.

The Town Hall meeting was video recorded for the benefit of employees at all other locations and can be viewed on the intranet at:

<https://intranetsa.siemens.co.za/home.asp?pid=67948>

*On the left: Harry Hollier, Executive Director; Dr. Russwurm, Chairperson Siemens Limited, and member of the SAG Managing Board; Sigi Proebstl, CEO; Alex Mathole, Executive Director; and Andrew Hall, CFO.*



## Continuing to ignite the engineering flame in SA women



*The 60 female engineering students from around the country that participated in the 2nd National SAWomEng Conference in Cape Town.*

For the second consecutive year, Siemens sponsored the National SAWomEng Conference held recently in Cape Town. SAWomEng, or the South African Women in Engineering Association, is a non-profit student run body founded at the University of Cape Town. This year's conference, which aims to motivate, empower and celebrate women in engineering, welcomed 60 female engineering students from around South Africa.

The students were given a Technical Project to complete and present, with the top winning project announced at a formal gala dinner that concluded the week's conference. In addition to the many speakers from industry who addressed

delegates at this year's conference, a career fair was held to allow all sponsoring companies the opportunity to market themselves directly to the delegates and to showcase the immense opportunities within engineering.

The second wing of SAWomEng, "GIRL-ENG", was also launched during the conference. "GIRL-ENG" will be an extension of SAWomEng and is aimed at promoting maths and science as well as career options in engineering to female learners in Grades 11 and 12.

Sharon Thotharam,  
Human Resources  
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*At the SAWomEng conference gala dinner with executive members and co-founders of SAWomEng, from left: Mabohlale Mampuru, Degree BSC Eng; Sharon Thotharam, Human Resources, Siemens; Sarah Kiggundu, Degree BSC Eng; Naadiya Patel, Recruitment Manager, Human Resources, Siemens and Naadiya Moosajee, Degree BSC Eng.*

## Movers & shakers

### A view from the top ...

From research and development (R&D) in the aerospace communications arena to corporate finance and private equity, Andrew Hall brings a wealth of experience to the table as our recently appointed Chief Financial Officer for the Siemens Southern Africa cluster.

Originally from South Africa, Andrew studied Electrical and Electronic Engineering at the University of Cape Town and completed his Masters of Science in the same field. Kicking off a diverse career, Andrew worked on various scientific projects at the Council of Scientific and Industrial Research before moving to England to participate in research projects for the National Aeronautics and Space Agency (NASA) and the European Space Agency.

During this time, Andrew had the opportunity to work across European borders on several highly technical projects that included the design and building of the systems used for the space shuttle communication and control systems i.e. the core communication technology for the lower earth orbiting satellites, as well as the development of earth observation satellite systems that measure the earth's soil and air temperatures, wind speeds, foliage coverage, precipitation etc.

After four years in the R&D field, Andrew took the decision to pursue a more business orientated career and completed an MBA, specialising in Corporate Finance, Turnarounds and Private Equity, at the London Business School, while at the same time working at the Siemens headquarters in Germany as an intern during the summer. On completion of his MBA, Andrew took-up a position at American conglomerate, FMC, based in Chicago, USA. Reporting to the CEO, he was responsible for the optimisation of the company's portfolio businesses in Europe, the Middle East and Africa for a period of two years before joining Siemens in 1995 as a Sales Engineer in the submarine cable systems business.

Within three years, Andrew became the head of the sales organisation and had grown the business to the \$150 million level with a 30% profitability margin. This business was sold shortly thereafter and Andrew moved into the network engineering field and in the ensuing seven years worked in various roles in OEN, ranging from Project management, sales of turnkey projects to service business sales as well as corporate re-structuring projects.

One of his roles was to establish the project management infrastructure for the entire former Information Communications Networks (ICN) organisation. This included the carve-out and re-structuring of all ICN projects and the implementation of PM@Siemens within ICN. In addition, Andrew was responsible for setting-up the carrier service and sales organisation which saw a turnover of €350 million with a profitability of 38% in its first year.



In 2003, Andrew made the move to Corporate Finance focusing on shareholder controlling for the Asia region. After only a year in this position, he again started working on corporate projects for the Siemens Managing Board and additionally headed-up the cash turnaround project of the former Siemens Business Services (SBS).

Two years later, Andrew took over responsibility for shareholder controlling for the Africa, Middle East and CIS region and further led the negotiations and carve-out of the Siemens COM business into the joint venture company, Nokia Siemens Networks and the separated SEN business.

The next step in Andrew's career was his return to South Africa. Says Andrew, "It was a great opportunity to come back to this country. I enjoy the working environment here and I believe that this is a fantastic chance for my family to experience life in South Africa after living in Europe for so many years".

Speaking of his challenges in his new position, Andrew refers to the further improvement of financial control and responsibility for the entire Siemens Southern Africa cluster to ensure we effectively and efficiently implement our corporate guidelines on controls, processes and compliance across all platforms. "We are performing well locally and Siemens South Africa is considered best practice in this regard – even to the point that we actively participate in the design of guidelines that are implemented within all the Siemens companies globally," he adds.

"I am very pleased to be a part of the Siemens Southern Africa management team. The regional organisation is well run and the local management team is highly motivated and dedicated to this company. Going forward our new global company structure will simplify our organisation further and ensure we are more understandable from our customer's perspective," concludes Andrew.

Outside of Siemens, Andrew enjoys the outdoors and is happy to retreat to his 500 hectares of game inhabited farm land in Germany with his family.

## Mobility invests in safety innovation for railways



With safety always a priority for role players in the rail industry, our Industry Sector Mobility division has contributed to rail safety around the world in various ways, the latest of which is the Simis S, an interlocking system specifically engineered for the developing market including Asia-Pacific and Africa.

Based on the safe and reputable SIMATIC S7 platform, Simis S is enhanced by our Rail Automation specific object controllers to drive various signalling elements. A CENELEC-based (European Committee for Electrotechnical Standardisation) development process was followed to meet international standards.

Simis S electronic interlocking offers solutions for a wide range of different applications and requirements. It is as suitable for controlling individual points or signals as it is for safe automation in major stations. Space saving in design, the Simis S electronic interlocking allows for circuit boards to be mounted in a rack or a cabinet, which can be compactly installed in buildings, containers or outdoor cabinets. With its small, powerful units, the Simis S interlocking has a modular design and is thus individually configurable.

Depending on the application involved, several hundred controlled elements can be connected. The interlocking can be easily extended later, even without interrupting operation. Using widely applied and readily available worldwide industrial standard products cuts down on hardware costs as well as on the need for specially trained personnel for installation and maintenance purposes. Competent support is provided worldwide and spare parts are available for a long period of time. Availability is guaranteed due to hot swapping for I/O cards, while effective diagnostic functions further reduce maintenance requirements.

Railway management can easily develop the necessary skills to perform project delivery, engineering, installation, testing, commissioning and maintenance as most of the know-how for the SIMATIC technology is already available. Due to the simplicity of the Simis S, system know-how is easily transferable.

The Simis S system is currently installed in countries such as India and South Africa, where rail transport and functionality plays a pivotal role in these booming economies. India features the second largest railway network in the world with 64,000 km route and 7,000 stations, of which 3,000 are relay interlocking, 75 with electronic interlocking and the remaining mechanically interlocked.

A clear plan exists for replacing old existing interlockings with new electronic ones. On average, about 100 stations are modernised annually.

Locally our Mobility colleagues are currently installing the SIMIS S electronic interlocking system on the Orex railway line, operated by Transnet Freight Rail (formerly Spoornet). This involves the modernisation of the historic railway line, which is the second longest of its kind in the world, stretching 861 km from the Sishen mines in the Northern Cape to Saldanha Bay on the west coast of South Africa, as well as the holder of the world record for the longest train (7,5 km) and the heaviest freight (68,640 tons). Our signalling system - which can withstand the extreme weather conditions experienced in the area of between 8°C and +45°C, in addition to the high humidity of up to 95% - has been through a rigorous process of customisation to our local Rail standards followed by intense validation.

Kevin Pillay, Divisional Director of our Mobility division, says the scope of supply for the Orex line consists of 20 Simatic electronic interlocking systems and 60 axle counter systems. "Together with our customer, we have developed a system that is suitable for local applications and in line with international standards. Through safety, economical achievements and future oriented Siemens solutions, we can successfully deliver on our commitment for efficient railways and systems," he concludes.

Keshin Govender, Corporate Communications  
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Our Mobility colleagues are currently involved in the modernisation of the Orex line with the installation of the SIMIS S electronic interlocking system above.



# Youthspace reaches out to young adults in KZN

The official launch of the Youthspace home in Pinetown marked an important milestone in our Youthspace programme, an initiative that has grown and developed to become our flagship Corporate Social Responsibility programme.

“The Youthspace project provides a safe haven for children who come from difficult and trying circumstances as well as offering shelter, nourishment, and education. It has provided a secure future for many young girls and boys for more than ten years,” explains Bruce Atherton, our new Regional Director for the Siemens branch in KwaZulu-Natal (KZN), at the official opening ceremony.

From humble beginnings in a Hillbrow flat that served as a shelter for local street children, the project has grown to include five houses that have been bought, equipped, furnished and staffed by Siemens. The establishment of the KZN home follows the creation of the Abraham Kriel and Maria Klopper home in Emdeni, Soweto, the Mayfair home in Johannesburg; the Maranatha street home in Port Elizabeth and the Tereo home in the Western Cape.

The KZN Youthspace house will be home to ten young people at a time, with Siemens undertaking to cover all the running costs including a house mother, clothing, furnishing and property maintenance. It will be run in partnership with Malvern Children’s Home under the management of KwaZulu-Natal Christian Social Services.

The home will cater for both the physical and emotional needs of youngsters between the ages of 18 to 21 who have to leave children’s homes around Pinetown because, on matriculating, they no longer qualify to remain in their care. They often have nowhere to go whilst trying to find a job or undertake tertiary or further education.

Pierre Marais, Director of the Malvern Children’s Home acknowledged that there was a great need for assistance for youngsters leaving children’s homes. “Of the 12 children’s homes in



The new residents of the KZN Youthspace home, from left: Perverserance Dikana; Bruce Atherton, Regional Director, Siemens KZN; Naomi Oosthuysen, the new home’s housemother; Olivia Venter; Brian Nero and Gerhard Moolman.

Durban, each probably has five to seven young adults leaving at year end once they have reached the age of 18. This Siemens Caring Hands Youthspace project provides these youngsters with shelter whilst they find their feet. For many, the only alternative would be to live on the street.”

At present the home has opened its doors to four youth and a further six are expected to take up residence shortly.

According to Emily Molefe, our Corporate Social Responsibility Manager, the success of the programme was largely due to our partnership with the relevant provincial government welfare authorities as well as local welfare partners with the expertise to deliver what is required at community level.

Looking ahead Emily says that Siemens could also possibly assist with further

education for these youngsters as this is an ongoing, long term project.

Youthspace forms part of our “Caring Hands” initiative, a global Siemens corporate social investment programme focusing on public welfare. Says Emily, “The Caring Hands programme encompasses monetary donations and contributions in kind to worthy causes as well as partnerships with non-profit organisations. It is based not only on the know-how and support of employees, but on our core competencies as a provider of infrastructure technologies and solutions”.

She concludes, “With a cumulative investment of approximately R5 million over the last few years, Youthspace meets Siemens’ commitment to improve living standards worldwide by providing a long term sustainable future for many children who have suffered hardship and even deprivation”.



Emily Molefe, our Corporate Social Responsibility Manager, addresses guests at the home’s official opening ceremony.



Unveiling the plaque which commemorates the opening of the new Youthspace Home in Pinetown, KZN, from left: Bruce Atherton, Regional Director, Siemens KZN; Anthony Venketsamy, Regional Financial Manager, Siemens KZN and Pierre Marais, Director, Malvern Children’s Home.



The house was opened with an official ribbon-cutting ceremony, from left: Bruce Atherton, Regional Director, Siemens KZN with Pierre Marais, Director, Malvern Children’s Home.

## In the news

### Air Liquide plant up and running again

Our Energy Sector, Distribution Services (ED-SE) colleagues, recently received a letter of recognition for their excellent work on timeously repairing switchgear at our customer's, Air Liquide's plant in Durban. The blown switchgear forced the closure of Air Liquide's plant and according to Jorge Ramos, Industrial Director at Air Liquide, any prolonged breakdown, i.e. any period of time greater than a few days, in its Air Separation Unit would impact negatively on its deliveries to major local liquid fuel

suppliers and refineries, resulting in disruptions to the fuel supply within South Africa. Under the supervision of Ray Neale, Divisional Manager of ED-SE, the team worked tirelessly over the weekend to ensure the plant could be re-started on the following Monday. This involved the transportation of the damaged equipment from Durban to their service facility in Midrand and back again, sourcing parts and ensuring skilled Siemens personnel were on-site to carry-out the repairs and stand-by for the plant switch-on on the Monday.

Said Air Liquide Industrial Director, Jorge Ramos and Large Industries Manager, Jimmy Mphelane in a letter, "We appreciate Siemens' support and hope you maintain that good level of service provision to us going forward".

As a result of the breakdown, our ED-SE Division has entered into discussions with Air Liquide to structure a Service Level Agreement in order to minimise plant down-times in incidents such as these.

Claude Trevisan, Energy Sector  
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### New financial head for Building Technologies



Our Industry Sector Building Technologies (BT) division has a new financial head: Andy Sennwitz. Andy was appointed BT's Divisional Director for Finance and Administration effective 30 July.



Dr. Anna Mokgokong, Deputy Chairperson, Siemens Limited.

### Dr. Anna Mokgokong receives Chancellor's medal

Our Deputy Chairperson, Dr. Anna Mokgokong was recently awarded the Chancellor's Medal by the University of Pretoria in recognition of her lifelong contribution to business in South Africa.

A University of Pretoria Alumni and Laureate awardee, Dr. Mokgokong is widely recognised locally and internationally for her achievements as an entrepreneur and business woman.

Amongst many awards received, Dr. Mokgokong was recently nominated the Honourable Chairperson of the "Women of the Year Forum" for the year 2007 and is additionally one of only 300 honourees representing more than 56 countries to be inducted in the USA-based "Leading Women Entrepreneurs of the World" not-for-profit organisation.

Apart from her extensive business interests, and the positions she holds on the Boards of numerous companies, Dr. Mokgokong has also served as a member and Chairperson of the Council of UNISA as well as commissions and task teams established by the Office of the President. Currently she is serving as Chairperson of the Independent Commission for the Remuneration of Public Office Bearers at the request of former President Thabo Mbeki.



The attendees at IA's Process Instrumentation conference held recently at Heia Safari Ranch.

### IA host Process Instrumentation conference

Our Industry Sector Industry Automation (IA) division's Process Instrumentation (PI) conference recently took place at Heia Safari Ranch. The conference, which featured a key-note address by Vijay Acharya from our IA division in Canada as well as a presentation by Silvia Scheerer from our IA division, Siemens AG in Germany, focused on our involvement in the local instrumentation market, especially the petrochemical and mining industries.

Lydia Bierwirth,  
Corporate Communications  
lydia.bierwirth@siemens.com



Our IA colleagues at the IA Process Instrumentation conference, from left: Greg Smook; Stephen Scheepers; Ryan Chetty; Philip Tempel and Sean Frost



### Experience. Technology with Major Events

With the successful organisation of Siemens hospitality packages for the 2006 Asian Games in Doha and the 2008 Olympic Games in Beijing, Marcus Jungermann from Corporate Development will now set his expertise and focus on coordinating our Experience.Technology hospitality programme for the Soccer World Cup 2010 games to be held locally. Not just restricted to Siemens Limited, the programme will also include the participation of our affiliated companies, namely Fujitsu Siemens Computers and Nokia Siemens Networks amongst others. Globally Siemens' technologies have formed an integral part of numerous large-scale events. In the case of the recently concluded Olympic Games, visitors - courtesy of a very business-focused hospitality programme - were able to experience first-hand the Siemens projects that made the Games happen. Interesting venues toured included the National Aquatic Centre; the high-speed train which travels from Beijing to Tianjin, Metro Line 10; and a waste water plant built by Siemens. Underlining Siemens' involvement in the Olympic Games, our global President and CEO, Peter Löscher, visited Beijing to

Peter Löscher, our global CEO (centre) and Managing Board members of Siemens Limited China Managing Board visiting the Deutsches Haus Beijing (German National Olympic Committee meeting venue) in Beijing, China during the 2008 Olympic Games.

demonstrate the Siemens global network of support for hosts of major events. A particular emphasis was placed on Siemens' competence and technology know-how in the arenas of Industry, Energy and Healthcare - vital infrastructure components that will enable countries to host successful major events in the future.

For any queries regarding the hospitality package for WC 2010 contact our Major Events team on Tel. 011 652 2010 or E-mail: wc2010.za@siemens.com

For any queries regarding the hospitality package for WC 2010 contact our Major Events team on Tel. 011 652 2010 or E-mail: wc2010.za@siemens.com

# Graduating with honours

Our Siemens Management Excellence Programme (SMEP) class of 2008 recently graduated at an awards ceremony hosted by our colleagues from Human Resources in conjunction with the Gordon Institute of Business Science (GIBS). The gruelling programme, which commenced in February this year, is a revision of the former Siemens Management Development Programme (SMDP).

The programme focuses on the development of each delegate's personal and business potential through business instruction and individual/group assignments. Boasting a 100% pass rate, this year's programme saw all SMEP students graduating with marks in the 70%-90% bracket.

Nish Pillay, Human Resources  
nish.pillay@siemens.com



Overall awards: Top Action Learning Project (ALP) Group "Blue Horizon", from left: Sigi Proebstl with William Phokoane; Sven Heinichen; Vaneshree Okanlomo; Tim Walwyn; Paul Rudolph and Harry Hollier



Overall awards: Top Student - Class of 2008: Jose Dos Santos (centre) with our CEO, Sigi Proebstl (left) and Executive Director, Harry Hollier.



Overall awards: Top Student in 2nd place: Sven Tolstrup (centre)



Overall awards: Top Student in 3rd place: Kesheni Moodley (centre)



Module Awards: Top Student 2008 Innovation and Technology: Nish Pillay (centre)



Module Awards: Top Group 2008 Operations and Project Management and Top Group 2008 Strategy Implementation - Group 1 from left: Sigi Proebstl with Jose Dos Santos; Kesheni Moodley; Ian Jenkins; Jose Machado; Sven Tolstrup and Harry Hollier



Module Awards: Top Group 2008 Operations and Project Management, Top Group 2008 Marketing and Top Group 2008 Financial Management - Group 3 from left: Sigi Proebstl with Thabang Byl; Nish Pillay; Ricardo Figueira; Rajen Moodley and Harry Hollier (not present: Natalie Venter)

## Letter from the editors



Dear Reader

As we enter the last quarter of the 2008 calendar year and celebrate the start of our new 2008/2009 financial year, it is important to take heed that our organisation has undergone a significant transformation in the past months by way of the organisational optimisation of our regional business in line with the new global Siemens structure (see the organogram pull-out in the centre of this edition).

Although change is often not easy, we need to keep the long-term result in focus: to be the leader in the field of electronic and electrical engineering. If our organisation is successful, so are we as employees. Siemens cannot remain the same company as ten years ago, but rather we need to embrace new developments within our organisation and see such changes in a positive light and to the benefit of Siemens as a whole. Be sure to read our Chairperson's, Dr. Siegfried Russwurm's, comments and thoughts on Siemens' future positioning and other relevant topics (article starts on the cover page).

Most certainly a feather in our cap is our ranking as the sixth best employer in South Africa. This was the first time Siemens participated in the Corporate Research Foundation's (CRF's) Best Employers™ programme, and to top it off, we made it into the top ten beating the likes of many renowned and successful companies in South Africa.

On a lighter note, don't forget to read our Roundabout section for more chances to win some great prizes by entering this edition's word puzzle competition to win a Weber One Touch Silver Kettle Braai, as well as a R250 Woolworth gift card if your interesting photograph is chosen to be published in the December edition of AmongstUs.

We hope you enjoy this latest edition of AmongstUs and urge you to continue sending us your comments and suggestions as part of our "Reader's Forum".

The Editors,  
Sarita Gouws and Sherrie Eddey

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# Meet the Press



A breakfast function held recently at Siemens Park in Midrand provided the ideal opportunity for members of the media to meet our CEO, Sigi Proebstl and the new Industry, Energy and Healthcare Sector CEOs for an informal and interactive discussion on our organisational re-alignment and the benefits this will bring to our customers, suppliers and employees.

In a brief opening address, Sigi Proebstl outlined the driving forces behind the re-alignment, including the global mega-trends of urbanisation and population growth, the need for a less complex and more transparent organisation, as well as the positive impact these changes will have on our organisation's costs and productivity.

Well attended by a cross-section of editors and journalists from both broadcast and print media, the occasion allowed media delegates to interact directly with Stuart Clarkson, Industry Sector CEO, Dion Govender, Energy Sector CEO, Graham Maritz, Healthcare Sector CEO and Zunaïd Mayet, CEO of our Cross-Sector Business, Siemens IT Solutions and Services.

Topics discussed at the event included the range of products, solutions and services on offer from the Sectors, cross-sector selling opportunities, the benefits to stakeholders and the overall effect the re-organisation is likely to have on Siemens' ability to continue to provide answers to South Africa's toughest questions.

## Movers & shakers

### Renewed focus for Industrial Technologies

Recently appointed to the position of General Manager of Industrial Technologies (IN), a business unit within our Industry Sector Industrial Solutions (IS) division, Tim Walwyn is a qualified Industrial Engineer.

Originally a KwaZulu-Natal local, Tim attended university in Stellenbosch and in his second year of studies successfully applied for a three-year bursary with Siemens. "This was the start of a long career at Siemens," jokes Tim. Once graduated, he joined the company permanently in 2004, working within the former Siemens Dematic and Supply Chain Consulting business unit - now known as the Infrastructure Logistics unit within our Mobility division - where he has remained until his recent appointment. "This is a step in a new direction", says Tim. "IN has a broad business portfolio and is a diverse environment in terms of its technologies, customers and competitors."

Despite being new to the business, Tim already has a focus plan and will concentrate his efforts on growing IN's market share in the key industries of Cement and Pulp and Paper. "We have traditionally focused on drives and automation technologies, and we are looking to develop our business in other markets such as manufacturing execution systems, the chemical industry, to some extent, as well as tunnel infrastructure business". He continues, "In addition, our service portfolio must be improved further to include service contracts, performance of plant audits and assets optimisation.



Service is one of the portfolio elements that are generally performed badly throughout the industry, so this will be an opportunity for us to raise the bar". He further explains that a large proportion of IN's business is based in KZN and that the strengthening of the sales and service structure there will be another priority.

Currently Tim is focusing his time and efforts on understanding the finer details of the IN business by reviewing current projects and networking extensively with the IN customer base. "Moving forward, I would like to spend more time on the sales side and get further involved in the non-traditional elements of our business," he says.

Outside of work, Tim has spent much of his personal time concentrating on completing his Masters in Industrial Engineering as well as his Siemens Management Excellence Programme (SMEP) studies. Now that both have been achieved, Tim has free time on his hands again to enjoy his favourite pastimes: bicycling and playing his guitar and saxophone.

Networking at the media breakfast, from left: Paddy Hartdegen from WattNow talking with Dion Govender, our Energy Sector CEO.

Sithembile Mokaeane,  
Corporate Communications  
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From left: Graham Maritz, our Healthcare Sector CEO with Mike van Dyk from Medical Chronicle.



From left: Hans van de Groenendaal from Engineer IT with our Head of Corporate Communications, Greg Gibbons.



Our CEO, Sigi Proebstl addresses the media at the breakfast function.



From left: Alex Mathole, our Executive Director and Pierre van Rhyen from Quantum.



From left: Chris Yelland from EE Publishers with Stuart Clarkson, our Industry Sector CEO and Cameron Mackenzie from our media agency, FCB Redline.



Zunaid Mayet, CEO of our Cross-Sector Business, Siemens IT Solutions and Services (SIS) speaks to media detailing the SIS portfolio of services

## Transformation corner

### Transformation in the spotlight

In an effort to establish how our company's transformation drive is perceived and understood, earlier this year several employees were approached to give AmongstUs their comments (see the April 2008 edition of AmongstUs).

Each respondent received three questions. They had this to say in answer to one of the questions we posed:

**Transformation is considered to be an imperative. Some have described it as a "business" imperative while others refer to it as a "national" imperative. In light of this, what is your view on how Siemens manages transformation?**

**Respondent 1:** "I believe that our Management Board has made a concerted effort in driving transformation within the organisation. In my opinion however, the importance and necessity of transformation in some areas is perceived as a 'must be done' due to compliance with rules and legislative requirements, and not necessarily to address past inequalities. This perception and practice must be managed and a change in attitude towards transformation is necessary."

**Respondent 2:** "My view is that Siemens handles transformation as a business imperative. We seem to be more concerned with what our customers think in terms of our ratings, what we have implemented to keep our customers satisfied as well as if we have reached our targets set by management. I feel that if we addressed transformation as a national imperative we would be more proactive - and less reactive - regarding our initiatives."

**Respondent 3:** "Actually, I think that both are important. From a Siemens point of view it is vital. Much of our customer base is in fact Government or parastatals - close to 80% of our business. So if we want to continue growing as a multinational in South Africa then we need to satisfy the conditions set and further supersede these targets."

**Respondent 4:** "I believe Siemens is addressing this issue from a business imperative; after all that is said and done the business community will only react to what is imposed on them by firstly their customers and secondly the Government. In Siemens' case this is largely one and the same. Given the nature of the markets we operate in - it is difficult to meet the staff requirements set by our customers. However having said that, I believe we need more senior black representation in the higher management levels and this should be a focus point."

For further information, please contact Marvin Benjamin, Diversity Manager. [marvin.benjamin@siemens.com](mailto:marvin.benjamin@siemens.com)

# CeBP – A new concept in Unified Communications

According to Fred Maurus, Divisional Manager Technology Management and Marketing at our Siemens Enterprise Communications (SEN) company: open, standards-based communications are set to support business goals by seamlessly combining communication and business processes.

Say Fred, who believes that the new communication enabled business processes (CeBP's) represents one of the most important puzzle pieces in the evolution of communications, "The advent of Unified Communications (UC), which is the foundation for the integration of voice, data, image with collaboration, presence and messaging, has created a platform for the next step in the evolutionary process – and that next step is CeBP".

He continues, "CeBP is set to change the value proposition for the ICT industry. Companies need to grow, improve efficiencies, manage costs and increase productivity. As the competition heats up, only the fittest will survive, and CeBP can help in achieving these goals."

CeBP is defined as business systems which are able to directly integrate with communication systems and networks. Traditionally, communications have been managed in silos, entirely separate from any business applications the individuals are using. Unfortunately, the efficient interaction between the various communication elements – mobile, telephone, data, etc. – is not always guaranteed and considerable time can be wasted in efforts to reach colleagues, suppliers and customers.

Unified Communications has made substantial inroads towards addressing these problems by bringing all the elements of communications together. And now, CeBP enables workflows to be even further improved by intelligently merging business applications and the related communication functions.

With their OpenScope suite of Unified Communications software, our SEN colleagues have developed CeBP integrations with various business processes to deliver one single offering to Enterprise customers.



"This solution is already available and will deliver tangible benefits to customers, including the ability to acquire new customers, retain and grow existing customers, reduce operational and processing costs, leverage assets and improve management effectiveness as well as business process efficiency," says Fred.

He concludes, "With the introduction of OpenScope and CeBP, we have reached a significant milestone in our transition

from a traditional VoIP manufacturer to a top global software and services company focused on a new era in the enterprise communications market. To communicate fast, efficient and flexible whilst being busy with a business process, will enable any business to achieve their objectives better and faster".

Carrie Kritzing, SEN  
carrie.kritzing@siemens.com

## Siemens Caring Hands



## Gardening is another Healthcare pastime

Our colleagues from the Healthcare Sector recently volunteered their time to build a garden at the Johannesburg General Hospital. Forming part of our employee volunteerism programme, the objective of the garden was to create a haven for the patients and employees from the nuclear medicine department at the hospital.

The Healthcare employees spent the whole day converting a small area on the hospital premises into a garden comprising of potted plants, stepping stones, tables and chairs, umbrellas and a central water feature. This employee volunteerism initiative forms part of our

Siemens Caring Hands programme, where our employees work together to contribute towards social upliftment.

"With patients having to undergo such intense treatment, we are hoping the small garden will make a difference by helping make the time the patients spend at the hospital as pleasant and comfortable as possible", says Graham Maritz, CEO of our Healthcare Sector.

Jose Machado,  
Corporate Communications  
josemachado@siemens.com

Above: The Healthcare team in the completed garden.  
Below: Healthcare Sector CEO, Graham Maritz (left), hard at work.



# Competition heats up for the top spot in the 2008 Siemens Cyber Junkyard

Interest in the annual Siemens Cyber Junkyard competition, now in its sixth year, continues to grow among universities as well as companies and enterprises in the private and public sectors, not only due to the financial and practical support provided for engineering faculties at institutions across sub-Saharan Africa but also because the practical skills acquired by participating students make it a fertile recruitment ground for companies looking to employ the cream of the crop as the engineers of tomorrow.

Devendree Karuppanan, Cyber Junkyard Project Manager at our Industry Sector Industry Automation (IA) and Drive Technologies (DT) divisions, says the prestige of the competition coupled with the considerable financial and logistical support available to entrants has made the competition the premier one of its kind in the country, with even greater enthusiasm generated year after year.

"To ensure and maintain the high level of participants in the Cyber Junkyard competition the total number of institutions allocated a place in the final has been restricted to just ten institutions despite the high number of entries received - seven from South Africa and one each from Zambia, Botswana and Namibia," she says.

The ten finalists that will be exhibiting their projects at the annual Siemens TIA User Forum at the end of October. The finalists include last year's joint winner, the University of Johannesburg, as well as the University of KwaZulu-Natal, North West University, the Cape Peninsula University of Technology, Bloemfontein's Central University of Technology, Tshwane University of Technology, the Durban University of Technology, the University of Botswana, Zambia's Copperbelt University and the Namibian Institute of Mining and Technology.

The applicants were invited to respond to a tender that outlined the 2008 project and asked to submit their proposal to a project specification that details the project brief, design considerations, project outcomes and research into the concepts involved. The quality of these tender responses determined the final participants from an academic point of view.

Devendree says that the sheer volume of expressions of interest from tertiary institutions from across the continent forced Siemens to implement a more stringent adjudication process in selecting participating teams, a process that was not necessarily easier as the quality of the tenders submitted was of an exceptionally high standard.

"The newer participants especially put in a lot of effort as the tender questions were aimed at encouraging the students to do a bit of research," she says. "While on the one hand, the project requires an understanding of the methodologies involved, some questions pre-empt this, and students were asked to investigate the nature and application of automation equipment like HMI (Human Machine Interface) and PLC (Programmable Logic Controllers). The responses we received were thus an accurate reflection of the amount of effort put into the tender response."

Building on the 2007 Cyber Junkyard project that had an automation slant,

Business manager: Training at IA and DT, Des Burrows says this year's project has several added factors that make it even more challenging with increased room for creativity and innovation.

"With all project equipment to a value of approximately R150,000 supplied by Siemens and Festo - which the participating institutions get to keep, this year's project will see the teams designing and building a hot and cold beverage manufacturing machine that incorporates additional and complex elements such as the HMI, wireless communication, visualisation, system status monitoring and PLC programming," says Des.

According to Devendree, judging criteria for the beverage machine product includes employing all the equipment provided by Siemens and Festo; single and batch order entry and delivery; the quality of the end product, its consistency and order accuracy; the speed of delivery; hygiene; and safety.

"Over and above these basic deliverables, innovation and creativity will feature strongly because although we have given a proposed solution, we have not stipulated a predefined design," she says.

"While the project itself may be seen as relatively simple, there are a number of ways to implement the same thing, and it's

here that a whole host of innovative ideas can make all the difference." Winning tenders will be adjudicated on 28 October during the annual Siemens TIA User Forum at the Birchwood Conference Centre in Johannesburg and announced at the event's gala dinner.

"In spite of changes made to the competition over the years and having adopted different ways of doing things, we have a recipe for success and its working," says Des. "As proof of this, companies and System Integrators who look to employ people have contacted us for CVs, recognising that the students who take part in the Cyber Junkyard projects are likely to be best of breed, with their participation viewed as a major credit for future employment."

Lydia Bierwirth,  
Corporate Communications  
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## We Stand for Our Values

**Responsible** – Committed to ethical and responsible actions  
**Excellent** – Achieving high performance and excellent results  
**Innovative** – Being innovative to create sustainable value

[intranet.siemens.com/values](http://intranet.siemens.com/values)

**SIEMENS**



The Industry Sector management team, top row from left: Chris Steedman, Divisional Managing Director, Building Technologies; Andy Sennwitz, Divisional Financial Director, Building Technologies; Dan Moodley, Divisional Managing Director, Industry Automation and Drive Technologies; Johann Vermaak, Divisional Financial Director, Industry Automation and Drive Technologies; Clifford Klaas, Divisional Financial Director, Mobility. Front row from left: Kevin Pillay, Divisional Managing Director, Mobility; Roger Klintworth, Sector Cluster Controller, Industry Sector; and Stuart Clarkson, CEO, Industry Sector.

# Industry sector is set to capitalise on prevailing trends

Our former Automation and Drives (A&D), Industrial Solutions and Services (I&S), Transportation Systems (TS) and Siemens Building Technologies (SBT) business units have now been consolidated into a newly created Industry Sector as part of our company's global organisational optimisations.

Stuart Clarkson, Industry Sector CEO for Southern Africa, says by consolidating these business activities under one roof, the Sector will offer major synergies in hardware and software platforms as well as fresh opportunities for sales and marketing.

"With our leading position in attractive markets, convincing value proposition for our customers and clear positioning within the competitive landscape, the establishment of the Industry Sector provides a new platform for even higher performance," he says. "With our use of best-in-class technologies, portfolio optimisation, cost synergies and access to a strong pool of talent and expertise, we are now in a position to approach our customers with various product offerings in a single visit, and exploit an overlap in the market that can be translated into proactive opportunities."

The former A&D unit has now been split into two divisions under the Industry Sector banner, namely Industry Automation and Drive Technologies. The Industry Automation division which includes Industrial Automation Systems, Low-Voltage Controls and Distribution, Siemens PLM Software, Sensors and Communication, and Systems Engineering will continue to be led by Dan Moodley, who also takes responsibility for the Drive Technologies division comprising of Electronics Assembly Systems, Large Drives, Motion Control Systems, Mechanical and Standard Drives.

Industry Automation offerings extend from standard products to system solutions for energy and automation technologies used in manufacturing and process industries. As the leading provider of industry software, the division optimises entire value-added chains of manufacturing companies – from product design and development, to production, sales and service. The division also offers solutions for electronics manufacturing as well as complete systems, including standard and large drives applications across the entire drive train. These solutions, comprised of numerical control systems, converters, motors and drives, are tailored to respective applications. Says Dan, "As divisions are no longer working in isolation, there will be a focus on better integration. We are now in a position to approach our customers with various product offerings in a single visit".

Building Technologies, previously SBT, encompassing Security Solutions, Fire Safety and Security Products and Electrical Installation Technology will still be headed by Chris Steedman. The Building Technologies division bundles

our offerings for building security, automation and operations, both as service provider as well as a manufacturer of products and systems, with products ranging from heating and ventilation systems to security and fire safety systems. "Our focus is on service and maintenance within our niche market as well as to extract and maximise the opportunities that exist through synergies between the various business units and divisions," says Chris.

Stuart Clarkson, in addition to his role as Industry Sector CEO, will remain the head of our Industry Solutions division, formerly the I&S unit, which includes Metals and Industrial Technologies. Industry Solutions is the systems and solutions integrator for plant business, and covers everything from planning and construction, to operation and maintenance over a plant's entire life-cycle. The division has the process know-how for increasing the productivity and competitiveness of enterprises in various industries, and meets the need for environmentally compatible solutions with its water processing and raw material processing systems. "The potential for Industrial Solutions is limitless, with cross industry integration, enormous potential in metals and a major focus on the Marine division," explains Stuart.

Kevin Pillay will continue to lead our Mobility division, formerly Transportation Systems, which includes Rolling Stock, Infrastructure Networks, Turnkey Systems, Infrastructure Logistics and Traffic Solutions. With its Complete Mobility approach, the division aims to network various transportation systems with one another to move people and goods efficiently. Complete Mobility combines competencies in operating systems for rail and road traffic with solutions for airport logistics, postal automation and rail electrification, as well as rail vehicles for mass transit, regional and long-distance transportation. Says Kevin, "With upgrading identified as a key growth area, mobility – with its products, innovations and services designed to move people and goods is a focus for the future".

With around 209,000 employees currently working in the new Siemens Industry sector around the globe, the businesses generated revenues of roughly €40 billion in fiscal 2007. Siemens anticipates that the Sector's target markets will show five percent annual growth and reach a volume of nearly €500 billion by 2010.

"The new Sector structure contributes to a sustainable business model with higher market share and profitable growth, especially given prevailing economic trends such as resource scarcity, environmental care, increasing energy demand, demands for productivity improvement, as well as urbanisation and mobility growth," Stuart concludes.

Jose Machado,  
Corporate Communications  
josemachado@siemens.com



Siemens Caring Hands

## Youthspace boys enjoy the fair



Pete Graham from our IT Solutions and Service division and his wife, Liz, took the boys from our Mayfair Youthspace home to Gold Reef City during the recent school holidays. The pictures show two of the Youthspace boys, Ntobeko (above) and Michael (below) enjoying a ride at Gold Reef City.



To get involved in our employee volunteerism programme, please contact:  
Emily Molefe, Corporate Social Responsibility,  
Tel. 011 652 2900 email: emily.molefe@siemens.com

AmongstUs

# Roundabout

A roundup of sport, healthy living and entertainment

SIEMENS

## Employees take to the road for charity



Our Siemens Running Club entered the Discovery702 Walk the Talk earlier this with 120 runners from our various business areas, including five boys from our Youthspace House in Mayfair. Sporting Siemens branded t-shirts and caps, our team joined more than 40,000 people who took to the streets of Johannesburg to complete the specified 5, 8, 15 and 21 km routes - all in the name of charity. All the Siemens runners completed their walk and received medals for their participation. Our picture shows several of the Siemens runners who participated in the Discovery702 Walk the Talk.

## A golfing good time

Our colleagues from the Industry Sector Industry Automation (IA) and Drive Technologies (DT) divisions recently participated with eight four balls in the South African Institute of Measurement and Control (SAIMC) Golf Day at the Kempton Park Golf Club.

In addition, our IA and DT colleagues hosted a refreshments hospitality area at the 18th tee.

On the left: The IA & DT golf team, from left: Ryan Chetty, Adriaan Stander, Julian Meyers, Sean Frost and Fanie Ferreira.



Lydia Bierwirth,  
Corporate Communications  
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# Tips for saving energy

Below are a few tips from Eskom on how to conserve energy in the average residential household:

## Water heating:

It is likely that a home's single largest electricity expense is water heating. This typically accounts for about 30% to 40% of the electricity account.

By taking a shower instead of a bath you can save hot water. Do not set the geyser thermostat too high. A setting of 50-60°C is recommended.

## In the garden:

For houses with swimming pools, the swimming pool filter pump is likely to be amongst the largest consumers of electricity, possibly accounting for 20% of the home's electricity consumption:

Reducing the swimming pool filter pump operating time can save significant amounts of electricity. The pool pump operating time can be reduced by

resetting the pump control clock to activate the pump for only those necessary for keeping the pool clean. Covering your pool when it is not in use will reduce water loss. A cover will also ensure that the pool will not need to be cleaned as frequently. In addition, the pool pump can be operated less often e.g. 10% of the time.

The pool's filter should be cleaned as recommended by the manufacturer to obtain maximum efficiency.

## AmongstUs trivia competition winner



Kobus van Wyngaardt from our Pinetown branch is the winner of the "Are you a Siemens history buff?" trivia competition featured in the previous edition of AmongstUs. Kobus wins movie vouchers from Ster-Kinekor valued at R1,500.

The answers to the trivia competition were:

Q: In what year was Siemens founded in Germany?

A: 1847

Q: What was Siemens' first innovation?

A: Pointer telegraph

Q: Who was the founder of Siemens?

A: Werner von Siemens

Q: Siemens has had business dealings in South Africa since what year?

A: 1860

Q: Who was our current global CEO and President, Peter Löscher's predecessor?

A: Klaus Kleinfeld

Q: What are the Siemens values?

A: Responsible, Excellent and Innovative

Q: Which companies are Siemens Ltd's BEE partners?

A: Africom and Sekunjalo

Q: What is our local flagship Corporate Social Responsibility project?

A: Youthspace

Q: Which one of the following companies is not regarded as a Siemens affiliated company?

A: Deutsche Telekom

Q: Who is the new Chairperson of the Siemens Ltd. Board?

A: Dr. Siegfried Russwurm

Congratulations to Kobus and thank you to everyone who entered the competition.

## Did you know ...

On average a hiccup lasts five minutes

A giraffe can clean its ears with its 50cm tongue

Eskimos use refrigerators to keep food from freezing

The can opener was invented 48 years after cans were introduced

There are more than seven million millionaires in the world

Today there are almost a billion TV sets in the world of which China has the most, 200 million TV sets

The oldest person on record is Methuselah, who reached 969 years of age

Air becomes liquid at about minus 190 degrees Celsius

Since 1495, no 25-year period has been without war

The opposite sides of a dice cube always add up to seven

## Lets meet...

AmongstUs speaks to Lehodi to find out what motivates him and keeps him focused in his work and personal life.

# Lehodi Seoka

Concept and Design Engineer at our Industry Sector Mobility Division

Lehodi Seoka has worked on several Industry Logistics projects for customers such as MTN, ACSA and IHD, and currently he is engineering a solution for a large automation project for Standard Bank. In addition Lehodi has recently graduated from the Siemens Management Excellence Programme (SMEP). AmongstUs chatted to this talented and very busy man to establish how he keeps his drive and focus, and how he maintains a good balance in this life.

## Your career history?

I actually started out in IT and worked at a small IT consulting firm as a technician before deciding to get an Engineering degree. Once I had completed my engineering studies I joined the Siemens family. At Siemens I've been involved in Supply Chain Consulting from mines in Botswana to our own warehouse at ACSA Park. I worked on the design of the MTN distribution system which was implemented beautifully by the team and I've been involved in tendering for a number of airport projects including Cape Town International, OR Tambo International, and Maputo International. Currently we're working with Standard Bank on a large automation project. It presents a number of challenges in terms of coordinating with a large team of consulting engineers, and is particularly exciting as it bridges business process optimisation with operational efficiency through automation.

## Your qualifications and where did you study?

I started out with an A+ and an MCSE and on realising the inherent limitations in these qualifications; I enrolled at the University of Cape Town for the then new programme in Mechatronics, a blend of electrical and mechanical engineering. I was lucky enough to also spend some time at the University of Wisconsin, Madison - one of the top 10 engineering schools in America. That experience showed me that South Africans are up there with the best in the world.

## Where were you born and bred?

I was born in Pietermaritzburg and lived in Soweto until my family moved to Chicago, USA when I was five years of age. We returned to South Africa some six years later, just after Madiba was released. Since then we've lived in Roodepoort, Johannesburg, Pretoria, Cape Town (where I attended University), and now Centurion. So I've moved around a bit.

## How do you spend a typical work day?

There is no such thing as a typical workday, and that's why I love my job. I could spend all day in the office staring at a CAD drawing or cost calculation, I could be out presenting to clients and potential clients, or I could be in the field supervising a construction site. Our group undertakes a multitude of tasks as we embrace a multi-skilled approach to extract the most out of our limited resources. It makes for an interesting job as one never knows what the day has in store.

## What has been a highlight in your career to date?

My highlight to date is definitely signing the contract to go ahead with the Standard Bank project. The team had put together almost two years of consulting, analysis and design work. Since the initial concept, the idea materialised after four years of consultation. It was a very fulfilling achievement.

## What attribute do you think is the most important in the workplace?

Teamwork - no man or woman is an island, and the more viewpoints you have, constructively combined, the sounder the outcome of one's considerations.

## What interests or hobbies do you have outside of work?

I watch a lot of television, mostly the Discovery, History and National Geographic channels on DSTV. I also



seldom miss "the big game". I occasionally dust off my mountain bike and my golf clubs. I try to always be reading something, and sometimes take time to strum a few chords on my guitar.

## How do you manage to maintain a balance between your work and home life?

I adhere to the rule that when I am at home, I'm at home. I try to get everything done at the office, and realise that at times it'll have to wait.

I also make sure that I see my friends and family regularly, and that my pets know who I am.

## Your favourite saying or motto?

"Don't panic" as explored by Douglas Adams, author of the "Hitchhikers Guide to the Galaxy" series.

## Any good advice for people wanting to achieve success in their chosen careers?

Having a sound educational background and embracing life-long learning is, in my view, the single most important factor. However, there is no substitute for hard work and perseverance; but hard work does not necessarily mean results. The best way to consistently produce good results is to put a great deal of effort into working well with others. It is important to be mindful of the role of the team in all individual success, and visa versa.

# Send us your interesting picture



Winning the R250 Woolworths gift card, Dietrich Bock from our Industry Automation / Drive Technologies division at Siemens Park sent in the winning photograph for this edition's "send us your interesting picture" challenge. In a gesture of goodwill, Dietrich donated the voucher to the boys at our Youthspace house in Mayfair.

If you have visited any unique or interesting places recently, send us your photograph with your contact details and a brief description of where the photo was taken, and you too could stand in line to win a Woolworths gift card valued at R250.

Send your entries to [amongstus.za@siemens.com](mailto:amongstus.za@siemens.com). Photographs should preferably be in high-resolution and you must be pictured in the photograph frame.

**Our photo:**  
*The sky is the limit! Dietrich is photographed here with colleagues Nadine Hossfeld and Carolin Schmidlein before their first tandem jump at the Pretoria Skydiving Club.*

## Sudoku for life

Improve your mathematical and logical skills by completing our Sudoku puzzles. For tips on how to complete a Sudoku puzzle visit the AmongstUs Intranet portal which can be accessed via the Corporate Communications landing page.

2			4				1	
		6			2			5
	8					3		
1					3		4	
				6				
	6		8					7
		4					2	
9			7			1		
	3				6			8

5								4
		3	7	6			8	
	1							5
	2		1		9			
	6							3
			6		3			4
	3							1
		2		3	8	6		
9								7

## Famous quotes

*"... one benefits a great deal by meeting people from different walks of life and that conversations with people from such differing environments tend to widen one's general knowledge."*  
 ~ Nelson Mandela

*"Ya gots to work with what ya gots to work with."*  
 ~ Stevie Wonder

*"Life is a series of collisions with the future; it is not the sum of what we have been, but what we yearn to be."*  
 ~ Jose Ortega y Gasset

*"Success consists of going from failure to failure without loss of enthusiasm."*  
 ~ Winston Churchill

*"Never be bullied into silence. Never allow yourself to be made a victim. Accept no one's definition of your life; define yourself."*  
 ~ Harvey Fierstein

*"You can turn painful situations around through laughter. If you can find humour in anything, even poverty, you can survive it."*  
 ~ Bill Cosby

*"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency."*  
 ~ Bill Gates

*"The taxpayer - that's someone who works for the federal government but doesn't have to take the civil service examination."*  
 ~ Ronald Reagan

*"Work is a necessity for man. Man invented the alarm clock."*  
 ~ Pablo Picasso

*"To err is human - and to blame it on a computer is even more so."*  
 ~ Robert Orben

## Long Service Anniversaries

### 10 years

#### October

Garth Denton  
Sven Heinichen  
Sithembiso Mahlakoé  
Angie Swartz  
Guy Vergoes-Houwens

#### November

Ottelie Fourie  
Shirin Mahomed  
Muhammad Patel

#### December

Ebrahima Stemmet

### 20 years

#### October

Fanie Coetzee  
Suneeta Patel

#### November

Alastair Duncan  
Alan Nair  
Michael Navarria  
Chris Waddicor

#### December

Jose Barbosa

### 25 years

#### September

Thami Madliwa

#### October

Josef Fuchs

#### November

Barry Hughes

# Decipher the hidden phrase and win a Weber One Touch Silver Kettle Braai

Solve the AmongstUs word puzzle and decode the hidden phrase in the vertical red blocks to win a Weber 57cm One Touch Silver Kettle Braai. This kettle braai features a porcelain enamelled bowl and lid, triple nickel plated food friendly cooking grate, glass reinforced nylon handles and an aluminised steel one touch cleaning system, as well as crackproof all-weather wheels and a 10 year limited warranty.

#### How to enter:

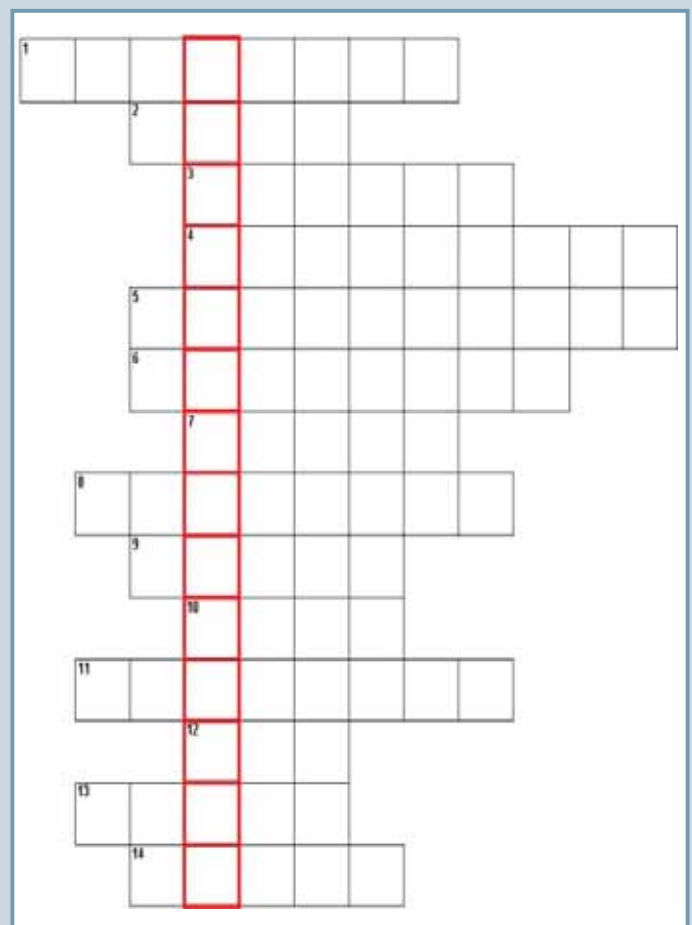
- E-mail the decoded phrase to [amongstus.za@siemens.com](mailto:amongstus.za@siemens.com).
- Enter online via the AmongstUs Intranet portal which can be accessed via the Corporate Communications homepage.
- Fax answers to 011 541 5462.
- Send answers via internal mail to AmongstUs, Corporate Communications, Siemens Park Midrand

#### Terms and Conditions:

- The competition is open to all Siemens employees except members of the AmongstUs Editorial Committee.
- Only one entry per person will be accepted.
- Closing date for competition entries is 10 November 2008.

#### Clues across:

- The surname of our Chairperson of the Siemens Limited Board
- The new "lifestyle accessory" hearing device from Siemens Hearing Solutions
- Our former Power BU is now known as what Sector?
- She was recently awarded the Chancellor's Medal (surname only)
- The Medical Solutions BU is now what Sector?
- Drive Technologies is a division in this Sector
- What ranking did Siemens achieve in the CRF "Best Employers" survey?
- Our Mobility division has an assembly facility in this location
- The destination of our Sales Award 2008 incentive programme
- The acronym of the development scheme which replaced the Siemens Management Development Programme (SMDP)
- We sponsored this non-profit organisation that celebrates women in engineering
- Procurement's new web based purchase requisition system
- What American Group has acquired a majority stake in Siemens Enterprise Communications?
- The DOT-it is a product of this Siemens associate company.



The hidden phrase is:

Name:

Division:

Location:

Personnel Number:

Tel.:

E-Mail:



## A modern update for Siemens Park

*Our pictures show the visitor seating area and entrance in the renovated reception area at Siemens Park. New furniture is still to follow and all finishing touches will be concluded shortly.*

Our colleagues from SREM recently completed the renovation of the reception area as well as the K1 floor at our head office, Siemens Park. The features in the upgraded reception area boast improved lighting, the addition of plasma screens, a new reception desk and display area, with new furniture to follow in the visitor seating area, as well as renovated ablutions which now include shower facilities for visitors arriving on international flights. A lockable area for storing luggage has also been added. In addition, our Auditorium has been revamped with modern décor and the

installation of a brand new high-tech audio visual system. On the K1 floor, the addition of an executive boardroom, replacement of ceilings, and upgraded lighting, carpeting and ablutions now complete the new look and feel at Siemens Park. Says Chris du Preez, Project Manager at SREM, "Despite several complications experienced during the project, we were able to implement better solutions than originally planned, and most importantly complete the project on time". With the reception and K1 areas completed, our SREM colleagues will now be focusing their attention on re-designing our canteen

facility to include a coffee shop, convenience store, meeting areas, a function room and a new food court. All these areas will be decorated with up-market finishes as well as the installation of plasma screens to ensure the canteen is used for more than just eating meals. Says Chris, "We have recently concluded the planning of the canteen's layout and the tenders for new equipment have been placed. The tenders on the building works will follow shortly too". He continues, "The food menus and services will also be improved to ensure a better experience in our canteen".

The next project to run parallel with the canteen renovation is the development of a gym that will include two separate facilities for males and females with respective change rooms. These gyms will be equipped with quality equipment that can be used by everybody from the beginner to the serious gym fanatic. The canteen renovation and the gym are envisaged to be completed the first quarter of 2009.

Chris du Preez, SREM  
chris.dupreez@siemens.com

## Global design innovation: A hearing instrument as a lifestyle accessory

Hearing aids have never been a product that people like to wear. This is now set to change consciously because the new "Vibe" from Siemens Hearing Solutions not only looks different than anything else on the hearing device market to date but is also worn differently. Not hidden behind the ear or inside the ear canal as previously, but – like what you might call a lifestyle accessory – clearly visibly on the outer ear.

What makes the "Vibe" special is that it comes as standard with 19 different housings that wearers can change themselves in a matter of seconds. This makes it easy to keep changing the look of the hearing device to match the mood or activity of each day - whether in the discreet skin tone, in a range of shades of red to match lipstick, fashionably in the colour of outer clothing or silver to match jewellery.

The "Vibe" housings come in two different shades of white, in black, silver, light blue, dark blue, red, green, yellow, orange, burgundy, pearl white, brown, beige, light pink, pink, leopard look, pink paisley and white-and-black check like a chequered flag. Further interchangeable housings are being planned in forthcoming months.

In the past, hearing devices have often been considered a stigma. But the market has changed. Firstly, modern technology makes smaller devices and new shapes

possible. Secondly, the target group is also changing. Increasingly younger people are experiencing hearing problems, and the so-called "active elderly" are demanding more in terms of appearance and technology.

Siemens Hearing Solutions fulfils all these requirements with its new "Vibe", the first hearing aid that does not look like a traditional hearing aid. The new positioning, right on the outer ear, also makes complete sense from an acoustic perspective because this allows optimum use to be made of the natural shape of the ear, with its recesses and prominences.

The "Vibe" receives sound via its integrated microphone precisely where nature intended, then amplifies it and conducts it directly into the ear canal via an almost invisible tube. The ear canal remains open and there is nothing to collide behind the ear, such as with spectacle arms.

State-of-the-art when it comes to technology, the new "Vibe" has all the features that provide a pleasant hearing experience and brilliant sound quality. It is suitable for mild to moderate hearing loss and is available from hearing healthcare professionals throughout South Africa.

Siemens Hearing Solutions,  
Tel. 08 00 085 258  
www.siemens-hearing.co.za

**Why hide your Vibe?**

**Siemens Vibe: It's all about self-expression.**

It's the first hearing instrument that fits every wearer's personality – and ear – in a radical new way. With an expanding selection of snap-on colours and patterns, your customers can change their Vibe just as fast as their mood. And, with its revolutionary in-the-crest fit, it goes where no hearing instrument has gone before. Easy to fit, easy to wear. Siemens Vibe. It's time to live out loud.

www.siemens-hearing.co.za Tel: 0800 085 258

Answers for life. **SIEMENS**

## On top of the latest foreign trade regulations



Attendees at the ECC workshop held at our Isando office, from left: Brian Theunissen; Moosa Kola; Alan Law; Mpho Nduvhen; Isang Moshoeshe; Bushie Zwane; Gershon Monk, ECC; Gavin Mandelbum; Sudeshnie Govender and Johan Steyn.

Our colleagues from Export Control and Customs (ECC) have developed a training workshop for new employees, divisions, subsidiaries and key strategic partners in the supply chain process in order to ensure familiarity with the Siemens Internal Control Programme or ICP.

The subjects covered include the demands of national and international law, the importance of compliance to these laws, checks and advanced verifications of end users within the supply chain process as well as the web based system available (Damex) and the current IT platform (SAP Spiridon). In addition, the workshop outlines the support ECC offers in contract drafting and monitoring.

Apart from the various training conducted by ECC across all Siemens divisions, this workshop was recently conducted for the first time with Industry Automation (IA) employees based at our office in Isando. The facilitator, Gershon Monk from ECC covered topics relevant to the entire sales process, from receiving the enquiry to the delivery of the final product, with the objective of

educating and equipping participants in terms of the importance of foreign trade compliance as prescribed by our Siemens Managing Board in Germany.

Among the comments heard afterwards included "we now understand the vital role of complying with the Internal Control Programme", "this will assist us in our daily tasks", "other employees such as engineers should also get this training" and "we will need to remain updated with refresher courses in policy changes and new regulations to remain effective".

Furthermore, our colleagues from ECC recently hosted Konrad Grundner from the Export Control division in Germany. At a workshop, Mr Grundner informed members of our Executive and Senior Management team of the latest developments and required standards in ECC compliance to further develop Siemens locally as the lead country in the Southern Africa Cluster.

Gershon Monk,  
Export Control and Customs  
gershon.monk@siemens.com

## Providing total laboratory automation solution to NHLS

Following a tender issued by the National Health Laboratory Services (NHLS) at the Johannesburg General Hospital, our Healthcare Diagnostics colleagues were short listed and ultimately awarded the contract to supply the ADVIA LabCell, a customised, flexible laboratory automation system that combines a comprehensive menu of high-throughput, high-volume analytical engines with automated specimen processing transport, integrated utilities and communications, as well as intelligent specimen routing and retrieval processes. The LabCell is one of the SMSD automation solutions that include WorkCell, Streamlab and VersaCell.

"Siemens Healthcare Diagnostics was found to be the best Total Laboratory Automation solution by linking Clinical Chemistry, Immunology, Haematology and Haemostasis to a single track system," says Christoff Anderson, Automation Project Manager at our Healthcare Diagnostics division.

The ADVIA LabCell will have an approximately 22 metre track consisting of two Centrifuges, two Decappers, two Sample Managers, two ADVIA 1800s', two

ADVIA Centaur XPs, two ADVIA 2120i, one Immulite 2500, two CA 7000s, and one PVT RSA Pro third-party pre-analytic module.

"The ADVIA LabCell provides the NHLS laboratory with a customised laboratory automation solution that delivers increased productivity with extensive capacity," adds Christoff. "It is designed to improve quality of service, providing consistent turn-around time and high throughput while, at the same time, optimising personnel utilisation and improving the work environment."

Started in June 1999, the transformation process of the NHLS aimed to unite the fragmented public health laboratory services, avoiding duplication of services resulting in wastage and cost-inefficiency and, most importantly, create a world-class health laboratory service accessible to all South Africans in all corners of the country.

The main players of the NHLS had proven track records not only nationally, but were highly renowned in the international healthcare field. NHLS was formed by amalgamating the South African Institute for Medical Research, the National Institute for Virology, the National Centre for

Occupational Health, and laboratories from the provincial Departments of Health.

"University Pathology Laboratories have also filled a crucial role, of which the Johannesburg General Hospital is the largest and also seen as the reference in laboratory testing in government" says Christoff. "The pathology departments and laboratories of the medical schools of the universities of the Witwatersrand, Pretoria, Cape Town, Limpopo, Stellenbosch, Free State, Walter Sisulu and KwaZulu-Natal are involved in teaching, research, training and the provision of diagnostic services to the hospitals in which they teach their students."

The NHLS' teaching programme includes the training of medical technologists in association with the universities of technology or technikon. University teaching at both undergraduate and postgraduate level is done through the pathology departments of university medical schools. Courses are provided in anatomical pathology, haematology, microbiology, infectious diseases, immunology, human genetics, chemical pathology, epidemiology, tropical diseases,

molecular biology, medical entomology and human nutrition. In assisting the NHLS to enhance and maintain their reputation for excellence, our Healthcare Diagnostics division is proud to be able to offer a broad portfolio of performance-driven solutions that provide more effective ways to assist in the diagnosis, monitoring and management of disease. Says Christoff, "Our products and services bring together the right balance of science technology and practicality across the healthcare spectrum to empower medical professionals by providing the essential information necessary to deliver more personalised care to patients across the country."

Through the combination of Dade Behring, Bayer Diagnostics and Diagnostic Products Corporation, our Healthcare Diagnostics division now offers the world's broadest portfolio of products and services designed to assist laboratory clinicians efficiently, deliver patient test results for diagnosing medical conditions, monitoring therapy and providing quality patient care.

Jose Machado,  
Corporate Communications  
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## CIO prove their survivor skills

Our Corporate Information Office (CIO) colleagues recently participated in a team building event for the first time with their new Head of the Department, Leopold Tremel. Divided into three teams, the CIO groups competed against each other on a

"Survivor Challenge" which consisted of various fun activities that tested our colleagues both mentally and physically. The champions of the day were the CIO "Pink Pirates" team who walked away with the "Survivor Challenge" award.

Rahma Khan, CIO, rahma.khan@siemens.com



Our CIO colleagues at their teambuilding event, back row from left: Joan Baumann; Elaine Muller; Lungelo Mhlongo; Khanyisa Masemola; Craig Palmer; Shaun Pete; Andre van Jaarsveldt; Leopold Tremel, Head of CIO; Marius van Niekerk; Jonas Khoele; Shanelle Minnaar; Nico Swanepoel; Rithaygono Hammond and Jeff Goutier. Front row from left: Gregory Nolte and Wouter Krugel.



The CIO team, the "Pink Pirates", won the "Survivor Challenge".

## Secure online banking with "InternetPassport"



Guest speaker, Althea Bacchialoni, Principal Banking Analyst from BMI-T, talks to the guests at the Analyst Briefing session recently hosted by our colleagues at Siemens IT Solutions and Services.

The advent of the Internet has revolutionised the way the financial services industry conducts business by empowering organisations with new business models and new ways to offer full-time accessibility to their customers.

To discover how the challenges facing this fast growing mobile and wireless market can be overcome, our colleagues from Siemens IT Solutions and Services (SIS) hosted 70 IT decision makers from various financial institutions in South Africa at a BMI-TechKnowledge (BMI-T) Analyst Briefing session held at our head office, Siemens Park.

Principal Banking Analyst from BMI-T, Althea Bacchialoni, was among the speakers who explained the value-added role that mobile banking plays in our country. She further provided examples of the benefits of mobile banking such as accessibility of information anytime and anywhere. Unfortunately, the current status of mobile banking in South Africa is represented by 65% of South African citizens who prefer to use other delivery channels like branch and ATM banking due to security fears which result in most customers being comfortable with their current means of banking.

The second speaker of the day, Dave Woolnough from Adcheck, gave an overview of mobile sales force support and management tools. He illustrated how these tools assist sales teams at all levels to improve relationships with their customers - in real time - both on the road and in the office.

Our hosts from SIS presented to the audience how our company is able to address the challenge of persuading banking customers to use online banking services. According to SIS Financial Services Sector Head, Dirkie Coetzee, the answer is the "InternetPassport".

When handling credit transfers, the bank sends encrypted information to the Internet user's screen in the form of rapidly alternating black and white fields known as flicker code. The customer reads and decrypts this data using a credit card-sized ID card, which functions as the counterpart to the code, with optical sensors and a fingerprint identifying the

owner. All that bank customers now need for secure online transactions is this "internet ID card" or "InternetPassport" containing their fingerprint. The ID card comprises four components: a strip sensor for scanning the fingerprint; a chip with cryptographic codes for decrypting the

information received; optical sensors for reading the encrypted transfer data from the PC; and a display for the transaction data and the associated TANA "panic finger" feature, which alerts the institution if the user is under duress, is also incorporated. The system can be deployed

without additional software on all commonly used PCs or laptops and will prevent attacks such as phishing, man in the middle and Trojans.

Basetsana Letlhaka  
basetsana.letlhaka@siemens.com



The guests were able to network and informally discuss the challenges of online and mobile banking during the session's breaks.

## SIS embraces two-way communication

The Siemens IT Solutions and Services (SIS) team recently gathered together for their second staff communications session of the year. With presentations from SIS's CEO, Zunaid Mayet and Financial Director, Naas Liebenberg, the SIS employees were informed of the division's current status in terms of financial targets and achieved business goals. The evolution of SIS's business strategy to become vertically or industry focused in line with our company's new organisational optimisations was discussed. In addition, the floor was opened for employees and management to openly discuss various other business matters.

Lindiwe Pantshwa  
Lindiwe.pantshwa@siemens.com



The SIS team enjoy a bit of socialising after their staff communications session, front from left: Zunaid Mayet, SIS CEO with Naas Liebenberg, SIS Financial Director.

# Energy delivers 100% across energy conversion chain

As part of Siemens' global realignment of all our business units, our newly formed Energy Sector - which consists of the former Power Generation (PG) and Power Transmission and Distribution (PTD) business units as well as the Oil & Gas division (formerly part of our Industrial, Solutions and Services business unit) - has geared itself up for new opportunities, particularly in terms of cross-selling in sales and marketing as well as synergy potential in areas such as research and development.

Headed up in southern Africa by Energy Sector CEO, Dion Govender, our Energy Sector has as its primary focus the demands of energy providers, but is also set to meet the needs of industrial companies, particularly in the oil and gas industry.

Speaking to employees at the recent Energy Sector launch held at Vodaworld in Midrand, Dion said, "The new structure will make Siemens less complex and easier to understand while at the same time, help us to better meet the challenges of a global marketplace.

The main drivers behind the realignment include compliance issues, greater transparency, a faster decision making process as well as cost factors. The realignment will allow for clear leadership, responsibility and accountability".

According to Dion, since the last organisational change in 2004, the Energy Sector has grown by a factor of ten, something that has created fresh challenges in terms of resources aimed at meeting the demanding requirements of the market.

"We identified a need to respond quickly to challenges in the marketplace, especially in South Africa which is facing numerous challenges on the cost-side, and the re-organisation will enable us to meet this objective," he says. "With a more extensive service network, the Energy Sector will be even closer to our customers," he adds.



Dion Govender, Energy Sector CEO, addresses employees at the Energy Sector Launch held recently at Vodaworld.



Energy Sector employees at the launch event.

Globally the new Energy Sector has approximately 73,000 employees with a posted revenue of nearly €20 billion for fiscal 2007.

"As the only energy company in the world that participates in the entire energy conversion chain, the prospects for the Energy Sector are outstanding, with South Africa positioned in the Top Ten for Siemens worldwide. Since the overall energy market is projected to grow 11 percent annually up to 2010, Siemens estimates that the total volume of the market in 2010 will be substantially over €300 billion", says Dion.

The Energy Sector comprises six divisions - Fossil Power Generation, Renewable Energy, Oil and Gas, Service Rotating Equipment, Power Transmission and Power Distribution.

Offering highly efficient products and solutions for power generation based on fossil fuels, from individual gas and steam turbines and generators to turnkey power plants, the Fossil Power Generation division also develops instrumentation and control systems for every type of power plant.

The Renewable Energy division bundles Siemens' activities in the wind energy business for off- and on-shore wind parks as well as the activities of Voith Siemens Hydro, while the Oil & Gas Division offers our customers products and solutions that are used for the extraction, conversion and transport of oil and gas.

The Oil and Gas division's portfolio also includes solutions for power generation and distribution, compressors with electrical and mechanical drives, process and automation technologies, water management and integrated IT solutions.

Using the most advanced plant diagnostics and systems technologies, the Service Rotating Equipment division provides comprehensive services for complete power plants and for rotating machines such as gas and steam turbines, generators and compressors. The portfolio also offers systems for air pollution control, and as part of long-term maintenance contracts, the division also takes over the servicing and maintenance of power plants.

The Power Transmission division offers products and solutions in the high-voltage field such as High Voltage Direct Current (HVDC) transmission systems, substations, switchgear and transformers, while the specialties of the Power Distribution division range from solutions for the automation of power grids, to products like medium-voltage switchgear and components.

"The Energy Sector is solidly positioned as the largest locally established company in this sector and holds leading market positions in all six of its divisions, with offerings ranging from solutions for the oil and gas industry to products and solutions for the generation, transmission and distribution of electrical energy," concludes Dion.

## From the Government Affairs desk ...

Marvin Benjamin, our Corporate Director for Government Affairs recently represented Siemens Southern Africa at the eighth meeting of the Presidential International Advisory Council on Information Society and Development (PIAC on ISAD). The meeting took place at the Kapama Lodge in the Limpopo Province and was chaired by former President Thabo Mbeki.

Established by President Mbeki in 2001, this Council includes senior representatives from multinationals, state-owned enterprises and non governmental organisations who advise the President on developments and trends in information and communication technology (ICT).

Having also reviewed progress in areas such as e-government, education and health the meeting expressed an appreciation for the overall development to date while noting that more needed to be done to increase the use of ICTs in South Africa.

Key elements of the meeting included the announcement that Mogotladi Mogano (Mo) had been appointed as co-ordinator of

PIAC implementation. Mo will be supported by a local CEO Forum to drive the implementation of the advisory council's decisions.

Furthermore, it was agreed that more work should be done in consultation with the Department of Trade and Industry to improve the level of investment in the ICT sector, especially in rural areas where connectivity is required. A group will also be formed to advise government on its energy savings drive, especially in the ICT sector. Support towards realising maximum benefit from the FIFA World Cup was also tendered.

To ensure measurable improvement within the ICT sector, a scorecard will be developed to track progress against set goals.

Siemens has already commenced a relationship with Ms Mogano, the newly appointed PIAC co-ordinator, and will participate in the local CEO Forum. Through our IT Learnership Programme, we will continue to invest in people for our



From left: Marvin Benjamin, Corporate Director Government Affairs, Siemens Southern Africa with former Deputy President of the Republic of South Africa, Phumzile Mlambo-Ngcuka.

company while promoting employability across our industries. We have availed technology in rural areas and remain committed to uplifting communities that are less privileged

Jose Machado,  
Corporate Communications  
josemachado@siemens.com



# Shaping the future of light

For more than 100 years, our associate company, OSRAM, has been "passionate about intelligent light". Today OSRAM is one of the two largest lighting manufacturers in the world and has 48 factories in 17 countries. The company's headquarters are based in Munich and more than 41,000 people are employed throughout the world. Siemens AG is the sole shareholder in OSRAM GmbH.

The OSRAM brand has shaped the lighting industry with a range of innovative products. The OSRAM logo is a symbol not only for light but also for good ideas. It stands for OSRAM's brand core – passion for light, solutions for life. In a world that is changing faster than ever before OSRAM strives to be not only successful in setting standards and trends but also to bring innovation to the market and to offer products that genuinely add value and have what it takes to become bestsellers.

The OSRAM brand name was registered in 1906 and is one of the oldest trade names still recognised throughout the world. It incorporates values such as leadership, inspiring, responsibility and pioneering.

Locally OSRAM's history dates back to 1971 when the company opened a sales office in Johannesburg. Since 1997 Midrand has been the home of OSRAM South Africa, but the company also has branches in Cape Town and Durban and agencies in PE and Bloemfontein.

Creativity and experience keep OSRAM at the cutting edge of technology. OSRAM has introduced many new and innovative lamps to the South African market throughout the years. The new Halogen Energy Saving lamps catch the eye not only because of its high

luminous intensity, excellent quality of light and constant colour but also because it saves up to 30% energy. In addition, the lamps are available in a variety of shapes including the nostalgic shape of traditional light bulbs. Another bright star that has seen the light through the OSRAM brand is the innovative little lights called DOT-its. The battery-powered lamp has become an absolute must in South African households. In November 2008 OSRAM will also be launching a completely submersible Waterproof DOT-it.

Over the past two years OSRAM has been on a drive to give consumers direct access to its products which are listed at key retailers such as Builders Warehouse, Makro, Game and Mica. The company also continued this drive through specialist retailers who sell domestic lighting fittings and accessories such as the national groups Lighting Warehouse and



The OSRAM "Learn and Earn" trade training programme introduces electricians, end-users and electrical wholesalers to new innovative products from OSRAM and has been welcomed in the industry.

Zebbies. These retailers have adopted some of OSRAM's value added concepts such as merchandising standards with the use of colour coded products, product header boards and consumer search logic. These innovations led to growth figures of more than 30% year-on-year and has established OSRAM as a preferred supplier in all these outlets.

OSRAM SA's business is growing through involvement in building projects and providing professional expertise on lighting designs and implementation. Two recent examples are the Bedford Centre Cubes and the FNB Fairlands building. The Cubes are illuminated in the evening with interchanging lights that convert them into sculptures and focal points. The new Fairlands home for FNB HomeLoans and Wesbank also boasts state of the art technology from OSRAM. The building features a unique energy saving lighting



Whether for fishing, diving, outdoor adventures, romantic lighting in the hot tub or as a stylish "floating candle" at a garden party, the waterproof DOT-it lamp from OSRAM is sure to create a wonderful mood both in and out of the water.

The Bedford Centre Cubes are about 3 metres high, 3 metres wide and 3 metres long, and weigh around 15 tons each.

system that includes sensors that provide information on human presence, motion and ambient light levels.

Building up to the all important 2010 Soccer World cup, OSRAM and various partners have received the contracts for five of the ten stadiums already awarded. The company is proud to be involved in the illumination of the Johannesburg Soccer City Inner Precinct. The project consists of all inner roads, parking areas and embraces all public areas like the media centre and hotel. OSRAM lamps and electronic control gear will be installed in these areas.

Market research has shown that by 2015, 20% of all light sources will be Light Emitting Diode or LED. OSRAM is playing a pioneering role in this innovative market. LED's are superior to conventional light sources in many respects. Its tiny dimensions, broad range of colours with excellent colour saturation and impressive light output are providing the inspiration for completely new lighting solutions. At the same time its low power consumption and long life make them economical and kind to the environment. LED modules from OSRAM have revolutionised the world of illuminated signage and OSRAM has been one of the highlights at the recent Sign Africa Exhibition in Sandton.

OSRAM is also the world's number one supplier of automotive and LED's lamps for vehicles. OSRAM NIGHTBREAKER headlight lamps offer up to 90% more light on the road ahead and a 10% whiter light, and is one of many innovative products in the automotive market. For the past five years OSRAM has sponsored the sixth round of the Sasol South African National Rally Championship. The OSRAM Rally 2008 once again was a spectacular event on the calendar. The rally took place in Barkly East. The mountain roads, the weather and the support from the local community made for fantastic entertainment.

The OSRAM "Learn and Earn" trade training programme offers electricians, end-users and electrical wholesalers training on innovative new products from OSRAM. This is just one example of how OSRAM drives innovation through interaction and connectivity with our various customers.

As a leader in innovative lighting solutions, OSRAM is dedicated to products and processes that contribute to solving global sustainability challenges, address economic needs and protect the environment for today and for the future. In keeping our tradition OSRAM will continue to develop high-tech products that not only meet current requirements but are "light years" ahead in many respects.

[www.osram.co.za](http://www.osram.co.za)

## DoL's server rooms transformed

Our colleagues at Siemens IT Solutions and Services (SIS) have assisted in the successful completion of a project to install Environmental Racks to host the network infrastructure facilities within the Department of Labour's (DoL's) offices countrywide.

Treasury regulations require that a department implement proper safeguards to protect its assets. As information is a vital asset, it was imperative for the DoL to ensure that the various facilities or server rooms in which its IT equipment was housed met the minimum requirements as set by NIA and SITA. Based on the NIA prerequisites and specifications for server room environments, the DoL commissioned SITA to evaluate every one of its offices to determine the plan of action for the successful implementation of the objective. Subsequently, our



One of the Environmental Racks installed within all of the Department of Labour's server rooms throughout the country.

colleagues from SIS assisted the chosen contractors to upgrade the server rooms in line with international standards. The project commenced in 2007 and in September this year the project was

concluded with 97 Environmental Racks installed at almost 60 DoL sites.

Thembi Maseko, Siemens IT Solutions and Services  
[thembi.maseko@siemens.com](mailto:thembi.maseko@siemens.com)

# HR campaign at learning institutions



Students in Mabopane awaiting the start of the presentations by representatives from our Human Resources division.



Students visiting the career exhibition at the Nelson Mandela Metropolitan University where Siemens participated as an exhibitor.

Keep the moral  
compass close  
at hand!



## Compliance Program: Prevent – Detect – Respond

Compliance is an integral part of our business. Any breaches, particularly violations of the Business Conduct Guidelines, seriously endanger the entire company and its employees. Only clean business is sustainable business. Every single one of us has to be attentive and show responsibility in dealing with each other, customers and partners. Let's make sure we all keep the moral compass close at hand!

For more information refer to the Compliance home page on the Siemens Southern Africa intranet.

Ask questions or post your message at the Compliance Helpdesk:  
[intranet.siemens.com/compliance-helpdesk](http://intranet.siemens.com/compliance-helpdesk)

**SIEMENS**

On a yearly basis, our Human Resources (HR) colleagues identify ten top universities and schools to visit with the aim of marketing Siemens as an employer of choice as well as creating awareness in terms of the many training schemes Siemens offers.

Says Sharon Thotharam from the HR Skills Development team, "Siemens is a leader in technological innovations and an employer of choice – we want to share this with the learners and ultimately encourage these students to pursue careers in engineering and science and technology".

She continues, "This year alone we have visited seven Universities and addressed close to 20,000 learners in halls packed to capacity. Over and above, we have visited 27 schools from as far as Mabopane in the Northwest Province to schools throughout Gauteng, including our partner schools."

"The enthusiasm of the learners we encounter is truly remarkable and a testimony to their eagerness for information that will assist them in deciding on a career that will both interest and challenge them".

Sharon concludes, "Our primary focus is to educate and further develop these learners by building a two-way relationship with the learning institutions we visit. This complements our Ambassador programme, whereby we provide financial support to several Universities".

Sharon Thotharam, Human Resources  
[Sharon.thotharam@siemens.com](mailto:Sharon.thotharam@siemens.com)



Above and right: Learners from our partner schools, Sedibeng Primary School (above) and Ingqayizivele High School (right) attended the exhibition and spent some time at our stand.



Kenny Dubazane, Product Promoter from the Micro Automation team shows learners the factory automation models at the e-Learning ICT exhibition.



Josef Ploch, Product Promoter from the Micro Automation team conducting a Siemens LOGO! hands-on workshop for educators.

## New compliance tool will positively impact how we do business

Over the past year the importance placed by Siemens globally on the topic of compliance has been re-affirmed. In addition, various tools and controls have been put in place to ensure that compliance is an enabler, and not a hindrance to business.

Our compliance organisation is continuously investigating and developing tools to make life easier for all employees; and the development of a new business partner compliance due diligence online tool will have a significant impact to how we conduct business (see circular M46/2008).

Previously the risk with business partners was assessed via a "label based" approach, in other words the classification of partners such as Sales Agents, Business Consultants, Governmental Intermediaries, and Lobbyists etc. The new assessment approach will employ a more pragmatic, risk-based method whereby all business partners that comply with specific criteria need to be entered into the online tool. This process follows a few basic steps:

**Step 1:** The risk of each business partner is assessed based on the relationship, contract and scope of services to be supplied. Based on this assessment a specific risk level (either low, medium or high) is automatically determined by the online tool.

**Step 2:** The tool automatically decides, based on the risk evaluation, how much more information needs to be captured in the system i.e. a low risk business partner will require substantially less information than a high risk assessment.

**Step 3:** An automated escalation processes within the tool ensures that the application for this business partner is approved at the appropriate management level.



Andrew Grey, Regional Compliance Officer.

**Step 4:** Once this has been done, the relevant division informs their legal advisor of the risk level, and the relevant clauses (pre-determined globally) are inserted to ensure a uniform way of dealing with the various types of business partners.

It is important to note that if a specific business partner has already been assessed by one division and another division wishes to utilise the same partner in the same capacity or relationship e.g. as a distributor, then the details will not need to be re-entered into the online tool for a second time. In addition, the online review of any business partner will only need to be conducted every two years. Our Regional Compliance Office (RCO) will be able to assist should you need to question whether the tool should be used for a specific business partner.

Over the next few months, our RCO will be scheduling detailed training sessions on the usage of the new online compliance tool.

For further queries contact:  
Jose Barbosa,  
Sector Compliance Manager  
josebarbosa@siemens.com

## Promoting engineering at the e-Learning ICT expo

Colleagues from our Industry Sector Micro Automation team, together with SITRAIN and members of our Human Resources team, recently participated as an exhibitor at the e-Learning ICT exhibition. More than 20 thousand learners and educators from the greater Gauteng region, including attendees from our partner schools, attended the exhibition which aimed to close the gap between the engineering industry and the learning curriculum as well as to encourage learners to pursue careers in engineering fields.

The exhibition kicked off with a keynote address by the Department of Education on the lack of engineering skills in the country and the Government's initiatives to solve this problem. The speaker concluded that the root cause was the lack of proper support structures in the school level and the arduous challenge to train educators, in addition to the challenge of preparing learners from an early age to understand the importance of developing their careers in the engineering fields.

In sync with this message, our Micro Automation and SITRAIN colleagues dedicated their time at the exhibition to speak to learners and educators on Siemens' involvement with the

Department of Education and what kind of support schools could look forward to receiving.

In addition, our stand hosted factory models built with Staudinger models and Siemens LOGO! controllers as well as F1 Racing game controlled by Siemens LOGO! which allowed learners to have fun competing against each other.

Learners were also given lessons on how industrial automation works while educators attended a hands-on workshop on how to programme the Siemens LOGO! Says Josef Ploch, Product Promoter from the Micro Automation team, "The response from teachers was outstanding and they insisted on adding this workshop as an additional subject at their respective schools".

The following people contributed to the success of the exhibition: Lydia Bierwirth and Emily Molefe from Corporate Communication; Londeka Ndllovu from Human Resources; Josef Ploch and Kenny Dubazane from the Micro Automation team; and Des Burrows, SITRAIN.

Kenny Dubazane,  
Micro Automation  
emmanuel.dubazane@siemens.com

## Siemens Caring Hands

### Animals are part of our CSR programme too!

As part of our employee volunteer programme, Sherrie Eddy from our Corporate Communications division organised a collection of food and blankets amongst staff for a local animal shelter. About 150 kg's of animal food along with a huge collection of blankets was delivered to the SPCA. In addition, our colleagues from SREM donated approximately 300 6x6 squares of old carpeting with rubber bases,



The volunteers who organised the collection of food and bedding for the SPCA, from left: Martin Gehrman, Siemens IT Solutions and Services; Sherrie Eddy, Corporate Communications and Grant Wood, Siemens IT Solutions and Services.

which could be used to line kennels in the animal shelter.

Says Nicole Nuppenau, Fundraiser for the SPCA in a letter to Siemens, "We would like to thank you and your colleagues for the wonderful donations collected for us. Thank you also for the 300-odd carpet squares that were donated. All these items have come in very useful for ensuring that our animals are comfortable and happy". "We are very grateful for your support. Without the assistance of wonderful people like yourselves, we would not be able to continue to provide such a high standard of care for the animals we look after."

A big thank you is extended to everyone who gave donations.

Sherrie Eddy,  
Corporate Communications  
sherrie.eddy@siemens.com

## Movers & shakers



### Driving KZN business

Bruce Atherton, our new Siemens KwaZulu-Natal (KZN) Regional Managing Director will focus on aligning the KZN division into three main sectors – Energy, Healthcare and Industry - in line with our company's new global focus.

Previously Sales Director at Nokia Siemens Networks - although only for a year - Bruce has effectively been employed by Siemens for fourteen years, serving previously as Accounts Director and in various other technical positions.

Having worked at various levels within the company, Bruce believes his hands-on knowledge of the business will be an advantage in his position, particularly with the re-structuring, where his mandate is to do what is necessary to "make it happen".

"Little things can make a big difference in the satisfaction of employees," says Bruce, and one of his first actions has been to hold a Human Resources forum. "Many of the employees, especially those employed in the factory with no access to computers, were not up-to-date on how their pension was invested or performing. We have therefore instructed IT to identify how we can give our factory staff access to computers to gain this and other information. While still a plan in progress I am sure it will make a big difference to staff satisfaction," he says.

Bruce also says that he is building on the Work-Life Integration concept supported by our Siemens Executive Management. "With technology available one can work anywhere, anytime. Taking this into consideration, Siemens is aiming to make the work experience better."

As part of the Work-Life Integration ethic and the refurbishment to the administrative area, Bruce is planning to make the small garden area at the KZN premises more user-friendly by enabling wireless connectivity and in addition putting-up tables and umbrellas.

# Siemens partners with The Gores Group

## Siemens partners with The Gores Group in a joint venture to grow Siemens Enterprise Communications

Siemens AG announced recently that it has decided on a partner for its enterprise communications business. The Gores Group, an American investor, will acquire a 51% stake in Siemens Enterprise Communications (SEN). Siemens will retain a stake of 49%. Once launched, the joint venture will be supplemented and strengthened by combining the business with two of The Gores Group's current portfolio companies – Enterasys, a network equipment and security solutions provider and SER Solutions, a call center software company.

The Gores Group will take immediate operational control of the business and the deal has now been concluded.

Founded in 1987, The Gores Group is a private equity house focused on acquiring controlling interests in mature and growing businesses which can benefit from the firm's operating experience and flexible capital base. They bring both investment and significant operational expertise to the joint venture. It has demonstrated a reliable track record of creating substantial value in its portfolio companies and has significant experience of working with companies in the communications sector. Headquartered in Los Angeles, the Gores Group has offices in Boulder and London.

Enterasys delivers secure network solutions that ensure the confidentiality, integrity and availability of IT services and the business. Enterasys Networks began as Cabletron Systems in 1983. The company holds more than 500 patents and has invested over US\$1 billion in research and development. With thousands of active customers in more than 70 countries.

SER is one of the pioneers in the outbound predictive dialing industry. Today SER Solutions, Inc. is based in Dulles, VA and remains focused on building upon its best-of-breed heritage in call center technology.

The Gores Group have been in the enterprise networking and communications space for some time and aim to become a leading provider in the industry. This partnership with Siemens provides the perfect fit for them. The significant investment that they are making in our company in both asset and financial terms underlines their belief in our company, its solutions and us, the employees. Siemens Enterprise Communications has excellent and very innovative products and services that have tremendous potential within the growing unified communications market. The Gores Group are committed to developing and expanding those solutions and fulfilling commitments to SEN's customers and business partners.

Siemens AG is massively committed to the success of SEN. Don't forget that Siemens AG will retain a large stake in the joint venture and will be represented

on the board with two of the five seats. We will retain the Siemens brand; continue to be a preferred supplier to Siemens and to cooperate on customer projects with Siemens.

SEN's innovative new products like the OpenScape UC Server and HiPath OpenOffice will remain an integral part of the portfolio. We will continue to offer our OpenPath migration strategies for existing product families to ensure a smooth transition to the new Unified Communications solutions. Support and upgrades for Siemens Enterprise Communications products, especially HiPath 3000 and HiPath 4000, is to be continued for the long term.

The future for SEN is massively exciting. The new investment enables us to accelerate the development of our portfolio of unified communications solutions and services. We will continue

to invest in the skills and developments needed to make us a leader in the unified communications solutions and services markets. The other companies in the joint venture strengthen and compliment our contact centre and security portfolios and give us new go-to-market opportunities. For our customers, SEN will be a solid partner for a long-time to come. Our expertise will make the path to unified communications smoother for our customers. Enterasys and SER Solutions will complement and strengthen our solutions in the contact center and security segments – improving our ability to serve customers' needs. Our Open Communications approach will continue to give our customers genuine choice.

Carrie Kritzing, SEN  
carrie.kritzing@siemens.com



Siemens Generation21

## Equipment donated to CPUT

As part of our ongoing commitment to support the provision of quality education as well as assist in bridging the skills gap required to meet the needs of a growing economy, Siemens donated equipment to the value of R40,000 to the Department of Electrical Engineering at The Cape Peninsula University of Technology (CPUT).

The equipment, which includes a stepper drive, stepper motor, sensor and the latest S7300 PLC Profinet technology, will assist the CPUT to realise their vision to develop a PLC and Instrument Control Laboratory, which will be named after Siemens.

Yusuf Moosa, Regional Managing Director of our Siemens branches in the Eastern and Western Cape, says the donation forms part of our company's Ambassador Programme, a local initiative closely aligned with Siemens' worldwide "Generation 21" approach that aims to promote, encourage and develop education in the fields of Science and Technology. "Through the Ambassador Programme, we aim to foster close ties between Siemens and the country's leading tertiary institutions with a view to ensuring future graduates are exposed to the latest equipment and will acquire practical and relevant skills that can immediately be put to good use in the workplace," says Yusuf.

We have committed to a five year programme of support which will be primarily in the form of equipment, but will also include training opportunities for the teaching faculty as well as senior research students. Yusuf, as the Siemens appointed ambassador to CPUT, will take charge of the relationship with the institution and act as a mentor.

Gillian Mitchell, Director: Advancement at the Cape Peninsula University of Technology, says experience and research has shown that learning is most

successful when both theory and practise are integrated into the teaching curriculum. "In the Department of Electrical Engineering at The Cape Peninsula University of Technology we have a strong tradition of ensuring that students graduate with an excellent theoretical knowledge complimented by practical skills that they are able to apply immediately in the world of work," says Gillian, adding that the needs of industry serve as one of the most important indicators when designing curricula and course offerings. "As a result, the Department of Electrical Engineering has, as one of its major teachings, trusted the fields of Instrumentation and Control with the inclusion of a PLC and SCADA component in the process instrumentation course," she says.

Gillian also says that while many students are currently being trained in the PLC arena using the Siemens Simatic S7 300 PLCs, to provide an effective training programme, the department needed to establish a laboratory with a minimum of 20 fully equipped workstations to give a more effective student-workstation ratio.

Emily Molefe, our Corporate Social Responsibility Manager, says the Ambassador Programme is an integral part of the broader tertiary institution approach together with our Human Resources department, which targets the Electrical and Electronic Engineering faculties of relevant tertiary institutions to position the company as an attractive employment option for graduating engineers and financial managers/accountants. "This, in conjunction with the Ambassador Programme, represents a holistic intervention in attracting the best talent and maintaining high levels of brand awareness and reputation for our organisation", Emily concludes.

Emily Molefe,  
Corporate Social Responsibility  
emily.molefe@siemens.com

## Mobility's Kya Sands facility meets demands



Our Industry Sector Mobility division recently re-launched its Kya Sands assembly facility which will focus mainly on rail automation business and core activities such as rail automation product development and localisation; design assembly and testing of rail automation systems and equipment; refurbishment of existing Siemens rail; field maintenance and outdoor teams.

Frans van der Walt, Head of Production at Kya Sands, says there are a significant number of projects to be executed in the Rail Industry. "We have been waiting for this for the past few years and now we must capitalise on these opportunities by utilising our local people and local skills". He continues, "We were confident that Siemens Mobility would be able to deliver value to the end customer. Since early 2007, we have grown from a skeleton staff of six people to a headcount of 20 in the Kya Sands plant".

Holding approximately 55% of the local market, our Mobility division is a key supplier and system integrator to Transnet Freight Rail (TFR) and the South African Rail Commuter Cooperation (SARCC) and in this regard, our Kya Sands facility has been approved by TFR and has already produced various interlocking equipment. Says Ramesh Singh, Business Admin Manager at Mobility, "We take the requirements of our customers very seriously. Reliability, safety and efficiency are our top priorities as these drive the success of our customers' businesses".

Our colleagues at Mobility also support the development of local people, especially those that have a strong passion towards making a difference. Approximately 75% of the staff on the production floor are black with the majority of these being female.

Says Kevin Pillay, Mobility's Divisional Managing Director, "The work pressures are challenging at times but the dedication of our staff help us through these demanding times. We have a good policy to support our employees and their communities. In this regard, we ask them for references when looking for new people especially young trainees. So far this has worked well and assisted us to support the introduction of new skills into the Rail Industry."

Commenting further on future plans for Siemens Mobility, Kevin says "The Kya Sands facility will continue to play a vital role in our Rail business and we aim to grow the assembly into a reputable Siemens local facility. We have seen good growth in business volumes which have cascaded into increased production at our facility. In addition, our customers have acknowledged Kya Sands as a key element to our business". Kevin concludes by stating that they will continue to focus on efforts at the facility and look for synergies across the Mobility division.

Keshin Govender,  
Corporate Communications  
keshin.govender@siemens.com



The Mobility assembly facility in Kya Sands.



### Siemens Caring Hands

## Spring cleaning at Youthspace

Our colleagues from Corporate Communications (CC) recently volunteered their time and effort to work at our Youthspace home in Mayfair. The team cleaned the house, cooked lunch and worked in the garden, in addition to performing some minor renovation work around the house. Over and above, the colleagues paid for the older boys clothing to be washed and ironed at a local Laundromat. In a letter to Siemens, the Youthspace housemothers thanked the CC division for all their hard work: "We really appreciate you giving us your time. It makes a real difference to us and the children, and we are very grateful to all of you".



Our Corporate Communications colleagues volunteered at the Mayfair Youthspace home, from left: Jose Machado; Sherrie Eddy; Dale Ladner; Sarita Gouws; Lydia Bierwirth; Emily Molefe; one of the Youthspace housemothers, Jabu; Niek Steyn and Sithembile Mokaane.



The children and the house-mothers received blankets to help keep them warm during the winter months.

Should you wish to get involved in our employee volunteerism programme, please contact: Emily Molefe, Corporate Social Responsibility, emily.molefe@siemens.com

## EBP for successful purchase requisitioning

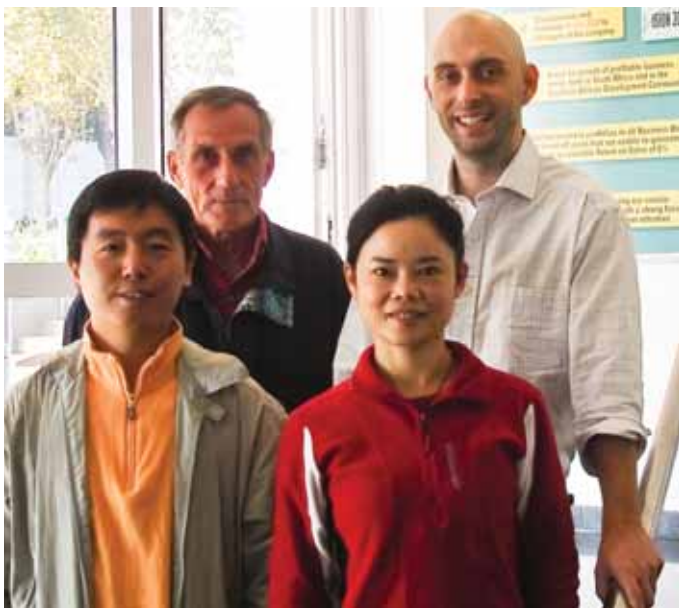
Our Procurement division recently launched the Enterprise Buyer Professional or EBP system, a web based purchase requisition system with e-catalogue selection for indirect material. EBP, which is interfaced to our SAP Spiridon tool, has been successfully introduced in over 30 countries globally with South Africa being the first in the Asia-Australia (AA) region.

Before going live earlier this year, a ten-day system set-up workshop was held with nominated delegates from our various divisions to define the new system's org structures and related data specific to each business area. The EBP project team consisted of: Jiri Smela, Programme Manager from Global Shared Services (GSS) in the Czech Republic; Yuan Ming,

Project Manager from CIO in China; Yue Bo, Application Management Centre (AMC), CIO in China; Gunter Gaebler, Project Manager and Julie Crous from our local Procurement division; Gokhan Elpe from SIS; Ian Mauchlen and Nico Swanepoel from our CIO division. To launch the new EBP system and create awareness around its benefits, our

Procurement colleagues hosted a promotional event at our head office in Midrand. Staff had the opportunity to ask the EBP experts questions around the new system whilst enjoying a bag of popcorn.

Emily Molefe,  
Corporate Social Responsibility  
emily.molefe@siemens.com



Several members of the EBP Project Team, back row from left: Gunter Gaebler, Procurement RSA and Jiri Smela, GSS. Front row from left: Yuan Ming, CIO, China and Yue Bo, AMC, China.



Our Executive Director, Harry Hollier (front right) visits the EBP promotional popcorn day to discuss the EBP system with Procurement colleague, Julie Crous (front left)

## Funda students visually interpret Siemens



The young and developing artists from Funda Community College with their educators: Charles Nkosi (left); Hezekiel Bhudeli (right); and Tumelo Mokopagosi (back row).

In the latest in a series of initiatives aimed at encouraging and developing the talent of the young students at Soweto's Funda Art College, the only recognised art school in Soweto with a long and established pedigree, Siemens has commissioned the design and production of artwork for use in our 2009 wall calendar. The students were encouraged to visually interpret the various Siemens business areas of which art visuals were chosen to be used for each month of the year.

Says Emily Molefe, our Corporate Social Responsibility Manager, "Siemens provided the materials to the students to design a series of pictures for our yearly calendar that is distributed to all our stakeholders including employees, customers, business

partners, suppliers and the media. Besides being reproduced in the calendar itself, some of the original art will be used and displayed throughout our head office at Siemens Park in Midrand".

Emily says that students were free to present a visual interpretation of any one of our company's business areas, including Healthcare, Energy, Industry Solutions and Automation and Drive Technology, Mobility, Building Technologies, Osram lighting solutions, Siemens IT Solutions and Services, Siemens as a responsible corporate citizen and a rendering of the Siemens head office for the calendar cover.

"The tonality of the work had to be vibrant and energetic, so students could consider

the use of vivid colours in their works. In the end the students selected lino-cut printing as the medium for all the artworks," she says.

In addition, Emily says that this project forms part of several initiatives aimed at supporting the Funda Art College, including a R100,000 donation that enabled the students to participate in the prestigious Joburg Art Fair, recently held in Sandton, as well as a commission to design and produce artwork for the Siemens UK offices. The commissioned artworks for both projects will be exhibited at Siemens Park shortly.

"In encouraging and assisting the students at the Funda Art School to reach

their full potential, Siemens is meeting a global mandate to promote the development of local arts and culture," comments Emily.

"This is an area of good corporate citizenship where, in meeting the objectives of programme sustainability as well as providing support for the arts, we have several long-term commitments with a number of cultural organisations, including Business Arts South Africa, the SA Ballet Theatre and the Buskaid Soweto String Project."

Emily Molefe,  
Corporate Social Responsibility  
emily.molefe@siemens.com



Our Industry Sector Drive Technologies colleagues who were involved in the SINAMICS launch, back row from left: André le Roux and Renash Rampersadh. Front row from left: Rob Ritchie, Divisional Manager, LD/MC Drive Technologies and Rowan Dickason.

# SINAMICS launch

## Addressing the drive technologies industry requirements

SINAMICS  
Automation and Drives

SIEMENS

By themselves - strong.

Together - unbeatable.

Our colleagues from the Industry Sector Drive Technologies division recently hosted the launch of SINAMICS, a complete and integrated family of drives that will cover all performance levels. About 380 customers attended the events held in Johannesburg, Cape Town, Durban and Witbank.

Replacing Drive Technologies' current Variable Speed Drive (VSD), MASTER DRIVE, which will be discontinued in 2010, the event aimed at introducing and orientating our customers to the new range of VSDs.

Addressing the increasing demands in drive technologies, such as, on the one hand, the range of different versions in machinery and plant construction that is continually increasing - the reason that drive solutions must be highly flexible and scalable - and on the other hand that customers from all sectors of industry are demanding solutions that are perfectly tailored to their requirements and easily handled, the SINAMICS platform offers the highest degree of flexibility, functionality and engineering efficiency.

The platform, which ranges from 120W to 100MW, is at home in all sectors: from the basic single-motor drive through coordinated drives up to multi-axis and motion control drives for sophisticated tasks. SINAMICS offers the optimum drive for each and every application.

Lydia Bierwirth,  
Corporate Communications  
lydia.bierwirth@siemens.com

## Service excellence is best described as a culture



Claire Carradice is SIS's Service Excellence Operations Analyst with the primary focus of analysing and making improvements to the division's service delivery standards.

Research shows that companies who are known to provide phenomenal service recognise the need for a cultural change. Truly exceptional service delivery is strategically planned, consistently driven, and is achieved when all stakeholders, from the top right down to the grass roots level, have bought into the idea.

Service excellence is all about behavioural change and empowerment of people. It has to be delivered by a group of like-minded individuals who work together to achieve what they know to be the goal of their organisation.

The Siemens IT Solutions and Services (SIS) Operations Management team has been focusing on achieving - and exceeding - this very objective in order to be the benchmark in the IT industry for delivery of outstanding service.

Based on extensive analysis of its users' satisfaction or dissatisfaction survey ratings as well as scrutiny of trends and service issues, the SIS Operations Management team has developed an effective, automated client satisfaction process and has put productive measurement methods in place to dramatically increase customer satisfaction levels.

Says Claire Carradice, Service Excellence Operations Analyst at SIS, "We have begun to live our desired service culture, and with continued input from our users, we firmly believe that we will achieve our goals to be the best in the IT service delivery arena".

To provide feedback on SIS's service quality and delivery, feedback is welcomed by e-mailing:  
[SIS.ServiceExcellence.za@siemens.com](mailto:SIS.ServiceExcellence.za@siemens.com)

Lindiwe Pantshwa,  
Siemens IT Solutions and Services  
lindiwe.pantshwa@siemens.com

## Supporting the University of Stellenbosch Business School's social initiative

In support of the University of Stellenbosch Business School's (USB) annual fundraising gala dinner held earlier this year, our colleagues at Siemens Enterprise Communications (SEN) sponsored a table at the event.

Hosted by the USB Alumni Association, the objective of the event was to raise money for the Future Fund which provides bursaries for MBA studies and other forms of financial support for deserving and previously disadvantaged USB students.

This support includes financial assistance for MBA students to attend the annual Case Competition presented during the National Black MBA Association Conference in the USA and for the participation in an annual MBA international study tour. Another Future Fund project, the Cyber Café, provides students without computers with 24-hour access to online facilities.

The Fund also contributes towards the USB's Management Programme for Non-profit Organisations, allowing participants to attend this programme at a reduced fee.

A highlight of the gala dinner was a keynote address by the Honourable Chief Justice Pius Langa. The USB also announced its Alumnus of the Year, an award that gives recognition to USB alumni who have excelled in their organisations and who have brought credit to the business school. This year the award was presented to Pieter Uys, recently appointed Vodacom CEO.

Carrie Kritzinger, SEN  
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## Improve business processes with Unified Communications

In conjunction with our Siemens Namibia colleagues, our local Siemens Enterprise Communications (SEN) team took the opportunity to showcase their HiPath OpenScape Unified Communications solution to the southern African ICT community, key customers and operators who recently attended the Telecom Namibia ICT Summit held in Windhoek.

In active support of our colleagues at Siemens Namibia, who are regarded as the market leaders for enterprise communications in the Namibian market, the SEN colleagues in South Africa provide pre-sales support, marketing and service activities. Under the theme of this year's two-day conference and exhibition, "Sharing Collective Wisdom", the aim was to highlight and encourage the exchange of knowledge and experiences. Fred Maurus, Divisional Manager Technology Management and Marketing at SEN, presented the new solutions for Communication enabled



At the Stellenbosch Business School's annual fundraising gala dinner, from left: Raymond Padayachee, CEO, SEN; Ralf Seidel, IT Manager, University of Stellenbosch Business School; Pietie Trout, University of Stellenbosch; Sascha Spengler, Director Sales: Wireless, SEN; Joe Smit, IT Manager, University of Stellenbosch and Waldi Van Zyl, SEN Divisional Manager: Services.

## On the move and still stay in touch



John Halstead, Divisional Manager: Direct Sales, SEN (right) interacting with customers at SEN's recent mobile communication session.

With increasing competition and pressure on performance and productivity, companies cannot afford anymore to be disconnected from their customers and their company's resources.

Information flow and fast responsiveness require tools to handle effective communication at any time, being in the office or on the move. Our Siemens Enterprise Communications (SEN) company provides exactly these tools with their extensive mobility solution portfolio including wireless LAN for data and voice and fixed-mobile convergence, which bridges the gap between the public cellular GSM network and the 'private' enterprise communication network.

Seamless, transparent and easy to use, mobile communication was recently demonstrated to 50 different enterprise customers at the SEN Communication Innovation Centre in Midrand. Fixed-mobile convergence with the HiPath Mobile Connect product from SEN has attracted overwhelming interest.

Combining the enterprise wireless LAN and the GSM environment, it utilises the PABX as the central routing hub. Seamless handover, roaming and continuous access to the company resources, independent of location, reduces cost and increases productivity.

Large corporate companies waste a lot of money when its employees phone each other via the cellular network without using the fixed free of charge PABX connection - HiPath Mobile Connect eliminates this misuse.

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Business Processes (CeBP), based on the Unified Communications platform HiPath OpenScape, at the summit. The HiPath OpenOffice solution, a SME communication platform with integrated unified

communications functionalities, was also exhibited.

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Billy Ruyobeza (left), SEN's SADC Business Manager, provides delegates at the Telecom Namibia ICT Summit with a live demonstration of the HiPath OpenOffice.

## New look for our PE office



Our offices in Port Elizabeth (PE) have a fresh and modern new look on the outside and new technology on the inside.

Says Martin Taverner, Regional Manager of our Industry Automation (IA) and Drive Technologies (DT) divisions based at our PE office, "One of the conditions for the renewal of the lease was that the landlord extend the reception area and upgrade the front of the building".

In addition to the building's newly renovated appearance, the interior was revamped with modern furniture as well as a new reception desk designed to promote the high-tech nature of our company. Other changes made included a large Uninterrupted Power Supply (UPS) system which can keep the office operating for at least six hours in case of a power failure.

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## Enhancing customer satisfaction

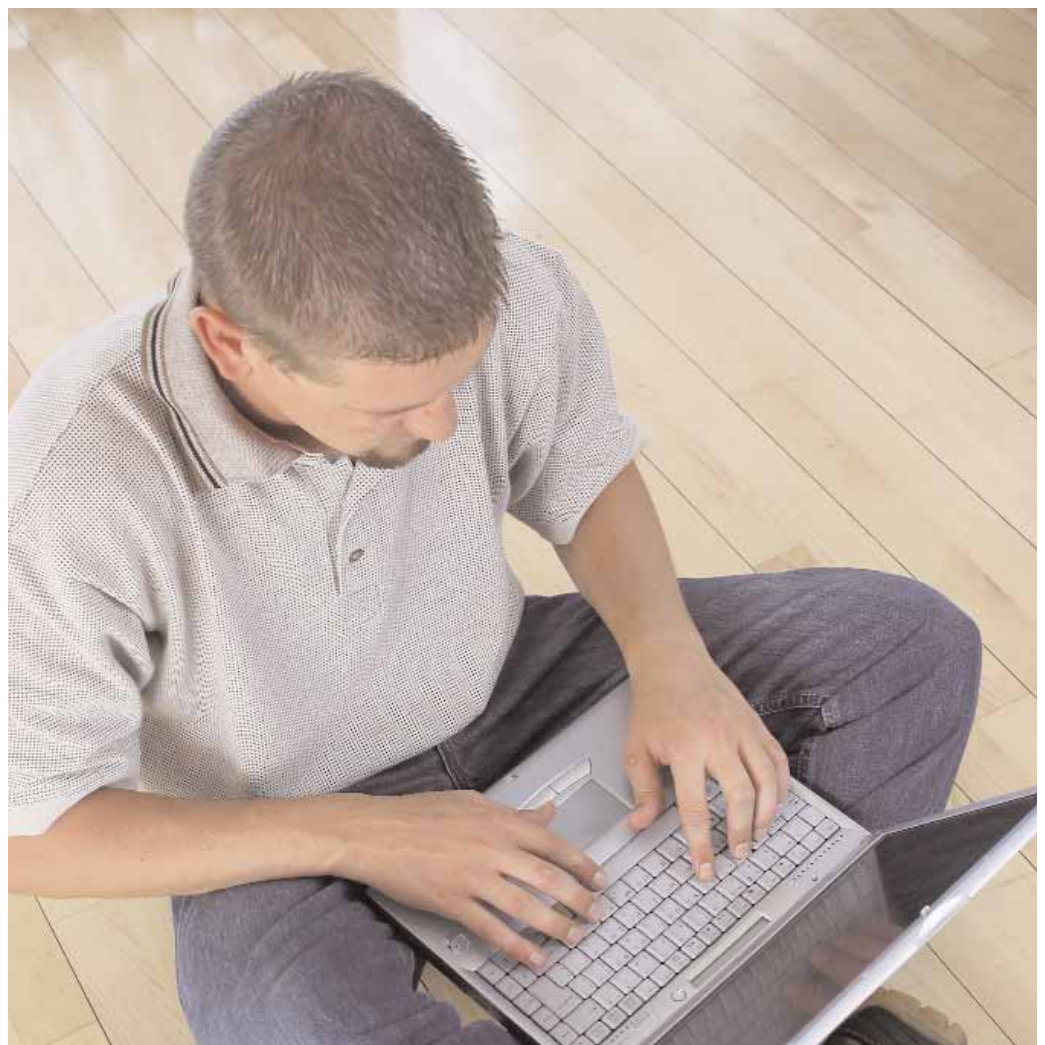
Our colleagues at Siemens Enterprise Communications (SEN) once again participated as a sponsor at the annual Contact Centre World Africa conference and exhibition held at the Sandton Convention Centre.

Contact Centre World Africa is a director level conference that tackles strategic contact centre issues, from brand integrity through to outsourcing. This year the conference covered key industry topics ranging from in-house versus outsourced contact centres to anticipating and responding to customer service expectations as well as balancing cost efficiency and customer satisfaction levels.

These topics were comprehensively covered by the panel of guest speakers, who had a wealth of knowledge to share with the conference delegates regarding their experiences and trends within the industry.

Members of the SEN Contact Centre Focus Group attended the conference and were given the opportunity to interact with their fellow colleagues within the industry, enabling them to further assist key customers in understanding the contact centre industry and its unique challenges.

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## Fancy yourself a writer? Then publish and be applauded

Launched in 2002, the "Publish and be Applauded" programme aims to reward employees' efforts to positively represent our products, services and technology solutions by means of articles in relevant trade and technical publications. Should a technical article be published, a financial reward of between R1,500 and R3,500 will be awarded based on an evaluation by internal and external adjudicators and its relevance to the Siemens brand.

For more information visit the Corporate Communications home page on the intranet or contact: [keshin.govender@siemens.com](mailto:keshin.govender@siemens.com)

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## Fostering open communication at the HR Open Days



From left: Agnes Freeks, HR; Elize Müller and Vishal Beharilal, HR Business Administration; Bruce Atherton, Regional Manager of the Siemens Pinetown branch; Sharon Thotharam, HR; winner of the OSRAM re-chargeable lantern in the KwaZulu-Natal raffle competition, Japie Nel; Rene Benade, HR; Nicolette Barnard, HR Functional Specialists Manager, and Nico Loubser, HR.

Our Human Resources (HR) colleagues recently hosted Open Days at Siemens' office locations country-wide to allow employees an opportunity to familiarise themselves with the new HR organisational structure as well as to discuss any HR related query face-to-face with the various HR representatives present. Approximately 600 colleagues

attended the Open Days, of which our offices at Isando boasted full attendance by all staff in addition to high attendance records at our Wadeville, Pinetown and Siemed offices. Employees who visited the Open Days also received a ticket into the HR raffle competition which was held per region. Ayanda Boco from the Siemens Service Centre, Berty

Mostert from our Cape Town branch and Japie Nel from our Pinetown office won the OSRAM re-chargeable lanterns while Lance Cowley from our Port Elizabeth office, Hylton Keshwar from our head office, Siemens Park in Midrand and Zama Matherijwa from Siemed located at the Albert Luthile Hospital in Durban won the goodie

hampers sponsored by personal finance partner, Interface. Based on the good response from attendees, the HR Open Days will be hosted on an annual basis.

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From left: Sharon Thotharam, HR; Mark van Antwerp, Managing Director, OSRAM South Africa; one of the Gauteng raffle competition winners of the OSRAM re-chargeable lanterns, Ayanda Boco from the Siemens Service Centre; and Nico Loubser, HR.



From left: Sharon Thotharam, HR; with Gauteng raffle competition winner, Hylton Keshwar from Siemens Park. Hylton receives his goodie hamper, courtesy of Interface, from Nicky Booysen, Interface Finance Consultant and Valerie Leeming, Interface Executive Director.



From left: Lance Cowley, the winner of the Interface hamper in the Port Elizabeth raffle competition, receives his prize from Elize Müller, Manager of the HR Business Administration team.



From left: Stuart Gray, Managing Director of Siemed Services at the Albert Luthile Hospital with Zama Matherijwa, winner of the Interface hamper and Agnes Freeks from HR Employee Operations.