

# AmongstUs

A Siemens Southern African newsletter

Vol 25 • July 2008

AmongstUs is printed on environmentally friendly, chlorine free paper

## SIEMENS



New Executive Director Alex Mathole  
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Exploring China  
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## Family Fun Day a milestone event

Our company hosted the largest family event of its kind to date, where more than 1,600 Gauteng based employees and their families attended the Siemens Family Fun Day in May this year.

The event, which was held on the premises of our head office, Siemens Park in Midrand, was planned with the objective to allow employees and their family members to mingle in a casual and fun environment as well as to celebrate our company-wide Work-Life Balance programme.

Says our CEO, Sigi Proebstl, "Our people are an asset to this organisation, which is why we wanted to plan an event of this nature as a way of recognising their loyalty and hard work in making Siemens the successful company it is today. Every person has their respective home and family lives, and I believe that it is important to allow employees and their families to come together socially as part of the greater Siemens family".

From bean bags and picnic blankets littered on the

embankments, to benches and umbrellas, a sports marquee and a main stage area where the likes of South African singing sensation, Jamali performed live for guests and hosted karaoke and dancing competitions - there was something for everyone. Moms could even take a breather and opt for a neck and hand massage.

In addition, from the myriad of activities planned, children were kept amused with magic acts, performances by clowns, jugglers, stilt walkers and jumping castles as well as pony rides and face-painting.

A team of expert entertainers also hosted basketball and volleyball challenges, races around the Siemens Park trim park area, golf driving exercises and wall-climbing among other activities.

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Jugglers and clowns entertained children at the Family Fun Day.

## A new era for Siemens business

Effective July, the new Siemens sector approach for our business has been adopted. Announced late last year by our global President and CEO, Peter Löscher, business operations locally and internationally have been combined into three sectors, namely Industry, Energy and Healthcare with Siemens IT Solutions and Services as the cross-sector business.

Furthermore, the Siemens Managing Board consolidated the regional business into twenty clusters aimed at achieving stronger customer focus. Of these twenty clusters, our local company, Siemens South Africa, was identified as the lead in the Southern Africa cluster.

In an in-depth interview with AmongstUs, the newly appointed Sector Cluster Leads, Stuart Clarkson for Industry, Dion Govender for Energy and Graham Maritz for Healthcare as well as Zunaid Mayet for Siemens IT Solutions and Services shared their thoughts and perceptions on what the new sector approach means for our business going forward.



From left: Graham Maritz, Healthcare, Stuart Clarkson, Industry, and Dion Govender, Energy, lead our new Sectors.



Dr. Siegfried Russwurm.

## New Chairperson for Siemens Limited Board

Effective July, Dr. Siegfried Russwurm, member of the Managing Board of Siemens AG, Head of Corporate Human Resources globally and Labour Director for Siemens AG, assumed responsibilities as the Chairperson of our local Siemens Limited Board. Dr. Russwurm is also accountable for Siemens operations in the Africa, Europe and C.I.S. regions. Be sure to read the interview with Dr. Russwurm in the next edition of AmongstUs.

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## Our CEO's corner

Dear colleagues,

Welcome to this bumper edition of AmongstUs for 2008. I am very upbeat about the volume of positive news that you can read in the pages of this publication. This is a clear sign of a healthy and vibrant Siemens organisation that is striving to provide answers to the region's toughest questions and actively live the values of "excellent", "innovative" and "responsible".



I would like to extend a special word of thanks to our out-going Chairperson, Rudi Lamprecht, who vacated this position at the beginning of July. We thank him for his efforts in supporting Siemens Southern Africa over the last few years and wish him all the best for the future.

By the same token, I also welcome Dr. Siegfried Russwurm, member of the Managing Board of Siemens AG, who has special responsibility for Africa, Europe and the C.I.S. region, together with his role as the Siemens Labour Director, as our new Chairperson of the Board. I am sure all staff will join me in wishing Dr. Russwurm every success for the future. I can confirm that we are extremely positive as to the prospects of his input and influence on our regional cluster. Look out for an exclusive interview with Dr. Russwurm in the next edition of AmongstUs.

There have also been two further additions to the composition of our local Managing Board recently. Andrew Hall has joined us from Corporate Finance in Munich as our new Chief Financial Officer and Alex Mathole, the head of Legal, has been appointed as an Executive Director of Siemens Southern Africa. She will also act as the General Counsel for Siemens South Africa. There is no doubt that both colleagues will play a pivotal role in our future success.

The organisational optimisation process currently underway is also proceeding well. The consolidation of our structure into three key sectors - Industry, Energy and Healthcare - will make Siemens less complex, easier to understand and better placed to deliver on customer expectations. The revised structure of our company is consistent with the strategic course that was plotted by Siemens AG several years ago whereby our goal is to focus on future-orientated growth markets. We are thus in a process of positive evolution and not revolution. Regardless of what change occurs though, Siemens will always be known for its customer focus, global competitiveness and commitment to innovation.

Elsewhere in this edition of AmongstUs, you will be able to read about some of the outputs of the Skills Revolution Project, an initiative which has been underway for the last few months with the clear objective of repositioning Siemens to effectively overcome today's skills challenges by identifying improved measures for acquiring, improving and retaining skills.

The project team has done some sterling work and amongst many others, one of the more visible results relates to the re-organisation of the Human Resources department. This enhanced structure is clearly aimed at enhancing Human Resources' role as a service delivery organisation to both our employees and management.

As we head towards the close of our financial year at the end of September, I would like to thank all employees for the hard work that has been put in thus far. With two months to go, let's all keep the momentum going and not take our eye off the ball. After all, the Siemens Southern Africa cluster is a team and collective effort and cooperation will guarantee shared success.

With kind regards,

Sigi Proebstl  
Chief Executive, Siemens Limited

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Stuart Clarkson, Industry Sector.

**AmongstUs:**

*What, in your opinion, are the main advantages of the optimised Siemens structure and what are our key value propositions that will benefit our customers?*

**Dion Govender (Energy Sector):**

The main advantage of the new structure is focus, especially from a managerial perspective. This will allow us to compete far more effectively against our competitors. As a conglomerate, our competitors can't compare against us in size, but in our individual industries, the new sector approach makes it easier for us to focus on a specific sector and really up our game.

**Stuart Clarkson (Industry Sector):**

The new structure will allow us to optimise our business processes as well. For example, if I look at the old Automation and Drives and Industrial Solutions and Services, there were a number of overlaps in the organisation, and at times we even competed against each other in the market. The Industry Sector approach affords us a great opportunity to turn those overlaps into synergies and in turn make us far more efficient and effective in taking our value proposition to the market. I believe it will also improve our customers' experience with Siemens, making communication with the customer more streamlined, focused and effective.

**Graham Maritz (Healthcare Sector):**

From the Healthcare Sector point of view, the big drive will be to streamline the business and in so doing actually draw the customer closer to our business. Addressing the needs of the market in a quicker more proficient way is definitely one of the additional benefits. I can already say that interaction with senior management has improved and also relations between us, as the regional company, and the Siemens headquarters in Germany.



Zunaid Mayet, Siemens IT Solutions and Services.

**AmongstUs:**

*With the new Siemens structure now defined and all roles and responsibilities clarified, what are the immediate priorities in your areas?*

**Stuart:**

For the Industry Sector, our focus is to communicate openly and clearly as to where our priorities lie, why the structural change has taken place and how we see ourselves going through the change. We need to have everyone involved, on board and pulling in the same direction. From a business point of view, I need to also stress very clearly that our immediate priority for all Divisions is to achieve the business targets that we have set for ourselves this financial year. We need to ensure we do not dilute this focus.

**Dion:**

Our task as Sector Cluster Leaders is to implement the global strategies and structures locally without losing our already successful impetus. At the same time, we have a number of activities and sub-initiatives that need to be rolled-out, such as the international S, G and A (Sales, General and Administration) project and the GP2012 programme locally. Through all of this, we can't lose our customer focus – so this will require some juggling between internal and external priorities.

**Graham:**

I agree with Dion. The global focus and the global strategy of the Sector has to be reflected within the local strategy and local focus of the Healthcare Sector. In essence, what happens there has to happen here. In terms of customer focus, we really need to – from a broader and deeper sense – have improved dialogue and interaction with our customers. So even from within our own cluster/sector, we have to be more consequential as to the roles and responsibilities of the different staff members. We also can't lose the customer as our focal point. Healthcare has the best people in the industry and these are the kind of people that are going to drive our business forward. At the end of the day, we still have to achieve our goals. Our current drive is to ensure that we still meet the customers' needs in such a way that they don't even realize that we are going through an internal organisational change.

**AmongstUs:**

*What do you expect from your various teams and do you have a particular message you would like to convey to your staff?*

**Stuart:**

My message to staff is that it is business as usual. Don't lose the business focus I referred to earlier. Let's continue to work in the background on what needs to be changed and roll this out systematically. We have challenging targets to reach, so let's not let the internal re-organisation distract us.

**Dion:**

My message to the Energy staff is "resource management". We have to continuously ensure that we don't overstretch our resources because that would inevitably result in our quality standards slipping. We also have to make sure that we eliminate wastage of resources which includes company time, finances and resources – in other words, we need to be far more efficient. Change is upon us; we have to try and understand it, adapt to it and align ourselves to that change.

**Graham:**

With responsibility and accountability comes opportunity. We can choose to focus on the additional stresses and pressures that change can sometimes bring, or we can choose to benefit from the opportunities that arise from such change. There is definitely going to be a new way of doing business – particularly from the Healthcare position.

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# A new era for Siemens business

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We've done business pretty much the same way for a very long time, so it is a good thing that every now and then we take a look at our business and identify how we can optimise it. We are number one in the Healthcare market and will continue to be so.

## AmongstUs:

*Our international global network of innovation has always been an important strength. How does the Sector "right of way" support this ideal and how do we balance this with local objectives?*

## Graham:

Local objectives are part of the global objectives. Certainly from a Healthcare Sector point of view, I've actually seen a greater global desire to embrace the targets and the challenges within our cluster and become more involved in the South African

Where perhaps you would have handled it regionally in the past, you might need to hand it over to the global sector because of technology advancements. In this case, we would then need to play a supporting role or visa versa. This is where the issue of trust comes in to play - we have to be trusted to be able to implement the technologies.

## Stuart:

The cluster set-up will alleviate the conflict between headquarters and the local organisation in terms of implementing those innovations in the countries for which we are responsible. Our visibility, stature and contact with headquarters is now a lot stronger.

## AmongstUs:

*What are your views on the nature of the business landscape in the southern African market and how does this tie into the targets we have identified for Growth Project 2012?*



market. There is a lot of communication taking place at the moment. I personally believe that for the next six to twelve months it is going to take a lot of management attention in order to embed the values and goals of the new Sector, but thereafter it will benefit us. We should not look at the hurdles we face as insurmountable, but we should draw on our strengths to overcome any obstacles ahead of us. With great effort comes great reward.

## Dion:

The "right of way" is something very simple. You can look at it in three categories: global business, multinational business and transnational business. In certain cases, we have all three within Siemens South Africa, particularly in the Energy arena where we have local innovative products that have been developed locally that form part of our network of innovation. At the same time, on the other end of the scale we have global business which is done directly by our global businesses, particularly from Germany, with regular support from us.

On the multinational type of business, we have developed products with R&D done in Germany. I don't see it having any major impact at the moment in terms of the way Siemens intends the "right of way" regulations to be implemented. However, you will get the odd opportunity where you would need to take a specific decision.

## Dion:

The business landscape in the southern Africa market, particularly on the Energy side, has changed dramatically over the past months and this also reflects a change in our customers' priorities. As a result, we have had to alter the way in which we interact with our customers and align ourselves with their new priorities.

To ensure we meet their expectations that deliver the results expected of us, we should at all times keep our eye on the main ball: our customers' project deliverables. With regard to how this ties in with Siemens' Growth Project 2012, we have to make sure that we continuously monitor and predict which way the market is going and of course there are a number of significant external impacts to factor in, for example the World Cup in 2010.

## Stuart:

The Industry market is changing due to the lack of resources and capacity. Many customers are now looking to set up long-term frame agreements with major suppliers. This creates a great opportunity for us as it puts us in a very strong position with our key customers, while at the same time creating the challenge of ensuring we have the right competences, capacities and resources in place to meet the growing market demands and challenges.

## Graham:

In the Healthcare Sector we have two very distinctive markets. The one is more mature and constitutes currently over 90% of our local market and some of the surrounding countries. We are market leaders in this arena. Looking further north, there are other emerging markets that are interested in investing in their future healthcare. This provides us with great business opportunities which ties in with our identified growth projects for 2012.

## Zunaid Mayet (Cross-Sector Business: Siemens IT Solutions and Services):

With Siemens IT Solutions and Services being a cross functional business, we are looking to support the Sector's business market developments. We are at the entry point of aligning our portfolios and developing integrated portfolios to support their go-to-market initiatives. Given our strength in customised IT solutions across the board, I think we can play a big role in assisting the Sectors in offering integrated, end-to-end solutions to their private and public sector customers. Our IT business is divided into a horizontal and vertical portfolio. The horizontal portfolio is where we can deliver conventional IT services required by any business. Our vertical portfolio is specifically aligned to the businesses of the Energy, Industry and Healthcare Sector customers. This is where we offer IT infrastructure and business management systems that act as enablers for the business of our customers.

## AmongstUs:

*Siemens strives to live the values of Excellent, Innovative and Responsible in everything we do. Do you think we embrace these values as a regional company?*

## Graham:

I think we embrace all of the values. Innovation is in essence Healthcare's biggest driver. 70% of our products are under three years old, which demonstrates that we are on the cutting edge of innovation. But innovation doesn't only apply to our products - we need to be innovative and excellent with regards to our logistics processes, our spare parts ordering processes and our sales processes. In terms of responsibility, we are fortunate that, within Southern Africa, we've always had very high ethical and moral values and that will be consolidated into the future.

## Dion:

From a regional perspective, I believe we are more than just embracing the Siemens values, we completely live them. If I just look at excellence, we have been able to keep a very strong focus on our customers by delivering on our obligations to them, by scoring very high marks on our report cards with our customers, and by continuing to do so despite very tough circumstances locally. In respect of innovation, locally we have been able to streamline and improve our processes and projects from which we are already starting to see the initial benefits. Just from a responsibility perspective, we have certainly shown that we are a responsible corporate enterprise through our corporate social responsibility initiatives, our business ethics and our contribution as a valued tax paying corporate citizen.

## Stuart:

Our Sector's business has continued to grow over the past year and a half and the volume of repeat business with our customers continues to increase - a sure sign that we are delivering excellent and innovative solutions.

## Zunaid:

One of the more significant aspects about Siemens in the southern African context is that we have always been viewed as a pioneer. When it comes to innovation from a technological perspective, we have always been one of the first movers. In the ICT space, we were the first to transform from



Graham Maritz, Healthcare Sector.

mainframes to client-server technology, evolving the infrastructure and the IT services required to support those environments. If you look at it from a corporate social responsibility perspective, as well as understanding the dynamics of the local market, we were one of the first movers in terms of BEE as far as multinationals go. The same applies to our skills development and caring hands programmes - in fact, there has always been an element of CSR and contribution to social upliftment.

## AmongstUs:

*For Siemens IT Solutions and Services, as the support function for all three Sectors, what are your immediate priorities related to integrating your business into our new optimised structure?*

## Zunaid:

There are many different initiatives currently underway within the various Sectors. We have already commenced several initiatives with the Healthcare Sector where we have started to look at how all the portfolios align and potentially integrate, and how we can support their go-to-market. We have also done the same thing with the Industry Sector, particularly in the area of Industrial Automation, where we are developing integrated "shop-floor" to "top-floor" solutions for the manufacturing industry. The same exercise will be done with the Energy Sector. In addition, a lot of work is being done on an international level in terms of aligning and integrating the portfolios so, as we progress down the road of verticalisation and sectorisation, we are going to see more integration of the portfolios - not only in supporting the Sectors in their product development, but also in delivery of end-to-end solutions and services to our customers in the market.



Dion Govender, Energy Sector.

## Movers & shakers



## A lawyer by nature and profession

Alex Mathole, our General Counsel and Company Secretary, has been appointed to the Board of Siemens Limited effective 1 June.

With her additional role as an Executive Director and Board Member, Alex, who will remain our Company Secretary and Head of Legal, says her immediate focus will be to support the executive team to continue answering the key questions relevant to our time and our business, and to strengthen the Legal department as a valued partner within Siemens' revised organisational structure. A component of this goal will be to evaluate and re-align Legal to optimally support the new Sectors' business requirements. The alignment will ensure that Legal continues to efficiently and effectively cater to the needs of our various business areas. Alex will also continue as the General Counsel for the Siemens Southern Africa cluster.

Although she sees the role of an Executive as a dual strategic and decision-making function at an organisational level, Alex is adamant to not lose touch with Siemens' day to day operations, and as such recognises that her additional responsibilities will require her to balance her business portfolio further. "Legal remains my passion, I am a lawyer by nature and profession", says Alex.

Completing her junior law degree at the University of the Western Cape before advancing her post graduate legal studies at the University of Witwatersrand, Alex is a well-qualified lawyer. On completion of her studies, Alex worked as an attorney practising commercial law, corporate law and litigation for a few years. Subsequently she was head-hunted to join a multinational company where she worked in the employment law field for five years. During this time, Alex took up a position as Director of the company while maintaining responsibility for employment law issues for its Africa operations.

Alex continued working within the corporate legal environment until she considered an opportunity within Siemens. "It's been an interesting ride since", says



Alex. To date, she maintains that, from a legal perspective, Siemens is one of the most exciting companies to work for in South Africa. "Numerous companies operate in one field or sector of business only, but Siemens' operations span across many different arenas, from Energy, to Industry, to Healthcare, with a considerable and diverse customer portfolio."

She continues, "Due to the vastness of our operations, Siemens challenges a lawyer in all facets of law. I am kept challenged and intellectually engaged at all times. On any average day, I network with a range of people within the Siemens value chain, be they shareholders, executives, sales personnel, project managers or administration staff. I get to see the different types of transactions that our company works on, how we operate at a stakeholder level, director level and management level in addition to how we do business with customers and suppliers, as well as how Siemens interacts on an external level. Looking at all the different faces of Siemens, one sees an organisation striving to improve and to become better at each turn".

Away from work, Alex spends quality time with her husband and three children - a son of 18 years and two daughters of 13 and 11 years respectively - while also indulging in one of her favourite pastimes: home deco. Also a spiritual person, she tries to keep a moral perspective and makes a conscious effort to treat every person with respect and dignity.

## Siemens: providing the technology behind the game

AmongstUs spoke to Georg Wilms, Vice President, Siemens One Major Events, about his views on World Cup 2010, the role of the Major Events project office in South Africa and the potential for a lasting infrastructure legacy.

*What is the purpose and mission of the Business Competence Centre Major Events?*

To position Siemens worldwide as a leading provider of major event related solutions. Within Siemens, Business Competence Centre Major Events (BCC E) is the driver in the major event market. We aim to cover the top events and for this purpose we are involved in offering support for:

- Early opportunity hunting
- Know how transfer
- Network build-up
- Onsite support

*What are some of the major event references that Siemens can point to?*

Siemens has extensive references in all categories associated with major events, including accommodation, airports, energy & environment, healthcare, IT & communication, security, transportation and venues/ stadiums. With World Cup 2010 in South Africa in mind we can point to key successes such as the security system for the Olympic Games in Athens 2004, the temporary airport facilities for the Euro 2004, and the Allianz Arena in Munich, a World Cup 2006 stadium, amongst many others.

*Does Siemens have some key competitive advantages in the major events domain? If so, what are these?*

Given our diverse technology portfolio, Siemens' unique ability to offer all the technology needs for major events is probably our most important competitive advantage. This, combined with the extensive experience gained from previous events and the possibility to leverage international resources and competencies, makes Siemens the partner of choice whenever the risk of failure is not an option. We have to keep in mind that the preparation for a major event, such as the Fifa World Cup 2010, is usually an enormous task and a once in a lifetime undertaking for a country.

*What is the role of the Major Events project office here in Johannesburg?*

The Major Events Project Office in South Africa is headed by Iqbal Ganie. He coordinates the activities related to the Fifa World Cup 2010. Due to the fact that the event represents not just one opportunity or only one customer, but rather a myriad of opportunities and hundreds of potential customers, he acts as the single coordinating Programme Manager. In this function he and his team are responsible for:

- Driving opportunity identification and development
- Coordinating project activities until a lead Sector/Division is defined
- Coordinating and supporting customer contacts and ensuring strategic account development
- Facilitating between intra-company teams i.e. cross-functional collaboration
- Regular programme status reporting

*When one thinks of World Cup 2010, the immediate thought turns to stadium business. Is this not a misconception?*

Major events need infrastructure beyond the event locations, i.e. stadiums. During an event



Georg Wilms, Vice President, Siemens One Major Events.

the flow of enormous numbers of people, goods and information need to be managed. Airports, transportation, accommodation, security, IT (including broadcasting), and energy are just a selection of some of the other areas that need to be considered. The preparation for World Cup 2010 means that we can benefit from existing relations in areas such as airports and energy where there has been, and will be, increased investment. In many instances, this has already been successfully transformed into orders.

*Is there long-term potential for Siemens with regards to Major Events? What does legacy mean in this context?*

Events must leave a sustainable legacy. This principle applies to all areas of the event related infrastructure. If sustainability cannot be achieved, temporary solutions can be used. All of this highlights the potential for Siemens in the preparation of the event. However, our reasons for an engagement in the preparation for an event go beyond these "one-off" effects. I can point to two such examples:

- The infrastructure built more than likely requires maintenance and extensions over the complete life-cycle, often for 20 years and more.
- The event is often the catalyst for direct and indirect infrastructure investment and this allows Siemens to enter market segments that the company has not yet served in a particular country.

*What are your views on World Cup 2010 in South Africa?*

The World Cup represents a unique opportunity for South Africa in many ways. For example, the promotion of the country not only as a tourist destination, but also as a politically mature and economically stable democracy. I think South Africa has indeed recognised this potential. Many infrastructure developments have been initiated that will not only show to the world a modern face but will also contribute towards improving the quality of life of all South African for many years to come.

Looking at Siemens specifically, a key aspect is the learning regarding cross-functional cross-Sector collaboration. Together with Siemens One and account management processes, World Cup 2010 ensures the Sectors work together more closely. Although some decisions regarding these cross-Sector business opportunities are still pending, the experience might turn out to become Siemens Southern Africa's lasting legacy.

## Siemens.com comes out top on Corporate Website Index

The Financial Times Bowen Craggs & Co.'s Index of corporate website effectiveness 2008 has once again rated our Siemens global website (www.siemens.com) as the best corporate website in the world.

The Index is a ranking that benchmarks corporate websites in terms of website efficiency, thus demonstrating what should be done to make a website as effective as possible. According to an article published on the Financial Times' website, FT.com, "video and multimedia, mostly Flash-driven, are making a big

impact. Siemens has superimposed an all-singing multimedia home page on its site – it changes every month or so, and is a sophisticated way to express its technological prowess".

This year the Index was expanded from 60 to 75 companies: The top 25 in the FT Global 500 – ranked by market capitalisation – from the US, Europe, and the rest of the world (including Russia). Participants in the Index also included high profile companies such as Google, Hewlett-Packard and PepsiCo.



## Compliance training reinforces our commitment to ethical and responsible actions

*"Achieving the highest business performance with the highest ethical conduct".*

This is the clear focus of our organisation. To achieve this, all employees need to be adequately informed about the topic of Compliance and its implications on our company. Over the past few months much effort has been made by the Regional Compliance Office (RCO) to train and educate staff in order to understand the importance of ethical business practice and in support of the "Prevent" pillar within our Compliance programme.



Above and main picture: Andrew Gray, our local Regional Compliance Officer, addresses managers at one of the Anti-Corruption training workshops held at our head office.

Some of these training and related communication initiatives include:

The Web based training on compliance and competition legislation which was rolled-out earlier this year and completed by 98% of all target staff.

The Anti-Corruption person-to-person training. The workshop was held for approximately 225 staff members who were trained before the first deadline of 31 March. During the follow-on workshop, an additional 225 employees were trained. The main objectives of these training sessions was to ensure that staff members in sensitive customer facing functions understand all the relevant legislation behind Siemens' compliance policies, as well as how the new policies affect them in their daily activities. In future all other staff will need to participate in this programme as part of their training plan that is coordinated by HR.

A number of project managers, project commercials, sales staff, line managers and BU management completed Limits of Authority (LoA) web based training to understand the new LoA processes with an additional dimension that incorporates an anti-corruption risk review.

Corporate Communications, in conjunction with the RCO, produced a locally adapted brochure in respect of the Compliance Helpdesk. This was distributed with a copy of the Siemens Anti-Corruption Guidebook to all employees. The Helpdesk brochure provides a quick and easy overview of the available access points in order to provide

information concerning non-compliant business conduct. The Anti-Corruption Guidebook seeks to inform all parties on what comprises unethical business practice.

Further communication activities will follow in the next few weeks, including posters and displays to reinforce the compliance message.

We are all responsible for our company's reputation and the sterling work of a group can easily be damaged by the misconduct

of an individual. Each member of our organisation must behave in accordance with our expectations, on a day-to-day basis and without exception.

"Exceptional performance and ethics are not mutually exclusive, they are absolutely essential." - Peter Löscher, Siemens global CEO.

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



Networking during the workshop intermission, from left: Harry Hollier, our Executive Director, Sigi Proebstl, our CEO and Hein Lisse, HR Business Partner and Manager Industrial Relations.

## In the news

### SieMed Services scoops IALCH Best Service Provider Award

The team from our Medical Solutions subsidiary company SieMed Services were honoured by the Department of Health with the presentation of the Inkosi Albert Luthuli Central Hospital (IALCH) award for Best Service Provider 2008 at a recent ceremony.

Our SieMed Services colleagues, as a partner in the IMPILO consortium that won the contract in 2002 for the provision and maintenance of the IALCH's medical equipment, are responsible for ensuring delivery of all of the hospital's medical equipment supplies and repair of its over 18,000 pieces of medical apparatus for a contract period of fifteen years.

The IALCH is considered one of the Africa's most modern hospitals offering a wide range of specialised departments, including bone marrow and cardiac, plastic surgery, neuro surgery and the treatment of burn injuries. It is also one of the first hospitals on the continent to boast a filmless and paperless system which utilises Siemens' syngo platform, making it possible to create images with a broad variety of equipment and to send those images electronically from one workstation to another.

Speaking of the award, Stuart Gray, Managing Director of SieMed Services says they were up against stiff competition from other consortium partners in the contest for the IALCH Best Service Provider award.

"Winning this award is a testimony to the hard work and dedication of our staff in providing a service of the utmost standard that adheres to, if not exceeds, our ISO 9001-2000 standards of quality certification," says Stuart. He concludes by emphatically stating that SieMed Services is committed to continually improving service delivery to its customers and will settle for nothing less than being the benchmark in the healthcare industry in this regard.

Stuart Gray, SieMed Services  
stuart.gray@siemed.co.za



The SieMed services team with the trophy and certificate they received from the Department of Health for being the Inkosi Albert Luthuli Central Hospital Best Service Provider 2008.

### Funda exhibit at Jo'burg Art Fair

In demonstration of our commitment to the support and promotion of local arts and culture, Siemens recently donated R100,000 to the Soweto-based Funda Community College to enable students to participate in the prestigious Jo'burg Art Fair that took place at the Sandton Convention Centre.

The donation made it possible for these talented youngsters to display their work at the Art Fair along with the 22 major art galleries that exhibited.

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



From left: Tumelo Mokopagosi, Teacher at Funda Community College; Mbuti Moloi, Teacher at Funda Community College; Emily Molefe, Corporate Social Responsibility Manager, Siemens Corporate Communications; Greg Gibbons, Head of Siemens Corporate Communications; Charles Nkosi, Teacher at Funda Community College and Zanele Nyaka, Teacher at Funda Community College.

### Hospitality for World Cup 2010 underway

As our global business strategy has evolved over the last few years to place less emphasis on the end consumer, mass communication programmes are no longer as relevant to the company's future success. By contrast, business-to-business hospitality initiatives, focusing on building strong relationships with strategic stakeholders by using the excitement and drama of major events to showcase the advantages of Siemens technology, are playing an expanding role. In this light, we are pleased to report that preparations are already in progress for our hospitality and ticketing approach for World Cup 2010. Marcus Jungermann, Senior Business Development

Manager within Corporate Development, says that the association between technology and soccer should not be limited to the playing field. "Best in class technology is what makes a trip to a modern soccer event like the World Cup a top-notch experience. From the transport to the venue, the stadium lighting to the traffic control system, the scoreboard, and video surveillance all the way to admission control – major events rely on a variety of innovative technology solutions." Siemens has developed a concept known as 'Experience. Technology' where our stakeholders are able to enjoy top level hospitality, whilst at the same time being

exposed to our world-class technologies through visits to reference sites, technology presentations and discussion forums, amongst others", he says. An 'Experience. Technology' concept is being developed for Siemens for World Cup 2010 which will be the only official and compliant Siemens channel for ticketing and hospitality for this event.

Iqbal Ganie of the Major Events project office says, "A concerted group effort between all our Divisions is paramount in order for us to present a united front that will offer the maximum benefit to Siemens".

Our localised concept, as well as the associated ticketing and hospitality programme is expected to be in place by the beginning of 2009. (Read the interview with Marcus Jungermann on page 14). In the interim, queries can be directed to:  
Tel: 011 652 2010.  
E-mail: wc2010.za@siemens.com

stakeholders from various private hospitals in South Africa.

Jose Machado,  
Corporate Communications  
josemachado@siemens.com

### Networking at HASA Congress

Our colleagues from Medical Solutions recently exhibited at the Hospital Association of South Africa (HASA) Congress which took place in Somerset West. The congress offered our Healthcare sector an opportunity to network with key

### Power displays solutions for energy

Our colleagues from Power participated in various exhibitions over the last few months, showcasing our technologies and solutions for the Energy sector:

The Africa Power and Electricity Congress recently took place at the Sandton Convention Centre. As a gold sponsor of the event, Alexander Ebert from our Power Transmission and Distribution (PTD) Energy Automation division presented a paper on smart grid transmission technology. Our Power colleagues used their 48m<sup>2</sup> stand to communicate our total solutions for the power industry – from power generation to transmission and distribution.

As a platinum sponsor of the African Utility Week - the continent's largest power, water and gas conference – our colleagues from Power hosted a 38m<sup>2</sup> exhibition stand conference at the exhibition. On display were our energy automation products from Power Transmission and Distribution (PTD), such as the SIPROTEC relays for digital protection. In addition, Joerg Noel from PTD Energy Automation made a presentation on smart grid transmission technology.

Our Power colleagues also recently exhibited at the Electricity Distribution Maintenance Summit which took place in Midrand. The objectives and outcomes of the Summit were to update and formalise a new set of resolutions and action plans, in an inclusive and participatory process, to ensure that the electricity distribution industry is ready to deliver and perform to meet the expectations of customers and the needs of the economy.

An exhibition, held concurrently with the summit, brought public and private sector participants together to showcase the various technologies, products, systems and services available from local and international sources to help the Electricity Distribution Industry meet these needs.

Jose Machado,  
Corporate Communications  
josemachado@siemens.com

### Mobility profiled on CNBC Africa

In a recent interview on CNBC Africa, our Divisional Director of Mobility, Kevin Pillay was profiled in the serial 'Building Up' regarding Siemens' involvement in the Rail Industry.

Says Kevin, "As one of the three leading vendors to the rail market, Siemens is well positioned to deliver turnkey solutions to the increasingly booming environment."

The interview also briefly touched upon the new structure of Siemens and how, as a global powerhouse in electronic and electrical engineering, Siemens provides "Answers" to the world's toughest questions. Segments of the newly produced Answers for Mobility video were also shown.

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

## In the news

### Engaging Madagascar's vital challenges

Marvin Benjamin, our Corporate Director for Government Affairs recently represented Siemens Southern Africa at a Round Table Conference hosted by the Government of the Republic of Madagascar in the country's capital, Antananarivo.

Attended by senior government representatives from Madagascar, international political delegations, multinationals, academics and other independent bodies, the purpose of the conference was to provide key stakeholders and partners with the opportunity to provide recommendations and offer various forms of support to assist in enhancing the Madagascar Action Plan (MAP) which aims to ignite growth in the country, reduce poverty and secure development.

Spearheading a vision "Madagascar Naturally", the country's President, HE Marc Ravalomanana is actively involved in the development and implementation of this action plan which is estimated to cost around \$9.2 billion with \$3.3 billion allocated for infrastructure projects. Other programmes focus on health, education, the environment and rural development among others. Aligned with the United Nations Millennium Development Goals, the MAP goals represent a response to the challenges of globalisation and have a clear focus on good governance, economic growth and sustainable development, human capital development and effective coordination and monitoring.

While Siemens is already known in Madagascar, the country offers market opportunities in the transport and energy environments as well as security and health arenas. Says Marvin Benjamin, "Madagascar is on track in terms of managing its vital challenges. The Round Table Conference was a success and provided a good platform with respect to information gathering, relationship building, dialogue and further action."

Marvin Benjamin,  
Government Affairs  
marvin.benjamin@siemens.com



From left: Marvin Benjamin, Corporate Director Government Affairs, Siemens Southern Africa with HE Charles Rabemananjara, Prime Minister and Head of Government, Republic of Madagascar at the Round Table Conference in Antananarivo, Madagascar.



From left, Sigi Proebstl, our CEO; Dr. Norbert Lammert, President of the German Bundestag and Dieter W. Haller, Ambassador of the Federal Republic of Germany

### German Chamber hosts Dr. Norbert Lammert

Our Chief Executive, Sigi Proebstl attended a lunch in Cape Town hosted by the Southern African-German Chamber of Commerce and Industry. The event was held in honour of Dr. Norbert Lammert, President of the Bundestag (the lower house of the Parliament of the Federal Republic of Germany).

Dr. Lammert addressed the gathering and focused on the effect globalisation has on the success of organisations both large and small, emphasising that the personal

relationship between employer and employee is integral and that companies should approach globalisation holistically and not just from a profit margin perspective. One of the results of globalisation, Dr. Lammert indicated, is particularly larger corporations who close their business operations in one country and move to another country purely for greater profit margins. "While the companies can merely withdraw, pack up and leave, after having made substantial profits in the past, the economic impact in

the country concerned is substantial and unemployment figures go up", said Dr. Lammert.

A majority of the local German Chamber's members are small and medium sized enterprises (SME's) and it is the Chamber's goal to train young South Africans to work successfully in German companies based in South Africa in order to achieve success in the increasingly globalised economy.

Article courtesy of Die Burger

### International journalists tour Wadeville facility



Raymond Fourie, Flexible Rotor Balancing Technician at PGMS shows international journalists a turbine at our Wadeville site.

The Power Generation Mechanical Services (PGMS) team recently hosted a group of international journalists at our facility in Wadeville. The visit by journalists from Germany, United Kingdom, India, Brazil, Bangladesh, America and South Africa to Siemens was part of the Savant Road Show initiated by the Department of Trade and Industry, where the delegates travelled to the best manufacturing facilities in our country's energy sector. Our PGMS team took the journalists on a tour of our facility and presented how Siemens is supporting Eskom and various companies in the South African industry with their energy requirements.

Jose Machado,  
Corporate Communications  
josemachado@siemens.com

### A humbling experience

Raymond Padayachee, CEO of our Siemens Enterprise Communications (SEN) associate company and Dominic Harvey, SEN Account Manager were recently afforded the opportunity to meet former South African President, Nelson Mandela at the Nelson Mandela Foundation in Houghton. Since its inception, the Nelson Mandela Foundation has been a SEN customer with our colleagues from SEN providing support with a Service Level Agreement for voice communication technology. As a result, SEN was given the opportunity to discuss its long standing relationship with Mr. Mandela. The former President also thanked our SEN company for their continued support and services provided over the past years. Raymond described his experience of meeting Nelson Mandela as being both humbling and inspiring.



Carrie Kritzinger,  
Siemens Enterprise Communications  
carrie.kritzinger@siemens.com

Pictured above, from left: Raymond Padayachee, CEO, SEN shakes hands with Nelson Mandela.

### ISSRT provides networking opportunities

Our Medical Solutions colleagues participated as a major sponsor in the International Society of Radiology and Radiological Technology (ISSRT) Congress in Durban earlier this year.

The event allowed the Medical Solutions team to network with radiologists and doctors from around the country and abroad, and to communicate our various technologies in computed tomography, magnetic resonance imaging, ultrasound, radiotherapy and nuclear medicine.

Jose Machado,  
Corporate Communications  
josemachado@siemens.com

# Adding value through corporate functions

*With accountability for a number of corporate functions, our Executive Director Harry Hollier handles the diversity and complexity of each function with objectivity and strategic flair*

From Corporate Development, Procurement and Major Events to Human Resources, the Branches and Siemens Real Estate Management (SREM), Harry lends to each corporate function the purpose to add value and competitive advantage to every business area within the company.

Says Harry, "My drive has been to change the perception of corporate functions within the organisation. I've worked hard with the Corporate Units to establish a high level of service that ensures that they are respected and optimally utilised. They should be (and be seen to be) a useful resource that adds value to the Business Units."

## A greener environment

Although each corporate function faces its own unique challenges, its relevance is a common platform. From a SREM perspective, the new space optimisation concept and Work-Life Balance projects at our head office such as the Trim Park area, leisure area outside the canteen and fountain work stations are just some of the ways SREM has been actively improving the environment in which we work.

Harry adds, "Whether it is the colour of the offices, the functionality of the buildings - taking into account energy saving and other green issues - or the canteens and surrounding gardens, it is the role of SREM to create a meaningful environment that positively impacts each Siemens employee and adds value to the organisation".

## Tactical Procurement

Another function that adds immense

value, but this time to the bottom line of the organisation, is the Procurement function. Striving to understand and appreciate the needs of the Corporate departments and Business Sectors within Siemens, Procurement manages our procurement systems, protocols and supplier base.

"We often underestimate our suppliers' determination of Siemens' reputation in the market. They are opinion builders in the outside business world, and Procurement heavily influences our relationship with our suppliers using skill and appropriate situational sensitivity", Harry explains. "The opinion prospective employees develop of Siemens as an employer, is strongly influenced by our Service Departments and our Procurement function."

## Revolutionising people issues

Harry continues by next touching on the Human Resources function, "HR not only provides a service to Siemens' Corporate and Business Sectors in helping to manage employer/employee relations, but are also providing competence and resources in addressing very relevant challenges that face our organisation.

One such challenge is the skills shortage in the country. The primary role of Human Resources however, is to facilitate and optimise the people-related issues facing the employees and management".

## Reducing complexity

A corporate function providing an equalling complex service is our Corporate Development Unit comprising of Group Strategy, Diversity Management,

Corporate Quality Management (CQM) and Crisis Management.

Looking forward, Corporate Development is geared to support the growth of Siemens' profitability through the provision of strategic services ranging from BGI, Fit4 2010, our 2012 Growth Project and SESI initiatives over and above the normal support to the Business and Corporate areas, ExCo and global strategic initiatives.

"Improvement of how we manage the health and safety of our staff and visitors and how we manage potential crises in the organisation are areas that will also be focused on more this year", says Harry.

"Compliance to quality standards and procedures must be enforced, and from a health and safety perspective, we owe it to our staff to ensure adherence. Only in the event of something going wrong do we really appreciate the importance of having an established quality manual and crisis management procedure."

## Branching out

Adding another level of value to the company is also the focus of our KwaZulu-Natal and Cape Branches. Regarded as a corporate function, the Branch Directors and their direct reports are an extended arm of our Sectors, representing Siemens in the regions and concentrating on relationship building and business development.

Says Harry, "The Branches open doors with senior customers and decision-makers in the regions while still remaining responsible for home concerns relating to



the provision of normal services and facilities for our regional employees".

## Over and above

In addition to his corporate responsibilities and his fiduciary duties as a Board Member of Siemens Limited, Harry represents Siemens Limited, as the majority shareholder, on the board of our associate company, Siemens Enterprise Communications (SEN) and is the Chairman of Siemens Real Estate.

With such a complex assortment of duties, AmongstUs asked Harry how an Executive Director handles the stress of his job. "I realised that I needed to change my lifestyle", Harry informs us.

"I now pay more attention to my mental, emotional and physical condition. I try to get regular exercise, to eat healthier food options and I'm not ashamed to admit that I indulge in proven stress management techniques. However, quality time with my family is just as, if not more, important. I work hard at trying to achieve balance in my life."



Siemens Generation21

## Investment education for learners from our partner school

Siemens recently sponsored the participation of learners from our partner school, Ingqayizivele High School, in the JSE/Liberty Life Investment Challenge.

The JSE/Liberty Life Investment Challenge is a focused and far-reaching educational youth space aimed at introducing South African high school learners to economic and commercial dynamics. The Challenge introduces these learners to the fundamentals of investment strategy and encourages them to research and strategise issues surrounding trading of JSE listed shares.

Vela Khumalo from our Automation and Drives division has volunteered his time to act as mentor to the learners from our partner school who are taking part in the Challenge.

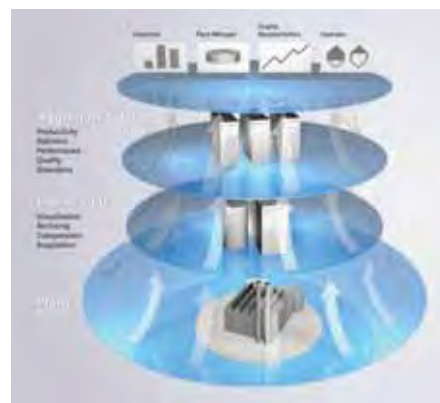
Emily Molefe,  
Corporate Social Responsibility.  
emily.molefe@siemens.com



From left: Vela Khumalo, volunteer mentor, Eleanor Mahlase, Supervising Educator and the learners from Ingqayizivele High School who are participating in the JSE/Liberty Life Investment Challenge.



At the A&D Plant Intelligence Roadshow, from left: Tommie Chambers, Human Machine Interface (HMI) product specialist and Rocco de Villiers, Human Machine Interface (HMI) product promoter.



Demonstration of A&D's intelligent plant automation solutions.

# Plant intelligence solutions for greater productivity

As part of an overall drive to assist industry to improve plant performance through the effective use and implementation of intelligent plant automation solutions, our Automation and Drives (A&D) colleagues recently completed a nationwide series of Plant

Intelligence Productivity Tours at conference venues in Port Elizabeth, Cape Town, Durban, Johannesburg and Middleburg.

Rocco de Villiers, Human Machine Interface (HMI) promoter at A&D, says

the primary aim of the Productivity Tour was to demonstrate to our partners and end-users how the latest available technology in plant automation can be used to achieve substantial gains in plant productivity and efficiency.

"A&D hosts a number of these regional seminars annually which are attended by more than 350 delegates from across all industry sectors," says Rocco.

"Showcasing a different solution each year, this year's Productivity Tour focused specifically on plant intelligence on a local and enterprise-wide level, and included WinCC, MIS and MES."

He continues, "Through conferences like these, we are able to highlight, for example, the benefits of tools such as management software solutions. This in turn offers a practical platform to demonstrate to industry how to address and prepare for challenges proactively."

"Although traditionally most people are a little wary of the entry point for plant intelligence, through a combination of live demonstrations and presentations, we were able to convincingly show how, using the bottom-up approach of a management system, plant intelligence can be linked directly to our proven SIMATIC IT system and applied to processes - no matter how small - in a cost-effective manner that delivers real benefits in productivity and efficiency." Continuing, Rocco adds that we were able to show that even at a very low entry point, one can prove a return on investment while still having the ability to scale all the way up to full enterprise MES if wanted.

Says Darryl Kaufmann, Divisional Manager of Automation Systems at A&D, "The unique interoperability of Totally Integrated Automation (TIA), which includes Plant Intelligence and SIMATIC IT, enables companies to optimise their production, increase throughput and reduce life cycle costs. TIA also provides a high level of investment security while minimising overall plant complexity so it works reliably and produces the right quality in an industry where uptime is critical to profitability."

## We answer South Africa's toughest questions

Our company is experiencing exciting times with the Siemens Answers campaign. The new brand campaign is providing us with an opportunity to tell our story while highlighting our innovative products, solutions and services.

The campaign was launched to employees earlier this year with the Siemens Answers Manifesto. Since then, various internal activities such as Intranet communications, internal signage and banners, note books and coffee mugs have been raising the interest of employees around the country. The mirror teasers on some of the washroom mirrors with the statement "Look who's answering South Africa's toughest questions" are encouraging all employees to embrace the Siemens story and motivate them to continue to provide answers to our customers' and country's toughest questions. A variety of other internal activities will be implemented in the coming months.

The campaign was launched externally in May with print advertisements appearing in publications like the Financial Mail, Engineering News, The Times and Business Day. Two corporate social responsibility related advertisements are appearing in various government and business magazines. At the same time, the feature on the local Siemens website was changed to reflect the messages being communicated in the print advertisements.

The second phase of the Answers campaign, where we will be communicating our three new sectors, Energy, Industry and Healthcare, will commence shortly.



Jose Machado,  
Corporate Communications  
josemachado@siemens.com

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

### Letter from the editors



Dear Reader,

With another edition of AmongstUs done and dusted, we hope you enjoy reading all the interesting bits and pieces of information contained herein.

Most importantly of course is the interview with the new Cross-Sector Business and Sector Cluster Leads featured on pages 2 and 3. In addition, we welcome two new Siemens Limited Board members, Dr. Siegfried Russwurm as our Chairperson and Alex Mathole as Executive Director. Coupled with the organisational optimisations, this is really exciting times for our company. Our new Sector business approach will ultimately simplify our business model and promote new synergies.

Our Human Resources department has also re-structured as an output of the now completed Skills Revolution project and in order to align with the company re-organisation. Read more on page 24.

Our regular competitions in the RoundAbout section offers more chances to win with AmongstUs - this time a Ster-Kinekor movie voucher valued at R1,500 is up for grabs if you answer our ten Siemens trivia questions correctly, as well as a R250 Woolworth gift card if your interesting photograph is chosen to be published in the next edition of AmongstUs.

So happy reading and we look forward to your comments and suggestions as part of our Readers' Forum.

The Editors,  
Sarita Gouws and Sherrie Eddey.

How to contact us:  
Tel. 011 652 2009  
E-Mail: [amongstus.za@siemens.com](mailto:amongstus.za@siemens.com)  
Post: Siemens Limited, Corporate Communications, AmongstUs, Private Bag X71, Halfway House 1685

Winners of the Sales Award Programme jettied off to the Far East to explore Beijing and Hong Kong earlier this year. The group, comprising sales achievers from Power, Siemens IT Solutions and Services and Automation and Drives, travelled from Johannesburg to Beijing on a 20 hour flight via Hong Kong.

The sprawling capital city of China, Beijing, with an estimated population of more than 17 million people, proved to be a fascinating destination.

The Siemens group explored Tian'anmen Square and The Forbidden City or Imperial Palace, the largest palace complex in the world. They also visited a traditional Hutong, or residential area, where they got an insight into how the citizens of Beijing lived in years gone by.

In stark contrast to the historical sites, Beijing proved to be a modern city with skyscrapers and thousands of cars, bicycles, busses and pedestrians travelling vast distances from one place to another. Ever adventurous, our travellers dined on traditional Chinese delicacies and explored a typical market where they experienced the daunting bargaining process. Another highlight was a visit to a section of the Great Wall which is approximately two hours drive outside Beijing.

From Beijing, the group flew to Hong Kong where they explored the densely populated city with an estimated 6.9 million people living within 1,000 square kilometres. Renowned for shopping bargains, Hong Kong also offers a variety of cultural and culinary experiences, which our Siemens colleagues experienced.

The last stop on this incentive trip was Macau, a coastal city on the southern eastern tip of China. Long famed as the gambling mecca of China, the city has in recent years embarked on developing a replica of the Las Vegas Strip in America.



Our group of Sales Awards travellers touring the Great Wall of China (above) and at the Forbidden City in Beijing (below).

Our group booked into the Venetian, a larger replica of the Venetian hotel in Las Vegas, complete with canals and gondolas. In contrast, they also explored the old part of Macau, with its Buddhist temples and Portuguese architecture, reminiscent of the era when Macau was a Portuguese colony.

Consensus from all was that China is a truly fascinating destination and on seeing a small portion of this vast country, they would want to return to explore further.

Sarita Gouws,  
Corporate Communications  
sarita.gouws@siemens.com



## Medical revolutionises oncology field in South Africa

With the recent acquisition of state-of-the-art Molecular Imaging equipment for the Johannesburg General and Pretoria Academic Hospitals, our Medical Solutions colleagues, in collaboration with their partner Phambili Hospital Products, have made an enormous contribution to the Oncology diagnosis and treatment capabilities at these two leading academic hospitals.

Consisting of a Positron Emission Tomography and Computed Tomography (PET/CT) 40 slice upgradeable to 64 slice unit for each hospital, this technology completely integrates the functional sensitivity of PET with the rich anatomical detail of diagnostic multi-slice CT.

Carlo Blanckaert, Healthcare Project Manager at Medical Solutions says: "Exclusive technologies such as the award-winning Patient Handling System (PHS), HI-REZ, LSO, Pico-3D, True C, and SureView offer superb image quality for improved diagnostic confidence. With this leading-edge technology, doctors can enhance their ability to detect changes in molecular activity even before anatomical changes become visible."

Our organisation has been serving the radiation therapy community for almost 90 years. In that time, we have grown from being a provider of cobalt machines and linear accelerators to a leading provider of radiation oncology solutions. With invaluable input from the community and its clinical collaborators, our Medical Solutions division deliver radiation oncology solutions that provide the building blocks for future advancements in radiation oncology.



"Delivery of radiation therapy treatments is relying more heavily on the use of diagnostic quality imaging like PET/CT," Carlo says. "Critical to the entire process of diagnosis and treatment, the power to acquire, enhance, share, interpret and network images is key to the ability to provide leading-edge cancer care."

From the patient's perspective, a PET/CT examination is fast, straightforward and painless. It combines two scanning techniques – the PET, which shows different functions in the body, and the CT, which shows detailed structural anatomy – into one. The result is that doctors are able to get highly defined 3D images from the inside of

the human body with only one system and during one appointment.

"The combination of the incredible metabolic detail of our PET technology with true volumetric CT provides unsurpassed hybrid clinical image quality. It's the surest way to see exactly what activity is taking place in the body and exactly where to localise it," adds Carlo.

Siemens' PET/CT helps doctors reveal primary tumours, detect metastases, quantify uptake, and reduce false positives. Furthermore, the doctors at Johannesburg General and Pretoria Academic Hospitals can now pinpoint the exact location, size,

nature, and extent of disease at its earliest stage, and deliver the most accurate diagnoses possible to patients in record time.

"Whether doctors are identifying the presence of a neurological disorder, determining the exact location of a tumour, or diagnosing heart disease, the PET/CT units scan in half the time — and doctors can reconstruct images in a matter of seconds," Carlo points out. "They can also optimise images to streamline interpretation and improve workflow efficiency."

With unsurpassed lesion detection and the best spatial resolution in the industry as well as improved HI-REZ detection, our PET/CT unit enables doctors to quickly find, identify and diagnose lesions as small as 3.0 mm. Scans can also be performed twice as fast without sacrificing image quality. High-resolution, high-speed images result in dramatically increased throughput and patient comfort. In addition, because PET/CT enables doctors to collect 78% more data, the amount of each injected dose can be reduced by as much as 50%. Lower exposure translates into higher levels of patient safety, which is particularly important for children.

"Whether the doctors at Johannesburg General and Pretoria Academic Hospital are working in oncology, cardiology, or neurology, they need the most complete set of information possible in order to make a truly accurate diagnosis," Carlo concludes. "Only Siemens' PET/CT reveals the tiniest lesions in the clearest detail."

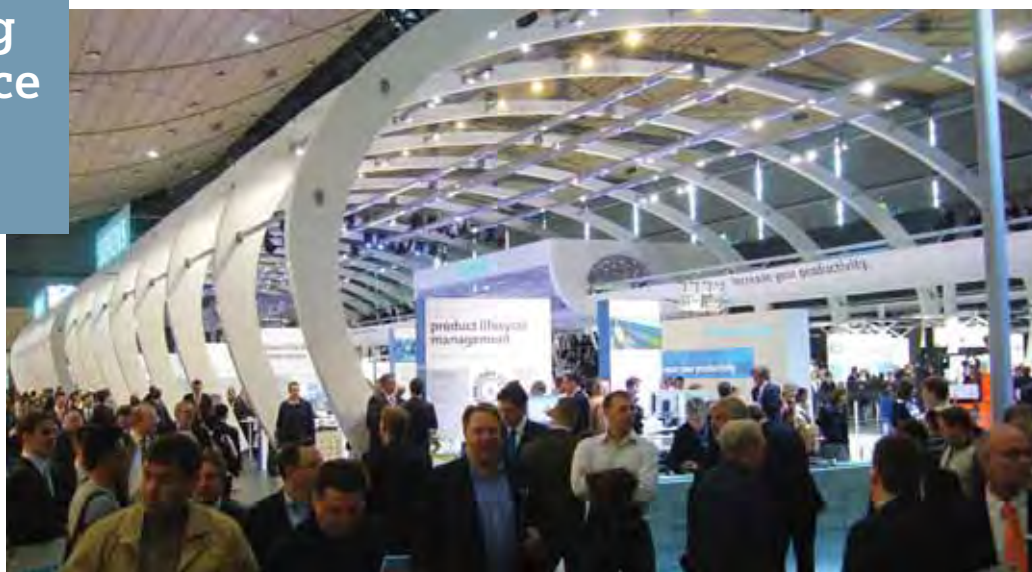
Jose Machado,  
Corporate Communications  
josemachado@siemens.com

## Demonstrating our competence at the 2008 Hannover Fair

Twenty customers, five days, five staff, five factories – our Automation and Drives (A&D) division's annual pilgrimage to the world famous Hannover Fair once again proved its worth as an invaluable opportunity for our customers and staff to see for ourselves the latest and best in industrial automation technology that is available in the world today.

With the focus on project houses, engineering procurement and construction, customers for this year's Tour represented a broad cross section of industry sectors, including mining and metals, food and beverage, industrial and petrochemical.

"Although the Siemens draw card at this year's Hannover Fair was centred on the automotive sector, there was something of interest for everyone," says Ryan Chetty, Divisional Manager: Instrumentation at A&D. "In addition to automotive targeted at PLC customers, all other spheres of process instrumentation and automation systems were on display. It was impressive to see the extent of the competence available, the depth of research and the quality of manufacturing that goes into Siemens products and solutions."



The Hannover Fair is the only platform in the world where Siemens can present its extensive range of products, systems, solutions and services in their entirety; and this year we were the largest exhibitor at the Fair with around 4,500 m<sup>2</sup> of booth space.

Ryan says that the sheer size and volume of the Fair itself is mind boggling, considering the vast numbers of visitors and the amount of exhibitors, as well as the innovative technology exhibited. "While other companies had a diverse range of offerings

and good products, what stood out was the ability of Siemens to offer the total package from the start to the finish of the automation process, including PLC, instrumentation, drives, motors, switchgear, and the people with the expertise from within the company to actually conceptualise and design the entire process," he says. "To illustrate this point and show how much precision and expertise sits in the company itself, we have 55,000 people working on Research and Development in our company, more than most companies have in their entire workforce!"

**The A&D stand at this year's Hannover Fair.**

logistics systems, material management systems and production systems."

Automation as the key to increasing productivity plays a central role with manufacturers, first-tier suppliers and machine manufacturers. Offering an integrated range of products and solutions, we were able to demonstrate how productivity can be increased in all production sectors.

"From the processing of raw materials, plant configuration and simulation all the way to real production and services, the central components of the live model were the systems dealing with all aspects of PLM and the digital factory, including CAD and production simulation to digital product development," adds Sean.

In addition to the days spent at the Fair, visits were also paid to factories in Germany and France, including the SC switchgear facility in Hagenau, the PCS7 factory in Karlsruhe, the S7-300 factory in Amberg, the LD factory in Nuremberg, and the SM300 facility in Hamburg.

"The purpose of the factory tours is to show Siemens' competence and give our customers an insight into the size of our organisation, what goes into the design and manufacture of our products with an overview of the manufacturing facility," says Ryan. "Besides providing a unique experience of new developments in our industry, the annual Hannover Fair Tour gives us a unique opportunity to form and mould very strong relationships with our customers."

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

## CQM supports environmental awareness



Planting the new Karee tree, back row from left: Pagie Pillay, CQM; Alfred Malaza, CQM; Wolfgang Koppert, CQM; Johan Greyvenstein, CQM; Thanyani Nedzingahe, CQM and Hennie Coetzer, CQM. Front row from left: Ruby Chetty, CQM and Harry Hollier, Executive Director shaking hands with Harold Teague, CQM.

To celebrate World Environment Day, members of our Corporate Quality Management (CQM) division donated and planted an indigenous Calpurnia Aurea tree to enhance the current indigenous garden at Siemens Park.

Commemorated each year on 5 June, World Environment Day is a United Nations Environment Programme (UNEP) that aims to stimulate worldwide awareness of the environment and to enhance political attention and action. This year's slogan "CO<sup>2</sup> - Kick the Habit" promotes measures that will contribute towards a low carbon economy in recognition of climate change as fast becoming one of the defining issues of our era.

People, companies and governments globally were encouraged to participate in this year's World Environment Day by planting trees, conducting clean-up campaigns and increasing recycling efforts amongst other initiatives. Armed with the knowledge that trees remove carbon from

the atmosphere, filter air, and prevent soil erosion, the gardens at Siemens Park boast numerous indigenous trees and shrubs as a symbol of our commitment to preserve natural resources.

In addition, CQM take environmental concerns to a new level by conducting Environmental Impact Assessments on all Siemens permanent sites, new acquisitions as well as other places where Siemens conducts business e.g. project sites.

Taking into consideration relevant legal requirements, this impact assessment thoroughly gauges each site's business activities and the resultant environmental impacts to determine the necessary controls to be implemented in order to prevent or control the consequential environmental impact – all in aid of being a good corporate citizen.

Thanyani Nedzingahe, CQM  
thanyani.nedzingahe@siemens.com

Under the motto 'Increase your productivity, our A&D colleagues showcased automation and drive technology solutions for machine manufacturers, plant constructors and end users at the Fair. The focus of our exhibition was a live demonstration of automobile production, from raw materials processing, plant layout, product and factory simulation to the automation of machining centres and material handling systems.

"With regard to the digital factory and Product Lifecycle Management (PLM), the visitor could see solutions for CAD, production simulation or digital product development," says Sean Frost of A&D. "Topics such as energy efficiency and safety technology rounded off the exhibit."

Sean says we also demonstrated added value through increased productivity, energy efficiency and solutions for the digital factory. "With automation solutions, products and systems, our Drive Technologies and Industry Automation divisions exhibited innovations for the complete value-added chain," he added. "This encompassed product development solutions, automation solutions, as well as the networking of production and



Ryan Chetty, A&D (front row, first person from right) and Joe von Aulock, A&D (back row, fourth person from right) with several customers on one the tours at the Fair



The group of girl learners who visited Siemens for a day as part of the Cell C Take a Girl Child to Work Day initiative.

## Girl learners spend the day at Siemens Park



On the tour of Siemens Park, the girls met Roger Klintworth, Industry Sector Cluster Controller (back row left), Stuart Clarkson, Industry Sector Cluster Lead (back row centre) and their assistant, Petro Strydom (back row right).



The learners look at the process instrumentation equipment in Automation and Drive's demo room.

In support of the Cell C Take a Girl Child to Work Day initiative, our Corporate Communications colleagues hosted thirty girl learners from our partner school, Inqgavizivele High School, Emdeni and Abraham Kriel Children's Home at our head office, Siemens Park. Forming part of our Corporate Social Responsibility programme, the day's curriculum

including presentations by our Head of Corporate Communications, Greg Gibbons providing an overview of the Siemens organisation; our Skills Development colleague, Sharon Thotharam regarding the training opportunities available within Siemens, in specific the Commercial Advancement Training Scheme (CATS), and a

presentation by Siphokazi Simandla from Siemens IT Solutions and Services and volunteer Liz Graham on the topic of "choice empowers". In addition, the girls were treated to lunch in our canteen before splitting into two groups. Each group was taken on a tour of Siemens Park, which included the trim park, the Corporate Communications and Industrial

Solutions and Services offices as well as Siemens Building Technologies' facility on Block CB. In addition, each group visited Automation and Drive's demo room on Block K5.

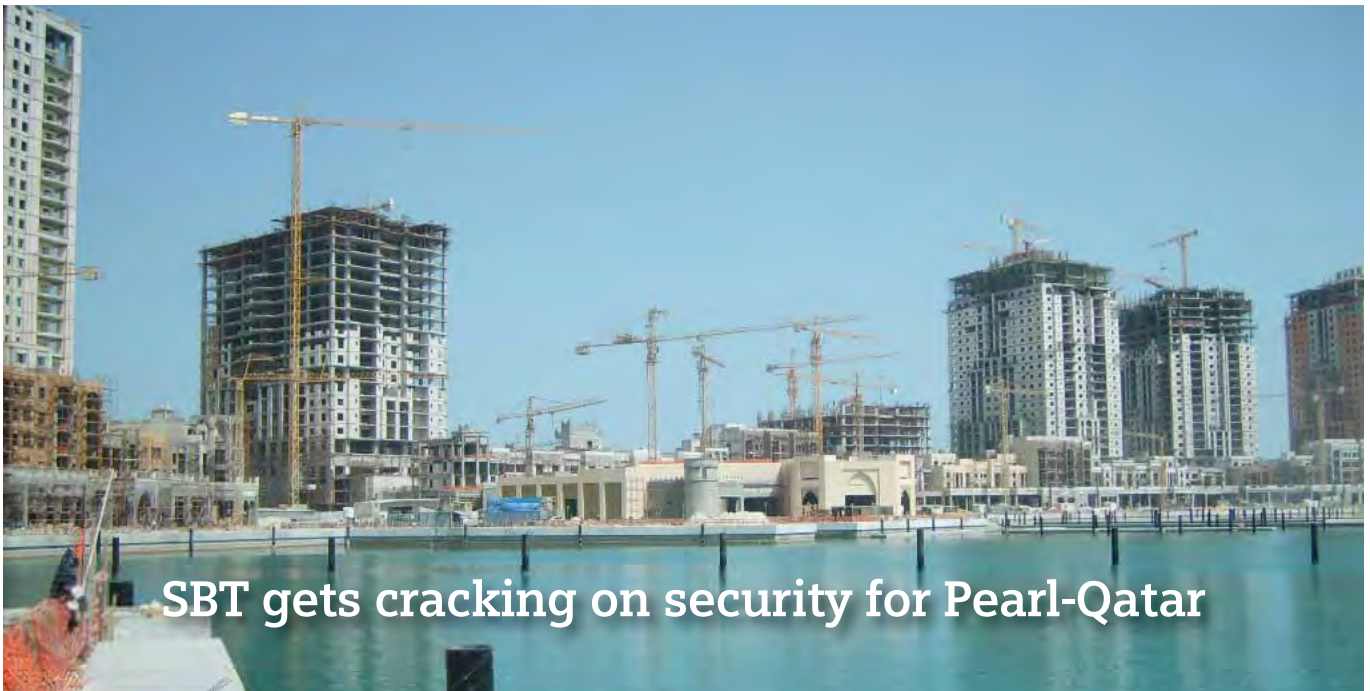
Emily Molefe,  
Corporate Social Responsibility  
emily.molefe@siemens.com



Niek Steyn in Corporate Communication's design studio explains the Siemens design guidelines.



Sherrie Eddey, Corporate Communications, illustrates the history of Siemens to the learners.



## SBT gets cracking on security for Pearl-Qatar

As reported in the December edition of AmongstUs, our local colleagues from Siemens Building Technologies (SBT) are currently working with Siemens Dubai and Siemens Qatar to supply, install and commission the CCTV and access system for the Pearl Island or "Pearl-Qatar" development project.

The man-made Pearl-Qatar Island is the State of Qatar's first international real estate venture and the country's first freehold development. Located just 20 kms from the Doha International Airport, the anticipated initial investment of \$2.5 billion will include some 75,000 residential units in 20 tower buildings plus a number of villas and townhouses to accommodate

approximately 35,000 residents. The Pearl Qatar will also feature leisure facilities comprising of three 5-star hotels, an international yachting hub with three marinas and 700 boats, and 150,000m<sup>2</sup> of international retail, restaurants and entertainment amenities.

Our SBT colleagues were appointed to carry out the CCTV and access control design, supply and commissioning for the parcel areas and island-wide surveillance systems which will all be connected back to the Operational Control and Command Centre (OCCC) where Siemens Dubai has the contract for the supply, installation and commissioning of the OCCC as was done on The Palm in Dubai.

This project is the first totally IP based CCTV system that we have locally embarked on, where the initial phase consists of 560 cameras with the possibility of nearly doubling in quantity including all cameras in the scope of the various developers on site. Currently a dedicated local SBT team is established on-site and our portion of the project is on track with conduits, cabling and the majority of CCTV cameras installed in nine of the eighteen residential and retail parcel areas. Completion is envisaged for August 2009.

Paul Potter, SBT  
paul.potter@siemens.com

An overview of the construction on the Pearl-Qatar Island's Porto Arabia and parcel and retail areas.



SBT team members installing conduits in parcel area nine.



Siemens Generation21

## Tembisa schools discover science and technology in a fun way



Several learners from Sedibeng Primary School explore the contents of one of the five Discovery boxes donated by Siemens.

As part of an ongoing educational support programme for under resourced schools and in a bid to encourage child-friendly access to science and technology at primary level, Siemens donated nine 'Discovery' boxes to two Tembisa primary schools, both of which act as feeder schools for Ingqayizivele High School, our partner school selected as part of our Generation 21 educational programme.

Emily Molefe, our Corporate Social Responsibility Manager says the 'Discovery' boxes will allow the children from Isekelo

and Sedibeng Primary Schools to have fun investigating a variety of exciting everyday phenomena as the experiment kits have all the equipment for exploring water, air, colour, sound and electricity.

"This is not text-book learning, but rather a practical and fun way of giving children their first experience of scientific and technical phenomena, which even the very small find highly interesting," she says. "The child-friendly, fun experiments in the boxes make science real and are thus an important element of early childhood education."



Emily Molefe, Siemens CSR Manager, hands over one of four Discovery Boxes to Jack Thulare, Head of the Science Department at Isekelo Primary School.

Emily says that as a knowledge-based company, we aim to encourage the next generation to investigate the world around them, starting at a young age. "In this way we are fulfilling our social responsibility, as education is an important prerequisite for the cohesion and development of society," she adds.

Specially developed in Germany for international countries, the Discovery boxes are part of a complete educational concept that includes experiment sets on 'Energy and Electricity' and 'Environment and Health'

as well as a DVD with instructions for teachers.

"Early science education by means of experiment kits is an important part of Siemens' Generation 21 worldwide education programme for pre-schools, schools and universities where the company is currently successfully promoting educational activities in over fifty countries," concludes Emily.

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

# SBT introduces dedicated service and maintenance

In an ever increasing competitive market, it is the differentiation and added value that makes customers choose and select.

On identifying an increasing demand from our existing customers to come up with comprehensive, flexible and customised solutions on a service and maintenance level over the entire life-cycle of their security solutions, our Siemens Building Technologies (SBT) colleagues have established a dedicated Service and Maintenance department, in line with their

Advantage Services offering. The primary aim of Advantage Services is to provide a unique customer benefit by offering a harmonised and comprehensive service portfolio which clearly addresses the needs and requirements of our customers. With this portfolio, the full range of SBT services is presented to our customers in a simplified and consistent manner; perfectly scalable to specific customer demands. Furthermore, it is ensured that our services are delivered to customers in a clearly defined service quality worldwide.

Advantage Services facilitates cross-selling and lays the foundation for common service delivery processes and tools within the SBT division. This will assist in increasing both service sales and the efficiency of our service delivery to support the SBT solution offering which consists of video surveillance and digital recording, access management and time and attendance, fire detection and suppression, integrated security management information system (ISMIS), open transport network (OTN) and asset tracking.

Pieter Burger has been appointed as the service operations manager for the newly established SAM organisation and interviewing has commenced in order to establish the proposed organisation according to the necessary skills and capabilities required for effective service delivery as defined during the service set-up plan.

In addition, standardised field processes are being adapted for the SBT service organisation with clearly defined roles and responsibilities as well as the definition of training plans for service sales, execution and back office personnel.

To ensure the full potential of this extended portfolio, a dedicated service sales manager will be responsible, together with our prospective and existing customers, for outlining the needs and requirements on service and maintenance to facilitate the drafting of and sale of service agreements.

Over and above, our various customer call centres was assessed and it is envisaged that in future all local customers will be able to make use of a dedicated SBT call centre 24/7 for all service and maintenance related issues, fault logging in addition to managed services functionality.

A key aspect to this structure is not only the offering of product-related services, but also value added services, which protect our customer's investment and bring about real value over the entire life cycle of a facility.

With the support of our SBT head quarters in Switzerland and the local project support of our SBT and Industrial Solutions and Services (I&S) divisions, the Advantage Services project roll-out was initiated at the beginning of this year and launched in July.

The project itself is fairly unique in that our local SBT division had to establish a dedicated Service and Maintenance (SAM) organisation from scratch. A comprehensive business plan had to be compiled which included gathering vast amounts of financial, installed base and competitor information, as well as a customer survey which formed the basis of an action plan for the service roll-out strategy.

Keshin Govender,  
Corporate Communications  
[keshin.govender@siemens.com](mailto:keshin.govender@siemens.com)

## Movers & shakers

### Five minutes with Marcus Jungermann

AmongstUs had a quick cup of coffee with Marcus Jungermann, Senior Business Development Manager.

#### AmongstUs:

Senior Business Development Manager, how would you explain your portfolio in one line?

#### Marcus:

In essence, my role is to focus on and facilitate the growth of our company under the banner of Growth Programme 2012.

#### AmongstUs:

How will your portfolio contribute to the Growth Programme 2012?

#### Marcus:

As part of the Corporate Development team, I will work closely with our three Sectors and Cross-Sector Business by looking at how their sales teams utilise our CRM tool, Maximizer, until such time as the various Sector headquarters have decided which software they will make use of in the future. I will be doing a lot of coaching in this regard as it is imperative for our company's success that we view our customers holistically and not just focus on them in segments. It must become second nature to use a CRM tool, something that is part of daily activities and not a separate task that is done for the sake of doing it. By using CRM optimally, we can truly become partners to our customers and service their needs from the entire Siemens offering.

#### AmongstUs:

What are the current challenges in your area?

#### Marcus:

Wherever change is involved there is initial resistance. My challenge is to coach our sales teams to move from a box selling approach to that of a reliable business partner. A lot of good work has already been done in this regard, so I rather view it as an opportunity to develop our customer relationship management programme to a very effective level.

#### AmongstUs:

You are also the responsible manager for hospitality programmes. Please tell us a bit more about this role?

#### Marcus:

I have been part of the hospitality project team for the Asian Games 2006 and the World Cup 2006 in Germany



and now for the Beijing Olympics. This has given me good experience into what makes a hospitality programme successful. For the Soccer World Cup 2010, we are now looking at our approach for Siemens in South Africa to get maximum exposure within the Siemens community, including OSRAM, Fujitsu-Siemens Computers, Bosch-Siemens Home Appliances and Nokia Siemens Networks. We will be using the "Experience. Technology" approach to give visitors to the World Cup a look at Siemens reference sites around South Africa. There will be a lot more communicated on our approach in the next months.

#### AmongstUs:

Give us a short overview of your career at Siemens.

#### Marcus:

I joined our company in 2000 and have held positions in Corporate Account Management, Implementation and Marketing.

#### AmongstUs:

You have worked in Germany and Italy, what made you choose South Africa as your next destination?

#### Marcus:

I have an interest in working in emerging markets and like to have hands-on involvement in the business. South Africa gives me this opportunity, and besides, it is a beautiful country with wonderful people and amazing places to explore.

#### AmongstUs:

In conclusion, tell us about your personal interests?

#### Marcus:

I enjoy discovering new places with my wife Sandra and we have already started to explore South Africa. I am also a keen golfer and enjoy mountain biking and running.



The newly organised SBT Sales and Maintenance (SAM) team, from left: Steffan Rusche, SBT Account Manager; Marcel Graber, I&S Project Manager; Jesse May, SBT Head Quarters Project Manager and Pieter Burger, SBT SAM Service Operations Manager.

## Meet your new AmongstUs Editorial Committee members

Your new representatives on the AmongstUs Editorial Committee are:



Left:  
Automation and Drives:  
Jeanett Brand,  
[jeanett.brand@siemens.com](mailto:jeanett.brand@siemens.com)



Right:  
CIO:  
Rahma Khan,  
[rahma.khan@siemens.com](mailto:rahma.khan@siemens.com)



Left:  
Siemens IT Solutions and Services:  
Lindiwe Pantshwa,  
[lindiwe.pantshwa@siemens.com](mailto:lindiwe.pantshwa@siemens.com)



Right:  
Siemens Home and Office Communication Devices:  
Carlo Romao,  
[carlo.romao@siemens.com](mailto:carlo.romao@siemens.com)

Visit the AmongstUs portal on the Intranet (which can be accessed from the Corporate Communications landing page) for details regarding the entire editorial committee, editorial tips, competitions and more.

AmongstUs

# Roundabout

A roundup of sport, healthy living and entertainment

SIEMENS

## Family Fun Day a milestone event



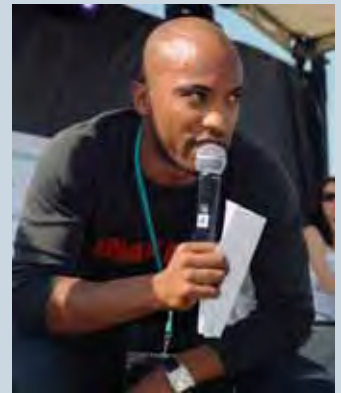
An area was demarcated for guests to relax under umbrellas on bean bags and picnic blankets.



Bouncing fun on one of the jumping castles.



Adults and children alike enjoyed the many activities at the Family Fun Day.



MC, Pepsi Pokane kept the proceedings of the Family Fun Day running smoothly.

continued from page 1

A marked success were the rides offered on the Segway PT, two-wheeled, self-balancing vehicles using gyroscopic sensors as opposed to traditional mechanical brakes and driven by electric motors that can travel up to 20 km per hour. Users simply lean forward to go forward, lean back to go backward and turn by leaning either left or right. Stopping requires a little more balance with the user standing in a neutral upright position.

Over and above, a large choice of traditional food, beverage and snack outlets offered a variety of edibles to guests during the event, ranging from beef burgers, hotdogs and chip 'n dips, to candy floss, popcorn and candy apples as well as Halalal and Vegetarian food choices to ensure each and every person's catering choices were seen to.

Addressing guests at the start of the event, our Executive Director Harry Hollier welcomed all families to the Family Fun Day and was able to give a brief overview of our Work-Life Balance programme, reiterating the company's commitment to assisting employees in finding a balance between work obligations and home-life priorities. Says Harry, "Although our Work-Life Balance programme has grown in leaps and bounds since its introduction last year, we recognise that there is still so much more than can be done to add value to our people's lives".

"The task of tackling Work-Life Balance issues is not seen as a short-lived programme, but rather as a long term commitment that we believe will have sustainable benefits for every Siemens employee, thus impacting their families as well".

Photographs taken at the Family Fun Day are available online on the Siemens Corporate Image Library at: <http://picturedatabase.siemens.co.za/>.

Access to the site requires registration. To view or download photographs in low or high resolution, simply run a search for "family day" images.

Sherrie Eddey,  
Corporate Communications  
[sherrie.eddey@siemens.com](mailto:sherrie.eddey@siemens.com)



A stilt walker peaked the curiosity of many children at the event.



## Soccer challenge fosters synergies

Our annual Siemens Soccer challenge took place at the Eskom Convention Centre earlier this year with the objective to integrate, foster relationships and build synergies between the Siemens companies across Gauteng. In the opening match of the tournament, the team from Siemens Park challenged the Siemens Automation and Drives (A&D) team from our Isando branch in what turned out to be a hard-fought match. The Siemens Park team came out as the winners with a final score of 4-3 against Siemens A&D, and progressed to the finals where they played against the "Feralloys", a private soccer team from Pinetown, Durban. Although a match well played, the "Feralloys" took the win in the final match. Well done to our Siemens Park team.

*The Siemens Park soccer team, back row from left: Ramphahlele Mahlaba; Brilliant Shange; Quinton Mpepele; Richard Msweli; Letlohonolo Modise and Michael Bauer. Front row from left: Ofentse Mogole; Tshepo Mokoka; George Mashinini; Luvo Jacobs; Lesiba Ditshego and Lovemore Chauke.*

## Lets meet...

Iqbal Ganie has been appointed in our Major Events office with a specific focus on coordinating and facilitating the business divisions activities leading up to the 2010 FIFA Soccer World Cup.

### Iqbal Ganie

Programme Manager, Major Events

AmongstUs chats with Iqbal Ganie to find out more about the man behind this purposeful and demanding job.

#### Your career history and qualifications?

I studied Electrical Engineering (LC) at M L Sultan Technikon in Durban and thereafter began working for a point of sale company as a repair technician. A few years later, I quite accidentally got involved in technical sales. I next moved to a previously owned Siemens company and initially held a Regional Sales Manager position before becoming a National Key Account Manager for the company. I have been in the energy distribution industry for the past nine years before I chose to leave to diversify my knowledge in business management to compliment my MBA degree.

#### What made you decide to join Siemens?

Siemens offers eight businesses in one company - you don't get better business diversity than that! Working with a company like Siemens offers me an opportunity to expand my need for broader international business experience.

#### What achievement in your career do you consider a personal highlight?

My personal career highlight is attaining and maintaining an annual tender for seven consecutive years for a metro municipality. Once again, I was successful in getting the contract awarded to my previous company just before I left to join Siemens.

#### What attribute do you think is the most important as a manager?

Recognising and valuing an employee's contribution to an organisation's direction is imperative in today's world. Gone are the days of telling an employee. Now success is based on negotiation and finding a mutual "fit" between employee and employer.



#### What are your immediate challenges in your new portfolio?

I have many priorities, but the immediate challenge is to improve communication and interface between the World Cup 2010 team and the various Siemens business divisions on upcoming potential projects. If we work efficiently as one company, we will achieve success for Siemens as a whole.

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

Having just relocated to Johannesburg, my hobby has shifted from beach body-boarding to one of house hunting. Hopefully, this will be over soon and I can take up golf and road running.

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

I try to keep dedicated times for dinner with the family and when I have additional work, I try to catch up when the rest of the household is asleep.

#### Any motto that you believe in?

Don't regret anything that makes you smile.

#### What good advice would you give people to achieve their career ambitions?

Work, study and play hard. But most of all have fun doing it!

## AmongstUs mystery competition winner

Winning the "mystery of the untimely blackmailer" competition featured in the previous edition of AmongstUs, Vernon Lloyd from Power Transmission and Distribution at Kyalami Business Park. Vernon takes home the latest generation iPod Nano 4GB.

The competition's question was "Why did Harold decide not to pay Eric the butler?" The correct answer was that Harold realised Eric was lying about the apparent new will as it was dated 31 June and no such date exists - June only has 30 days!

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



## Sudoku for life

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

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

# Our colleagues run for corporate social responsibility



Forty colleagues from our various Business and Corporate divisions once again took part in this year's JP Morgan Chase Corporate Challenge at the Wanderers by participating in the 5.6 km run/walk. The race commenced at 18:30 with over 10,000 participants from more than 200 Corporate teams at the starting line. Money raised from this year's event will go to Makhulong, a subsidiary of the Johannesburg Housing Company (JNC) dedicated to community development.

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

## Did you know...

- A green diamond is the rarest diamond
- There is more than 326 million trillion gallons of water on Earth
- The heart of a blue whale is the size of a small car
- A soccer ball is made up of 32 leather panels, held together by 642 stitches
- Water expands by about 9% as it freezes
- About 50 Bibles are sold every minute
- India is the world's largest democracy with more than 600 million voters
- English sailors came to be called "Limeys" after using lime juice to combat scurvy
- A piano covers the full spectrum of all orchestra instruments, from below the lowest note of the double bassoon to above the top note of the piccolo.
- The first credit card was issued by American Express in 1951
- Bananas are the world's most popular fruit after tomatoes. In western countries, they could account for 3% of a grocer's total sales.
- Your mouth produces 1 litre of saliva a day.

## Tips for saving energy

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

### Heating and lighting throughout the house:

Insulated ceilings helps make a home a comfortable electricity efficient place. As much as 50% of heat losses in a house can be attributed to a lack of ceilings and ceiling insulation.

Fluorescent lighting is more economical - Watt for Watt than incandescent bulbs. They use less energy and can last about 10 times longer.

Use low energy lamps for exterior lighting.

Set your air conditioning unit to recirculate cool air instead of drawing in warmer outside air.

Infrared heaters are more electricity efficient than other space heating systems. These types of heaters can be used both for spot heating and area heating.

Electric blankets consume little electricity. The correct method of use is to switch the electric blanket onto the highest setting and warm the bed just before climbing in – then switch off.

Close doors and windows when using a heater or air conditioner.

## Lets meet...

AmongstUs speaks to Lindiwe to find out what motivates this vibrant career woman and keeps her grounded and focused in her work and in her personal life.

# Lindiwe Pantshwa

Marketing Consultant, Siemens IT Solutions and Services

### Your career history?

I joined Siemens IT Solutions and Services, or as it was previously known, Siemens Business Services in 2005. Prior to that, I worked as a Communications Manager for Air Chefs (1998-2001), a Marketing Manager for African Legend (2001-2003) and in 2003 as a Brand Manager where I was part of a team that formed Lonmin Platinum's BEE component, Incwala Resources. I have also run my own company as a Marketing Strategist.

### Your qualifications and where did you study?

I matriculated at Clarkebury High School and completed a Public Relations course at Umtata College in addition to a Project Management course whilst I was at Siemens.

### Where were you born and bred?

I was born in Cape Town and bred in the Eastern Cape.

### What made you decide to join the Siemens family?

I've always perceived Siemens as a great company to work for and ever since

seeing the Siemens building in Midrand from the highway, I just knew that I would work there some day.

### What do you consider to be a top achievement in your career?

I learnt a great deal when I was part of the group that formed Lonmin Platinum's BEE component. I would also say that owning my own business was a noteworthy accomplishment that was hard work but with tangible rewards.

### What attributes do you think is important in the workplace?

I would definitely say that integrity is the first and foremost attribute in the workplace - you have to be honest to earn and keep the respect of others. But further to integrity, I believe that competence is essential: finish what you start, take action and be a good organiser. Even more importantly, be passionate about what you do.

### What do you get up to when you're not at work?

Virgin Active is my second home. I love exercising. I also enjoy reading, travelling, cooking, and spending time



with my family when I get a chance to travel to the Eastern and Western Cape.

### How do you manage to ensure a good balance between your home life and career priorities?

I must say that I really love my work and am passionate about what I do. I am the kind of person who likes to see the end results. However, I try to leave work at a reasonable time to unwind and enjoy my home life to its fullest.

### Do you have a saying or motto that you live by?

"If you set your mind to something, you will conquer."

### Any good advice for people wanting to achieve career success?

Stay positive and don't lose your focus. I believe that good things happen to those who are patient and enduring.

Long Service Awards

10 years

May

Dougie Blair  
 Johan Cloete  
 Yolanda da Silva  
 Filemon Elskie  
 Theo Kleynhans  
 Karon Labuschagne  
 Karl van Rensburg

June

John Douglas  
 Cynthia Zandile Ilozue  
 Brian Scott

July

Granny Matlakala Boshielo  
 Johan Cloete  
 Antonio da Silveira  
 Hermanus Groenewald  
 Jean Jollivet  
 Joe Kool  
 Gideon Nduna Manzini  
 Vusi Mazibuko  
 Steve Ngwane  
 Felumasa Nyanisa  
 Mark Ivan Poole  
 Jon Rindel  
 Mario Rossouw  
 Ameen Sayed  
 Solomon Sishi  
 Zameer Thayab  
 Graeme Michael Thomson  
 Sharon Watson

August

Anneke Ackerman  
 Paul Degenaar  
 Craig Johnston  
 Cornelius Mphoto Malema  
 Simon Mahlangu  
 Raven Paice  
 Francesco Pennella  
 Martin Retief  
 George Sewmungal  
 Leon Viljoen

September

Sean Bothe  
 Spiro Kyriacos  
 John Lindsay  
 Poovalin Naidoo  
 Brian Theunissen  
 Mike Walter  
 Willy Dawn Williams

20 years

May

Mark Tassel  
 Anthony Venketsamy  
 Charmaine Zuyl

June

Klasie Badenhorst  
 Lukas Duursema  
 Vernon Lloyd

July

Moiloa Matshane

August

John Dockney  
 Des Hazel  
 Stan Maritz

September

Agnes Freeks  
 Piliswa Mahlangu  
 Deon Olivier



Send us your interesting pictures

Johann van Niekerk, Projects SHEQ Manager at our Power Transmission and Distribution division at Corporate Park North sent in this edition's chosen photograph and wins the R250 Woolworths gift card.

Photographed during a visit to Ireland, Johann is pictured here at the top of Bunratty Castle in County Clare on the river Shannon. Built in 1425 and restored in 1954, the castle is the most complete and authentic medieval fortress in Ireland and is furnished with the finest collection of Medieval furniture, thus preserving the Celtic heritage.

If you have visited any unique or interesting places recently, send us your photo with your contact details and a brief description of where the picture 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.

Enter our trivia competition and a win Ster-Kinekor movie voucher  
**Are you a Siemens history buff?**  
 Complete the Siemens trivia and prove just how much you really know about Siemens

*If you get all ten trivia questions correct, you could be in line to win a Ster-Kinekor voucher loaded with R1,500 worth of movies for you and your family/friends to watch at any Ster-Kinekor cinema in South Africa.*

**How to enter:**

- E-mail the ten trivia answers 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 29 August 2008.

**Clues:**

Visit the AmongstUs intranet for clues.

**In what year was Siemens founded in Germany?**

1820       1847       1858       1902

**What was Siemens' first innovation?**

Telex network       Facsimile telegraphy       Electric dynamo       Pointer telegraph

**Who was the founder of Siemens?**

Verna von Siemens       Wilhelm von Siemens       Arnold von Siemens       Werner von Siemens

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

1860       1923       1895       1873

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

Karlheinz Kaske       Klaus Kleinfeld       Klaus Döring       Heinrich von Pierer

**What are the Siemens values?**

Responsible, Excellent and Innovative       Innovation, Strength and Accountability

Customer-centric, Trendsetting and Compliant       Ethical, High Performance and Visionary

**Which companies are Siemens Limited's BEE partners?**

Sekunjalo and Sifikile       Africom and Reunert       Africom and Sekunjalo       Sifikile and Reunert

**What is our local flagship Corporate Social Responsibility project?**

Helping Hands       Caring Homes       Youthspace       A for Aid

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

OSRAM       Fujitsu Siemens Computers       Deutsche Telekom       B/S/H Appliances

**Who is the new Chairperson of the Siemens Limited Board?**

Siegfried Russwurm       Siegmart Proebstl       Rudi Lamprecht       Peter Löscher

Name and Surname: \_\_\_\_\_

Division: \_\_\_\_\_ Office Location: \_\_\_\_\_

Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_



## First Aid experience for medical emergencies

Several delegates nominated to be our Siemens First Aiders attended First Aid training facilitated by qualified and Department of Labour accredited instructors at Health and Safety Legal Audit Consultants (HASLAC).

Learning the “do’s and don’ts” during an emergency, our trainees were educated on how to administer medical treatment to victims in shock, victims with bleeding and open wounds such as head, eye, chest, spinal and abdominal injuries, as well as how to treat snake bites, heat burns and fractures among other injuries which require emergency assistance. Over and above, our First Aiders also learnt how to perform Basic Life Support (CPR) to assist patients experiencing heart attacks in addition to techniques to assist people who are choking. Overall, the course enabled our designated First Aiders to cope with a multitude of medical emergencies that could arise at the work place, at home, during holidays and when travelling.

The following people completed their First Aid training and are available should an emergency arise in the workplace.

- Completing the Level 1 First Aid Training:
  - Papie Leteka, KKS, Siemens Park.
  - Kenneth Mokati, Industrial Solutions and Services, Siemens Park.
  - MP Ramaboya, Mobility, Kya Sand.
  - Ulrike Foschetti, Procurement, Siemens Park.
  - Ziska Mc Gilton, Industrial Solutions and Services, Siemens Park.
  - Maria Hartley, Mobility, Siemens Park.
  - Portia Moloi, Siemens Building Technologies, Siemens Park.
  - Tinashe Pupuma, CIO, Siemens Park

- Completing the Level 2 First Aid Training:
  - Tracy Reddy, Power, Siemens Park.
  - Henda van der Wath, Corporate Development, Siemens Park.



Henda van der Wath, Corporate Development, performs CPR on a practice dummy.



Godfrey Maako, Corporate Communications practises his bandaging techniques.

- Roshini Ranchod, Siemens IT Solutions and Services, LEO.
- Godfrey Maako, Corporate Communications, Siemens Park.
- Rachel Binda, Siemens Building Technologies, Siemens Park.
- Heather Fray, Siemens IT Solutions and Services, Siemens Park.
- GCG Brooking, CPN.
- Mardelyn Brown, Industrial Solutions and Services, Siemens Park.
- Judy Mileham, Industrial Solutions and Services, Siemens Park.
- Marthinus van der Merwe, Industrial Solutions and Services, Siemens Park.
- Sean Olivier, Siemens IT Solutions and Services, LEO.

## Overhauling at Siemens Park



A 3D visualisation of the revamped reception area at Siemens Park.

Our Siemens Real Estate Management (SREM) colleagues have recently commenced work on renovations to the reception area at our head office, Siemens Park. The reception upgrade project is scheduled into five phases to ensure the least disruption possible, and to ensure continuation of operations in this highly sensitive area of the building. Demolishing work is carried out during weekends and after hours to avoid noise and dust, while normal installation work continues during work hours.

The upgrade will include replacement of ceilings and down lighting to the reception and K1 areas, replacement of

carpets to the Auditorium, reception and K1 areas, repainting of all areas, refurbishment of the reception counter, auditorium serving area and stage and installation of a new media player system and monitors.

In addition, the project will see the building of a new meeting room on the K1 floor by the Executive Restaurant as well as upgrades to both the reception area and Executive Restaurant ablutions. The planned project completion is envisaged for end September.

Thinus Griessel, SREM  
thinus.griessel@siemens.com

## Transformation corner

### Another step in the transformation journey

Marvin Benjamin, our Diversity Manager, speaks to AmongstUs about Siemens’ new BBBEE rating.



We often hear about people who describe their success as the achievement of a milestone on the path towards completing a great journey. While reflecting on this, I concluded that Siemens recently reached another milestone on its transformation journey. We improved our independently verified broad based BEE rating from a level six contributor status last year to level five this year. Briefly, there are nine contributor status levels - level one is the absolute best and level nine confirms a non-compliant status i.e. not compliant in relation to the broad based BEE framework.

After being involved with this topic for more than five years, I have come to understand the interests of the various stakeholder groups when it comes to this annual rating exercise. Our colleagues in the sales and account management functions are keen to ensure that we are meeting the requirements of our customers. The good news is that we are! The strategic thinkers want to understand our rating in relation to our competitors. We did not come across another multinational that improved their contributor status from last year. In fact, we did come across large organisations and multinationals that seemed to have maintained their contributor status or dropped a level or two.

The ongoing support from our Executive Management and the initiatives of various stakeholders across the Human Resources, Procurement and Sales Support functions have worked. This achievement is a milestone and we will not halt our drive to demonstrate step-by-step transformation at Siemens. In the next twelve month months, we will be rated once again and should therefore maintain our vigour.

For further information, please contact Marvin Benjamin, Diversity Manager. marvin.benjamin@siemens.com



The certificate issued to Siemens from Empowerdex shows our new BEE rating as a level five contributor.

## Mobility co-sponsors Africa Rail Gala Dinner and Awards



Delegates at the glitzy affair hosted in Sandton.

Our newly formed Mobility division recently sponsored the Africa Rail gala dinner and awards ceremony held in Sandton.

Addressing key customers, competitors, international rail officials and operators at the event, our Director of Government Affairs, Marvin Benjamin provided attendees with a high-level overview of Siemens' global footprint as well as our commitments to local infrastructure and skills development. In addition, a locally produced video aptly titled "Answers for Mobility" showcased our offering to the rail industry and touched on our new organisational structure.

Says Kevin Pillay, Divisional Director of Mobility, "The event presented us with an excellent opportunity to showcase our products, solutions and services to some of the key decision makers in the rail industry. All in all it was a great evening".

The event was also attended by our newly appointed Executive Director, Alex Mathole and several international colleagues from our Mobility division in Erlangen, Germany.



Marvin Benjamin, Corporate Director: Government Affairs addresses attendees at the Africa Rail gala dinner and awards ceremony.

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



Siemens Generation21

## Letter from Ingqayizivele High School

Dear Siemens Corporation,

Please know that it is impossible to articulate our extreme gratitude for your company's display of kindness and concern for the learners and staff of our school. Because of your overwhelming selflessness, this school year has been the most powerful and uplifting one since we founded this school in 1988! This is not a hyperbolic statement, but one based upon truth and compassion. I wish that I could state all that you have done to improve our teaching/learning environment.

The Launch of our new relationship continues to be the talk of our community! Parents, Teachers and learners come and fondly look at the pictures from that historic event. From the beautiful calendars that grace our offices and classrooms and thoughtful pencil cases given to each of our learners, your attention to detail has been a true "shot in the arm". Further, our physical environment has been beautified by your painting of the school. The words "Thank You" are too small for what you have done here.

As you well know, most of our students are in currently disadvantaged situations. They now are able to see that there are people that care about them. In seemingly dismal days, which are dominated by talks of crime and economic woes, your example reminds us that there is hope. Learners are raving about "Liz" the English tutor that is helping them get a grasp on this international language of commerce and advancement. Many of the girls were able to return to school with confidence after attending the "Cell C Take a Girl Child to Work Day" programme. Additionally, learners are gaining life skills as they compete in the stock exchange competition. The results of these activities will benefit future generations.

Therefore, please accept my sincere thanks for all that you continue to do to make the world a better place. Crime will be reduced, literacy will increase and our country will soar because of great corporate citizens such as Siemens! I could extol the virtues of your company endlessly. There are so many other things that you have done to deserve commendation. We are excited about the Computer Lab with the 20 computers donated by the company. There is a buzz about the technology training which will be provided with the Lab. These sentiments reflect the feelings of the entire Ingqayizivele Community. You overwhelm us with your profound concern for those most in need! Thank you!

Sincerely,

F.M. Sehloho  
Principal: Ingqayizivele High School

Emily Molefe. emily.molefe@siemens.com

## Managed Services – making a difference

Our Siemens Enterprise Communications (SEN) Managed Services team is progressively paving the way for the future by providing added customer value through managed service offerings. Managed Services recently introduced a Focus Account Strategy whereby a dedicated Service Delivery Manager is allocated to clients in order to secure higher and more effective service levels with a view to developing annuity business.

A current customer of the Managed Services Focus Accounts is ADT, who has a five year platinum service level agreement for their national call centre sites that are situated in Johannesburg, Cape Town, Pretoria, Durban and Port Elizabeth and covers 2,452 ports. Shaun Oelofse, who is the dedicated Service Delivery Manager, took control of this account from a services perspective during the course of last year. He has since established in conjunction with Luis Sabino, Shaun's sales partner, a strong relationship with the customer and has delivered exceptional and successful service delivery results. Since last year May, SEN, through its dedicated control and management, has turned around the service response time from 71% to 98% and the recovery time from 61% to 94% in just ten months. ADT has noted that a definite improvement in service delivery has been evident since the

introduction of a Service Delivery Manager and the Focus Account strategy.

Shaun is also the Service Delivery Manager for the Telkom Call Centre which has a total of three sites situated in Centurion, Pretoria and Cape Town and covers 5,100 ports. Greater success has been achieved for this Focus Account. As from July 2007 up until this year March the Siemens response time to Telkom improved from 33% to 100%, and the recovery time from 66% to 100%!

With both the ADT and Telkom accounts, the SEN Managed Services Focus Accounts embarked on a systematic "educational" drive with the customers to correct fault logging or clearing and the management of third parties. Training for administrators and users resulted in an improvement of response and recovery times as well as the reduction in the number of high severity calls and escalations. Monthly meetings with the customers have further promoted a relationship based on mutual trust. This has assisting our SEN colleagues in pinpointing and resolving concerns and thus creating an environment for continuous improvement.

Carrie Kritzinger,  
Siemens Enterprise Communications  
carrie.kritzinger@siemens.com



The SEN Managed Services team, from left: Shaun Oelofse, Service Delivery Manager; Branden Chalmers, Account Manager and Luis Sabino, Account Manager.

# In support of the arts

Siemens, as part of our Corporate Social Responsibility portfolio, is a long-term supporter of the arts by partnering with cultural organisations such as the Business Arts South Africa (BASA), Buskaid Soweto String Project and the South Africa Ballet Theater (SABT). In answer to SABT's request for assistance, we recently contributed towards the purchase of ballet clothing for SABT's Mamelodi Outreach Programme and a radio system for SABT's Katlehong Outreach Programme.

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



The children from SABT's Mamelodi Outreach Programme wearing the new ballet gear purchased by Siemens. To thank Siemens, they sent us a hand-made card expressing their gratitude (left).



The children from SABT's Katlehong Outreach Programme holding the radio donated by Siemens. The hand-made thank you card on the left was also sent to Siemens from the children.

# Opportunities for open dialogue



The SIS Management team, from left: Edgar Mabothe; Dr. Markus Krogg, SIS PRO; Hylton Keshwar; Dr. Rolf Menne, SIS PRO; Zunaid Mayet, Divisional Managing Director; Aldon Dickson; Tebogo Sehume; Dirkie Coetzee and Jay Ranchod.

Our colleagues from our cross-sector business division Siemens IT Solutions and Services (SIS) recently held their first staff communication session of the year at our head office in Midrand. With presentations from Zunaid Mayet, Head of SIS and Aldon Dickson, SIS Business Operations Director, all staff present were given an overview of the division's financial standing, current business status and operational excellence. In addition, visiting colleagues, Dr. Rolf Menne and Dr. Markus Krogg from SIS's Professional Services (PRO) global organisation were able to address staff members and present an overview of the PRO Global. The communication session concluded with finger snacks and drinks, allowing the SIS team to socialise and engage in open dialogue with management.

Lindiwe Pantshwa, SIS  
lindiwe.pantshwa@siemens.com



Siemens IT Solutions and Services colleagues at the staff communication session.

## Readers Forum

Dear AmongstUs,

So often corporate publications land on our desks, and in these days of communication overload they often are dumped in "File 13". I have often wanted to take time and write to you about one publication where this does not happen: "AmongstUs".

Congratulations on an excellent communication tool. I enjoy reading about your company, its links, its staff members and what it does in the community. We often "steal" ideas, and your question on transformation and input in terms of perceptions from employees will find its way into our publications.

All the best,

Pieter Swart  
Director: Marketing and Corporate Relations  
Nelson Mandela Metropolitan University

Dear AmongstUs,

I graduated about nine months ago from the University of Johannesburg. I completed both my BEng Electrical & Electronic degree as well as my BSc IT degree. It was interesting entering the work place and seeing the dynamics of the environment.

It is awesome to know that there are people that are passionate about women succeeding in Engineering. I have registered with ECSA as a candidate engineer and at this point in time I am aiming to be registered one day as a Professional Engineer.

When I think about where I started out, my high school and the area that I grew up in, it is generally expected that very few people study further and I too did not have parents that could afford to let me study further. It was only through hard work and blessings that came in different shapes and forms that I realised my goal of graduating.

Sadly the high school I attended is still promoting the fact that it is better to scale down to standard grade Maths and to not take Science if you think you could possibly fail. Now even more than when I was going to school there. They cannot obtain properly qualified Maths & Science teachers and the kids who have an aptitude for Maths and Science often get discouraged due to the full class rooms and the unqualified teachers.

It would be awesome if young people, especially the young ladies in high school, could realise the importance of Maths and Science and that they can beat the norm and end up in a field where they can stand out. I would love to open a Maths and Science centre one day where kids that are passionate about Maths and Science can realise their full potential. I still remember my Matric Maths teacher telling me that she thought I wouldn't be able to pass the final exam with a high enough symbol to go and study the engineering and BSc degree I was hoping to enrol for. It could have easily influenced me to not study engineering but instead I saw her words as a challenge to prove to myself that I will succeed.

Organisations like Siemens who sponsor the South African Women in Engineering Association Forum get noticed. Just reading the article provided me with motivation and reassurance that I have made the right decision to pursue a career in the engineering environment. Thank you for the inspiration.

Kind regards,

An engineering graduate

# How do our employees interpret our Siemens values in their daily work activities?

AmongstUs asked a couple of colleagues at Siemens Park to share their perception of how our Siemens values of Responsible, Excellent and Innovative are applied in the work environment.



**Harold Teague,**  
Corporate Quality Management

**Excellence:** "This value has particular relevance in that this is what we need to strive for in all our business processes. Our Siemens Quality Management System and in particular the Siemens Process Framework, once implemented is a great starting block in realising improvements, developing our capabilities and ultimately remaining competitive."



**Maria Hartley,**  
Mobility

**Responsibility:** "Our Siemens values of Responsibility, Excellence and Innovation should be the number one priority to everyone at Siemens - we should live and breathe our values."

**Responsibility:** "I feel that Siemens has always shown responsibility towards its employees. We have retention of talent programmes in place. Our company shows responsibility towards communities less fortunate through the Youthspace programme. I am also very pleased to see that our company has shown a responsibility to the environment by filling our Siemens Park gardens with indigenous plants, in turn saving water and encouraging indigenous birds and insects to make Siemens Park their home."



**Emily Molefe,**  
Corporate Communications

**Responsibility:** "With the Siemens Caring Hands Programme and the Employee Volunteer Programmes, we are committed to good corporate citizenship by contributing to the transformation of the disadvantaged communities in areas where Siemens operates."

**Excellence:** "The Siemens Generation21 Programme of which the Partner School and the Ambassador Programme forms part, promotes our commitment to excellence in Education by encouraging learners and students to develop interest in Mathematics, Science and Technology."



**Siphokazi Simandla,**  
Siemens IT Solutions and Services

**Responsibility:** "I believe this value represents the privilege of being given responsibility to assist Siemens in realising our vision in this era of business. It addresses my daily conduct with everyone I interact with while executing tasks on behalf of Siemens."

"I have the responsibility to act in a manner that upholds the company brand, to execute my task in accordance to company set targets and to uphold the company legacy so that other generations can see Siemens soaring to new heights."

## Do you know how to raise a non-conformance?

Follow Corporate Quality Management's (CQM's) step-by-step guide below.

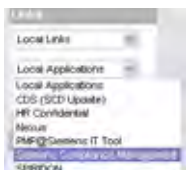
### Non-Conformance Handling. Quick Reference Guide.

#### Introduction

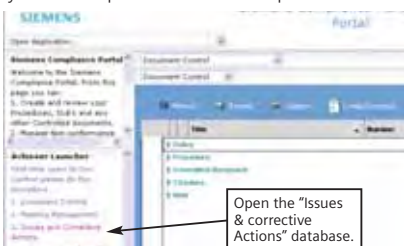
A non-conformance could have a negative impact on processes and/or the customer (e.g. project delays, cost, customer dissatisfaction etc). "Normal day to day" type of problems are, & should be resolved immediately. However, serious and/or recurring type of problems should be logged in the Siemens ECM database for formal resolution.

#### ECM database login

From the Intranet, select "Siemens Compliance Management" from the Local Applications dropdown:



When the login page opens, simply sign in by entering your Siemens personnel number and "password".



#### Raising an Issue

To raise an issue, select the "Create Issue" button.



A dialog box will be generated from which you must select the type of issue you are raising.



When the OK button is selected, a blank Issue Form will be generated. Complete the required fields and assign the Issue Type by clicking on the [click here to set the Type](#) link.

A person responsible for the Corrective Action must now be selected from the address book:



The form is then submitted to the responsible person by pressing the "Submit" button.



#### Accepting or Rejecting an Issue

The responsible person will receive a mail. Then select the link. IT will bring you to the ECM tool. Log on. Then press the "Edit" button. Now you will be able to accept or reject.



Should the nominated person not agree that the issue is their responsibility, they can press the "Reject" button and enter a reason why they are not responsible for the issue. The issue must then be re-assigned to another person.



An issue is accepted by selecting the "Accept" button. The issue "owner" will now complete the Corrective Action section of the Issue form. This details the corrective action to be carried out, together with an assigned due date for its completion. The owner must also list any remedial actions that were immediately taken to correct the problem. Now press "Save and Exit" button. Then press the "Edit" button again.

#### Completing the Issue

Then the remaining sections of the Issue form can now be completed:

#### Root Cause Analysis

This allows the owner to assign a root cause for the Issue.

#### Cost Analysis

The estimated cost of the Issue to the business is entered here.

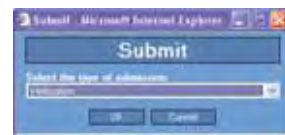
#### Risk Assessment

The Issue Owner should decide on how likely this problem is to reoccur as well as the severity of the outcome if it does occur.



#### Signing the Issue as Complete

Once the Issue Owner has completed the required actions and assigned the appropriate root causes, costs and risk assessment, it must be submitted for verification. Select the "Submit" button:



Submit for Verification - will close the Issue.

#### Verification

The issue will now automatically be sent to the CQM Department for verification before it is closed.

For assistance phone: Harold Teague 011 652 3340  
Ruby Chetty 011 652 3213



# Strengthening partnerships

The group of delegates at the A&D annual Distributor Conference.

The annual Automation and Drives (A&D) Distributor Conference was held earlier this year in the Cradle of Humankind. With a focus on partnership strategy, the two-day conference was attended by A&D colleagues and distributors and enabled presentation and constructive discussion of the new distributor strategy and logistics. An evening teambuilding event

offered conference delegates a chance to do something out of ordinary: fire walking over 800°C hot coals, walking on broken glass and bar bending among other activities.

Zelna Valadas, A&D  
zelna.valadas@siemens.com

## Beating the benchmark



The SEN Project Merlot and Service Delivery Team.

Earlier this year, our Siemens Enterprise Communications (SEN) Project Merlot team achieved a 100% compliance rating for all measured services delivered in terms of the Service Level Agreement for the Managed Service of Nedbank's and Old Mutual's voice infrastructure. In addition, no service credits were incurred.

The contract, which was awarded to SEN in August 2005, was constructed with explicit and onerous service level demands underpinned with the harshest service credit regime or penalties seen to date in the

industry. To meet Nedbank's and Old Mutual's raised service delivery standards, the SEN Project Merlot and Service Delivery teams had to re-engineer their service delivery processes, procedures and execution. Through effort, commitment and collaborations, the team was able to not only meet the customer's expectations but exceed the benchmark for service delivery in the telecommunications industry going forward.

Carrie Kritzinger,  
Siemens Enterprise Communications  
carrie.kritzinger@siemens.com



Siemens Generation21

### Learners are introduced to Siemens



The Ingqayizivele High School student body council with Emily Molefe, our Corporate Social Responsibility Manager (third from right) taking receipt of the pencil cases donated by Siemens.



Sharon Thotharam and Isai Vandayar (centre row, left from banner) from Human Resources and Emily Molefe (centre row, right from banner) from Corporate Communications with learners from Filadelfia Secondary School.

Over the years, Siemens has created a networking platform with Learning Institutions and schools around the country to help school and university learners gain a better understanding of Siemens and our business's primary focus. On a yearly basis ten top local universities and schools are shortlisted and our colleagues from Human Resources visit these chosen institutions in order to profile Siemens as an "employer of choice" and inform learners as to what training opportunities are offered by our organisation. Earlier this year, learners at Filadelfia Secondary School in Soshanguve and Ingqayizivele High School in Tembisa were visited to showcase one of our training

programmes, the Commercial Advancement Training Scheme (CATS). The CATS programme offers Grade 12/Matric learners and first year BCom university graduates the opportunity to gain on-the-job experience within our various business sectors as well as to study part time at an approved tertiary institution with all costs for education and extra mural activities covered by Siemens. In conjunction with the CATS presentation to learners at Ingqayizivele High School, all 1,600 students at the school were presented with pencil cases as part of our partner school programme.

Sharon Thotharam,  
Human Resources  
sharon.thotharam@siemens.com

A dedicated team from our Industrial Solutions and Services (I&S) unit have recently been awarded a contract to commence with engineering activities for the Main Automation Contract (MAC) for Transnet Pipelines' construction of the New Multi-Product Pipeline (NMMP).

Transnet Pipelines, formerly known as Petronet, owns and operates South Africa's 3,000 km strategic petroleum and gas pipeline infrastructure and transports an annual average throughput of approximately 16 billion litres of liquid fuel (including crude oil, diesel, petrol and aviation fuels) and more than 450 million cubic metres of gases across its network of pipelines, from KwaZulu-Natal to Gauteng.

The proposed 24-inch NMMP is the largest project of its kind in South Africa and its cost is estimated at R11,2 billion. The new pipeline upgrade, which is expected to be completed in 2010, will enable Transnet Pipeline to increase its capacity to 25 billion litres per year.

Since 1996, our project team from I&S have been involved in the upgrade and automation of various pump stations in the Transnet Pipelines network in order to improve the efficiency of their service and comply with international standards.

The team, headed by Rainer Pönnighaus as overall Project Director and Willie Badenhorst as Project Manager on the

TeleControl Project, have been in operation for over thirteen years. From a core group of 15 people, today the team comprises of over 40 project managers, detail designers, systems, software, instrument and electrical engineers as well as commercial staff.

Elaborating on the workings of the station upgrade project, Rainer Pönnighaus explains: "Transnet Pipelines' complete pump station network is controlled from a

TeleControl automation system. Says Rainer, "Previously these stations were controlled using basic manual mimic panels and a small localised PLC control. A basic Telecontrol system was operating between stations with a Master Control Centre (MCC) sending status information from the stations to the MCC. Line start-up coordination was handled by telephone. This meant that each local station was self-managed. What we are now installing is a system that will ensure

fuel supply. The shutdown lasts for a uninterrupted period of approximately 24 to 48 hours, during which this critical changeover process takes place".

For activities requiring longer time, interim measures are put in place to ensure product flow can continue safely, even with reduced control capabilities. The first phase of the upgrade project - termed the "TeleControl Project Phase 1" - took place over a period of two years from 1996 and involved the stations located mainly in KwaZulu-Natal. Phase 2 of the project commenced in 1999 and engaged the upgrade of the pump stations in Gauteng, the Free State and Mpumalanga.

"We recently completed work on the station in Sasolburg and consider this particular upgrade to be a huge achievement for us. This was the first complete turnkey station upgrade project where we handled both automation and electrical upgrades in addition to the civil and mechanical design and installation of the station", says Rainer. "Based on the success of the project, Transnet Pipelines now plan to execute future stations in the same approach, giving Siemens management of the complete package including that of the automation, electrical, civil, mechanical and safety disciplines of such a project".

Sharon Naude, I&S  
sharon.naude@siemens.com

## Improving Transnet Pipelines' pump station efficiency

central control centre to ensure the continuous flow and supply of petroleum products. All related process data is centrally logged and archived for event analysis if required". Rainer continues by explaining that all intake stations, booster pump stations (which pump the fuel along the line) and delivery stations (which deliver fuel to local fuel companies) are controlled from this master control centre in Durban, once integrated into an overall

that the MCC has full control over the entire network. Each station still maintains SCADA control to enable local control when required".

He continues, "Upgrading a pump station requires meticulous planning and preparation on the part of our project team. Station upgrades can only be implemented during planned shutdowns in order to avoid disruptions to Gauteng's

### Times have changed

In addressing the skills scarcity challenge that has arisen, our Managing Board and Human Resources department initiated the Skills Revolution Project (see article in the March 2008 edition of AmongstUs).

Supported by management and employee workgroups, a dedicated Human Resources project team has invested their time, effort and passion for the past several months to achieve the overall objectives of the Skills Revolution Project. With all research and idea generation conducted within four pillars - namely acquisition, development, reward and recognition, as well as management - the project team conducted an assessment of the current practises and policies which influence the acquisition and retention of employees within our organisation.

Although many of the practises and policies assessed and investigated were found to be best practise, it was possible for the team to identify almost fifty initiatives which, when implemented will hopefully contribute positively to managing the skills challenge for Siemens.

### An exceptional employee experience

Two major outputs of the Skills Revolution project is firstly the realisation that having good management and sound HR practises are no longer sufficient in a world where skills are in short supply, and secondly that our organisation's talents are in great demand. By driving a high performance culture which meets and aligns to our organisational goals, it is evident that we need to do even more to ensure our employees feel better managed, and in so doing, create an exceptional employee experience.

With the support of a consulting firm, it was possible for the project team to create initiatives on how to develop the principles of this exceptional employee experience for our employees. Everything HR and management does has to inadvertently contribute positively to the following six factors: "I associate with success"; "I want a growth experience"; "I want to be valued"; "I

## Human Resources aims to create "an Exceptional Employee Experience"

want to fit in", "I want professional freedom"; and "I want to know".

It also became clear however, that employees additionally have the responsibility to contribute towards creating the right environment to deliver on the following six factors: "I contribute to success"; "I thrive on challenges & opportunities"; "I motivate myself"; "I am part of Siemens"; "I am professional and responsible"; and "I contribute to the knowledge culture". HR and management are in the process of identifying activities for Siemens to achieve an exceptional employee experience and implementation will start soon, so watch this space!

### HR steps up to the plate

A second initiative with far-reaching consequences was a recommendation by the Skills Revolution Project team that our Human Resources department be re-organised. This effectively means that as of July 2008, we will have a new HR structure that is not only re-aligned to our organisation's new structure, but is also designed to enhance HR's role as a service delivery organisation to both our employees and management. The major change is the creation of a dedicated and centralised Employee Operations Centre within HR to ensure direct access for all employees. The team of Employee Operations Consultants will handle any and all employee administrative related issues and queries.

This means that the HR Consulting section as we know it now, will be dissolved and these employees will be assigned to new tasks.

HR's strategic support to the Sectors and Corporate areas' "People Strategies" and workforce planning will in future be handled by two dedicated HR Business Partners. The HR Business Partners will work with one or more Sectors and Corporate areas to help achieve their business objectives. They will work in partnership with the Unit's Leadership teams and Line Management, as well as the HR Functional Specialists, to proactively identify areas where HR can add value and ensure effective solutions are delivered.

The HR Business Partners will operate as a strategic member of the business and corporate areas' management team

Furthermore, the current dedicated Functional Specialists in HR will remain centralised in one team. In future, Management will have direct access to this team of experts on topics such as traditional and pro-active sourcing and selection, compensation and benefits, reward and recognition programmes, mergers, acquisitions and divestitures, training, talent management, skills and competency analysis etc. Two new functions have been identified: namely, a dedicated Performance Management and Leadership Development Specialist as well as a HR Business Analyst.

### Onwards

The Human Resources Department and Skills Revolution Steering Committee are very excited that the outcomes of the project will not only support our company in addressing the challenges of the future, but will also result in an exceptional employee experience for all our employees. This re-organisation will mean some changes in the communication process with HR. To assist employees to understand these, further communication sessions will be scheduled by HR and Management in order to provide feedback on the Skills Revolution Project as well as information and training sessions on the new HR structure.



The new HR organisational structure.

## Stellenbosch University installs first HiPath 8000 system in SA

Our colleagues at Siemens Enterprise Communications (SEN) have installed the first HiPath 8000 in South Africa at the Stellenbosch University. The University and SEN have had a long standing relationship which started with the installation of the EMS 601 and continued throughout the Hicom and HiPath series of products. The University was also the first client in South Africa to

install a Hicom 372. Meeting with the University's vision of moving to SIP technology, the investment in the HiPath 8000 SIP-based technology via the HiPath 4000 will be compatible with the current infrastructure, scalable, future-proof and fully addresses VoIP and IPT compatibility as per the international standards. Implementation of the proposed new

technology will lead to a substantial decrease in telephone line rental costs as well as to enhance the manageability of the system, telephone costs and usage. Congratulations to the entire SEN team who consisted of: Alet Brits, Account Manager; Johnny Kromer, Product Manager; Carel van Dyk, Solution Engineer; Shaun Powers, HiPath 8000

Engineer and Navi Reddy, HiPath 4000 Engineer. Once the first phase of the project has been completed, the University will start taking steps to migrate all its TDM-users currently on the Hicom 300's and HiPath 4000 to IP-users operating off the HiPath 8000.

Carrie Kritzingler,  
Siemens Enterprise Communications  
carrie.kritzingler@siemens.com

# Cruising into the future with SEN



From left: Bernard Simeon, Account Manager for ABSA and Vodacom; Pieter Du Toit, Vodacom; Raymond Padayachee, CEO, SEN; Mthoko Mncwabe, ABSA and Hitesh Kesa, ABSA.



From left: Mitch Barker from Dupont; Marlon Naicke, Divisional Manager: Indirect Channel; and Graeme Victor from Dupont.



Key business and IT media enjoying the cruise along the Vaal River.



From left: Lieutenant Colonel Smit, SANDF; Fred Maurus, Divisional Manager: Technology Management and Marketing, SEN; Heinrich Pfeil, Account Manager for SANDF.

## Siemens Namibia donates tree aloe

The Siemens Namibia team have donated a Tree Aloe or Aloe barberae for planting at our head office, Siemens Park. Aloe barberae is Africa's largest aloe reaching up to 15 metres in height and 0.9 metres in stem diameter with salmon pink flowers that appear during the winter months of June to August. The tree will be a focal point in our head office's indigenous gardens and a plaque will be erected to remind us of Siemens Namibia's generous contribution.



Robbie Hazel, SREM  
robbie.hazel@siemens.com

## Our Siemens Enterprise Communications (SEN) Sales and Marketing team recently hosted a business and information session with selected customers, resellers and journalists from the IT and business media.

They imparted information regarding the current trends within the telecommunications markets as well as to enlighten customers on how they can adapt their businesses to benefit from these trends.

While cruising down the Vaal River on the Luxury Spirit of the Jen, Raymond Padayachee, CEO of SEN provided feedback to the guests present in terms of the current status of their partnership announcement, and Fred Maurus, SEN's Divisional Manager Technology Management and Marketing introduced SEN's new concept of OpenScape, a new

application foundation for voice, data, image with integration into business processes.

The event provided the perfect opportunity for the SEN Account Managers to interact with their customers and for the Senior Management team to enhance their relationship with the media. The session concluded with sundowners and a buffet dinner for the guests.

Carrie Kritzingler,  
Siemens Enterprise Communications  
carrie.kritzingler@siemens.com

# Technical training undergoes a facelift



The new SEN Academy for Professional Training based on the third floor of the SSC building.



Learners training on the HiPath 4000.



Siemens Generation21

## Rallying for education

Representatives from our Corporate Communications unit recently participated in the Northern Cape Rally to Read programme.

Rally to Read, a joint venture between Financial Mail, McCarthy Motor Holdings and the Read Educational Trust, have been supporting rural education since 1998. This year's rally consisted of ten rallies in eight provinces with approximately 100 sponsors contributing approximately R5.7 million to fund for the 2008 programme.

In a convoy of off-road vehicles, our representatives, and that of other large corporate companies, travelled over the duration of a weekend to personally deliver equipment and learning materials such as box libraries of books, educational toys, soccer balls and netballs, stationery kits and water bottles to rural and disadvantaged schools in the Northern Cape.

Says Emily Molefe, our Corporate Social Responsibility Manager, "The schools we were sponsoring in the Rally to Read programme are located in the Kuruman region, Northern Cape and are largely situated in rural areas too far from villages, towns or sources of water. Funds raised by corporate companies, including Siemens, for the Northern Cape region amounted to R521,000. Each of the schools we visited will be supported for a period of three years through learning programmes and teacher training".

She concludes, "Our driving force is the development and empowerment of communities, especially children and physically challenged people, through education. Siemens' involvement in this campaign is an extension of the work that we already do".

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



On the road to visit schools as part of the Rally to Read programme, from left: Sbahle Kgobe from Accounting and Controlling; Mpumi Nzimande, Corporate Communications and Emily Molefe, Corporate Social Responsibility Manager, Corporate Communications.



Arriving at the first school, Meoka Primary School, Rally to Read participants were met by eager children, teachers and parents.



The children at Thae Primary School were also visited.

Our colleagues from the Academy for Professional Training in South Africa, previously known as the Training Institute, recently moved to the Siemens Service Centre to join the rest of the Siemens Enterprise Communications (SEN) team.

Situated on the third floor, the Academy is a professional and high-tech environment suitable for the technical training that is conducted there.

The Academy is only one of seventeen in the world and boasts world class trainers. Now possessing four rooms for training instead of its original two rooms, training can now be conducted on the HiPath ProCentre for both Managers and Agents as well as on Small Medium Systems, such as the HiPath 2000, HiPath 3000 and OpenOffice.

Two rooms are also dedicated for the training of the larger HiPath 4000 and HiPath 8000 systems.

With four systems per training room, trainers instruct using the "buddy system", which enables two learners to work on a system simultaneously. Learners are thus provided with the necessary access to the system in order to gain suitable practical experience. Learners furthermore gain more exposure and confidence in working with the system they have been trained on.

On completion of each course, learners must complete an assessment, including a practical exam, in order to receive a certificate in recognition that they have acquired the necessary skills to install, commission and maintain the HiPath systems.

Carrie Kritzingler,  
Siemens Enterprise Communications  
carrie.kritzingler@siemens.com



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**SIEMENS**

## SEN creates awareness in industrial hub, Rosslyn

In an effort to create awareness in terms of Siemens Enterprise Communications' (SEN's) ability to provide complete communications solutions to the Industrial and Automotive industries, SEN recently erected a billboard in Rosslyn. The billboard, which will be on display until October, is on the R566 just after the Rosslyn Bridge.

Carrie Kritzing, Siemens Enterprise Communications  
carrie.kritzing@siemens.com

## Taking partners business to new heights...



Trevor Goralsky, SEN Product Manager training partners and resellers on the HiPath OpenOffice.

The new Divisional Manager for our Siemens Enterprise Communications (SEN) company's Indirect Channel, Marlon Naicker recently took the opportunity to not only meet their existing resellers but to also engage with potential new partners.

As part of the new Global Go Forward! programme, events were held throughout the regions to introduce resellers and partners to SEN's new indirect channel strategy and Go Forward! programme. It was also the perfect opportunity for our SEN colleagues to launch two of their

latest product offerings: the HiPath OpenOffice and Wireless LAN.

All Gauteng events were held in the new Innovation Centre where live demonstrations were conducted by Product Managers Trevor Goralsky, Warren Buser and Sascha Spengler to showcase the benefits the HiPath OpenOffice and Wireless LAN can offer customers.

Carrie Kritzing, Siemens Enterprise Communications  
carrie.kritzing@siemens.com

## Movers & shakers

### Growing the SBT business to new strengths

According to our recently appointed Divisional Managing Director of Siemens Building Technologies (SBT), Chris Steedman, SBT has massive market opportunity and is deserving of success.

Aiming to systematically grow SBT's portfolio in terms of products and solutions, Chris has, after only three months on the job, defined a new strategy for the SBT business going forward. "We have to strategise to meet the market's requirements and this means an intense focus on our core customers. Furthermore, SBT's structure must be aligned to support our new business approach. This will involve expanding our engineering, sales and project management resources", he says.

Improving SBT's sales pipeline is another component of the strategy. With already several key projects in the bag, the SBT business has taken giant steps forward he says.

Chris, who has been with Siemens for eighteen years, has enjoyed a varied career to date. Starting out as an engineering graduate from the formerly known Durban Technikon, he has worked in numerous different fields from commissioning engineering, project management and sales and marketing to senior management heading up our Automation and Drives business for a number of years and acting as the Divisional Managing Director for our Industrial Solutions and Services unit for several months. In addition, Chris managed the Siemens business in the branches for a period of four years. Before his appointment as head of SBT, he additionally spent a short



stint working at Siemens Australia where he was involved in designing, staffing and implementing the new Siemens Sector approach in that country.

Speaking of the new Siemens cluster approach locally, Chris says he believes there will be many synergies between the divisions in the Industry sector - within which the SBT business is structured - and with that of the Energy and Healthcare sectors. "This will allow Siemens to offer an effective and simplified business experience to our customers and stakeholders", he adds.

Describing himself, the words disciplined, focused, process-orientated and energetic come to mind. "I demand the very best from myself and I encourage my work colleagues and staff to pursue excellence in everything they do too."

Not surprising then, Chris is a former karate competitor, although he says he now enjoys more relaxing pastimes such as scuba diving and fishing - rock and surf, deep sea and spear-fishing.

# Siemens Gigaset – 15 years of success

**Our Siemens Home and Office Communication Devices (SHC) division recently celebrated fifteen years of Gigaset history.**

Starting in the 1980s, Siemens launched its first cordless phones for private households: the Megaset based on CT1 and CT1+ standards. Today, these devices can no longer be used as the frequencies expired in 1997. The successor standard Digital Enhanced Cordless Telephony (DECT) was introduced in 1992, and 1993 saw the birth of the Gigaset family with the launch of the Gigaset 951. It was the first cordless phone based on the DECT standard, which offered digital voice quality, protection against eavesdropping and, for the first time, the ability to register more than one handset and conduct internal calls. The Gigaset 952 also allowed the connection of a fax or answering machine.

From 1994, Gigaset models with base station and charging cradle forming a single unit, various designs and colours, cordless DECT phones to corded desktop phones and ISDN systems took the Gigaset to new heights. 1996 saw further developments such as hands free speaking and integrated answering machines to additional functionality of the cordless ISDN device whereby more than one handset could be connected to a corded base station.

The Gigaset models in the late nineties offered various improvements in convenience and design, from an answering machine and a "pocket line" – handsets that were designed to fit into any pocket – with wall mountable base stations (the Gigaset 2015 in 1997) to handsets that could stand upright in its base station incorporating a hands free function on the handset (the Gigaset 3010 Classic in 1999) and a version with an integrated answering machine (the Gigaset 3015). The ISDN line was expanded to include the Gigaset 3035 isdn. It had an answering machine and also acted as the base station for additional cordless handsets.

With the new millennium came the introduction of the Siemens Gigaset 100 and a change from an angular to a round design language. A trend toward miniaturisation had emerged among technology products, and the Gigaset 3000 Micro, the smallest DECT device in cell phone format, conquered the market. The 4000 series followed in 2001 boasting a few more new functions such as the integration of practical short text messages in the Gigaset cordless phones which reflected the widespread use of SMS in mobile networks. The portfolio still included the world's smallest phone, the Gigaset 4010 micro – this time without a stub antenna.

In 2002, a new naming convention was adopted. The first representative was the Gigaset A100, in keeping with the convention introduced by Mercedes. The ISDN series was complemented by the Gigaset 4110 cordless phone and in addition, the ISDN base station Gigaset 4975 was the first to enable cordless networking of the phone and a PC and the connection of a fax machine or intercom. The system could also be administered via PC thanks to the Gigaset Talk & Surf software. These new naming conventions were consistently implemented in the new 2003 portfolio with A, C and S categories. New members of the entry A class offered CLIP function, while the Gigaset C class with respective answering machine functions addressed the convenience class and the S class Gigaset models were launched as the flagship devices. 2003 further saw the introduction of the SL line, a new class



combining exclusive design with leading-edge technology that continued the Micro's concept in a handy housing with extensive features and separate, elegant charging

cradles. The first cordless phones with a colour display, the Gigaset SL100 and SL150 colour, were launched in 2004 as well as the Gigaset SL740 – the only one of

its type to this day - with its colour display complemented by an MMS function and a built-in camera.

The Gigaset E150 was the first phone in the portfolio to be tailored to the special needs of older people. It offered extra-large keys and numbers, louder ringtones and an emergency call function. The concept was a huge success in the market, and the E150 was certified by the German Gesellschaft für Gerontotechnik (Society for Gerontechnology). Other 2004 models such as the Gigaset S645 offered a separate base station and a hands free function for making calls, and the Gigaset SL440 with its unconventional design featured a colour display, language selection, SMS and handsfree speaking.

In 2005, VoIP telephony was possible with Gigaset handsets for the first time. The Gigaset M34 USB enabled a wireless DECT connection between the PC and, via the base station, the handset. As a result, users could phone over the Internet with Skype and read incoming e-mails on their handset anywhere at home. Another model, the Gigaset SL550 was designed for upscale requirements combining high-tech with a particularly elegant design and for the first time, contact data from Outlook and photos could be synchronized between the phone and a PC thanks to the Gigaset Quick Sync software.

In addition, the first hybrid phone (the Gigaset C450 IP) and the first Gigaset WLAN phones (the Gigaset S35 WLAN and SL75 WLAN) were launched in 2006. The hybrid phone permitted cordless telephony over a fixed-line network and the Internet without the need for a PC, whereas the Gigaset WLAN phones made waves as the only WLAN phones with WPA encryption. Senior citizens could now also enjoy improved user-friendliness with the introduction of the Gigaset E360 and E365, successors to the Gigaset E150. Its new features included compatibility with hearing aids, a larger colour display and a stylish design. The device was at the top of the bestseller list for weeks and was the first phone with ECO DECT technology, which consumes up to 60 percent less power than previous Gigaset devices thanks to new power supplies, while significantly reducing transmitting power. In October 2007, SHC converted its entire portfolio to ECO DECT.

The portfolio of IP-capable cordless phones was again expanded with the Gigaset C455 IP and S675 IP. At the end of 2007, the Gigaset S675 IP was the first phone to win certification under CAT-iq (Cordless Advanced Telephony – internet quality), the successor standard to DECT. Based on CAT-iq, IP calls can now be transported over broadband, so that users of HDSPreedy Gigaset phones can enjoy brilliant sound quality when speaking with each other. Bluetooth was added to the list of functions in 2006, making it possible to connect with a headset or exchange data with mobile phones and PCs – wirelessly.

The first product was the Gigaset SL560, followed at the beginning of 2007 by the Gigaset SL370 and SL375 in a small, handy design that won the red dot design award. At the beginning of 2008, the Bluetooth portfolio was expanded with the easy-to-use Gigaset 680, 685 and 685 IP phones, whose design has already captured the IF award. Then as now, Gigaset products set important trends and are driving evolution from cordless phoning to today's Internet telephony and the Connected Home.



## Siemens Caring Hands

### Volunteer and get involved



*Liz Graham (centre) volunteers a large portion of her time to help Grade 12/Matric students at our partner school, Ingqayizivele High School.*

If you would like to become involved in our Siemens Caring Hands programme and support one of the Siemens values to be "responsible", the employee volunteerism programme will provide you with the ideal opportunity to offer practical help and assistance to communities in need. Volunteers provide much needed services to the most vulnerable people in our society as well as actively contributing towards building a better life for all.

If you are not already a volunteer, now is the time to become one! On offer are many mechanisms for getting involved on a volunteer basis, either as an individual or as a team, in our existing CSR projects such as Youthspace and our Partner School Programme amongst others.

Along with our current volunteers, two members are actively participating with learners at our Partner School, Ingqayizivele High School: Liz Graham and Vela Khumalo. Vela Khumalo works at our Automation and Drives (A&D) division and assists learners participating in the JSE/Liberty Life Investment Challenge as a mentor (read article on page 8 of AmongstUs).

Our second volunteer, Liz Graham is in South Africa with her husband who works on a contract basis at Siemens IT Solutions and Services (SIS) on the SABC contract. Explains Liz, "When I joined my husband in South Africa, I found myself with time on my hands as I do not have a work permit. On hearing about Siemens' partnership with Ingqayizivele High School, I decided to put my skills to good use here as a volunteer.

I have trained in Scotland as a Modern Foreign Languages teacher and in addition to teaching French and German at secondary state schools in Scotland and England, I have had the opportunity to teach English as a foreign language in France and Germany".

"I now work two days a week at the school helping Grade 12/Matric students with life skills and their English studies," says Liz. "The experience is very rewarding, the school is welcoming and the students are grateful to anyone who gives of their time to assist them".

Liz goes on to say that working with the learners has also been humbling. "One of the students wrote an essay entitled 'Why you would enjoy visiting where I live' with an introductory paragraph that reads 'You would enjoy visiting my home because we have electricity and running water'. No student in my former classes would have dreamt of mentioning these aspects of their home".

Liz has also been spending time at our Youthspace home in Mayfair coaching the house mothers on computer skills. "I'm not a computer expert, but we take for granted the experience we do have. One of the lessons was to turn the computer on and off and enter a password correctly – simple things for us, but huge steps for anyone who's never worked on a computer before".

Emily Molefe  
Corporate Communications  
Tel. 011 652 2900  
e-mail: emily.molefe@siemens.com

Carlo Romão  
carlo.romao@siemens.com  
<http://www.siemens.com/gigaset>



Warren Scott from ABACUS demos the Micro Automation PLC solution at one of A&D's country-wide road-shows.



Far right: Conan Jones from A&D discusses the technical aspects of the free motion control library blocks with a customer at the road-show held at Siemens Park in Midrand.

## Micro Automation in motion

Our Automation and Drives (A&D) division recently launched free motion control library blocks designed for use on our Micro Automation Programmable Logic Controllers (PLC's). These blocks empower the Micro Automation PLC user to perform a wide scope of medium to high performance motion control tasks with a minimum of drive or motion control knowledge and the most basic of hardware components.

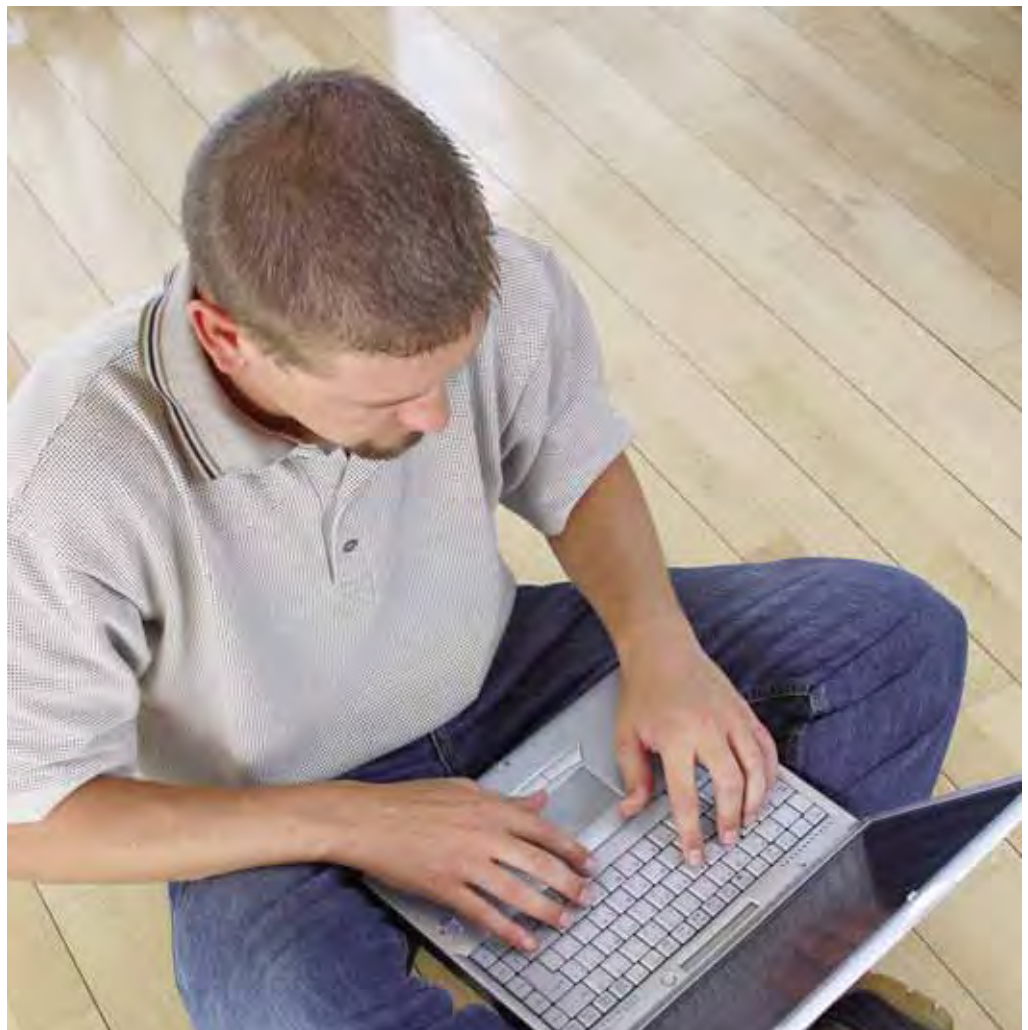
Future blocks currently undergoing final development and testing include torque control, speed control, on-the-fly profiling, slip control and the ability to control two axes on the Micro PLC.

To promote these new developments, the A&D Micro Automation team together with ABACUS, one of our leading solutions partner, embarked on road-shows across the country starting in Port Elizabeth and then moving on to Cape Town, KwaZulu-Natal, Middleburg, Pretoria, Sasolburg and concluding at our head office in Midrand.

In addition to the positive feedback received from the road-show participants, customers were able to provide an indication of the variety of new applications for motion control wherein the blocks could be used to replace the use of conventional complex motion control equipment in many tasks.

These applications range from board/pipe cutting to length, press feeding (pick and place), vertical or horizontal spray painting and pipe bending to metal rack welding and container filling with positive displacement pump etc.

Kenny Dubazane,  
Tel: 011 652 3752  
Joseph Ploch,  
Tel: 011 652 2707



## 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)

**SIEMENS**

# A perfect golf day

Our colleagues from SIS could not have ordered better weather for their annual Golf Day. A crisp, clear June day provided ideal conditions for the field of sixty golfers teeing off at the Wanderers Country Club in Illovo, Johannesburg.

As the players returned from the course they reported that conditions were good and they enjoyed the challenges of the course.

Customers, business partners, media and the Siemens IT Solutions and Services (SIS) team gathered for a dinner and prize giving ceremony hosted by SIS Divisional Managing Director, Zunaïd Mayet. Well known comedian, Joey Rasdien, who also played in the golf day, provided the entertainment for the evening.



Zunaïd Mayet, Divisional Managing Director (Div. MD), SIS (centre) with the overall golf day winners, from left: Charles Maluleke, Sifikile; Ntlantla Masinga, Sifikile; Chris Mabuza, Sifikile and George Leolo, Sifikile.

Lindiwe Pantshwa, SIS  
lindiwe.pantshwa@siemens.com



Second place winners, from left: Dirkie Coetzee, SIS; Dr. Deon Haasbroek, Department of Labour; Zunaïd Mayet, Div. MD, SIS and Host, and Darren Smith, Journalist, Technews Publishing.



Zunaïd Mayet, Div. MD, SIS (right) presents Lady Rantseli from Phambili with an award for being the best female golfer of the day.



## At Siemens we practise efficient waste management

In respect of our social responsibility and environmental principles, Siemens has an arrangement with a local paper recycling company to reprocess all waste generated in our offices and canteen.

Before recycling, the waste is sorted into identified waste groups that comprise of printing paper, newspaper, cardboard, glass bottles, plastic bottles and aluminium cans. Additionally, all electronic module waste is collected, stripped of precious metals and sold to a refinery. Says Harold Teague, Head of Corporate Quality Management (CQM), "Any income generated through the recycling is to the benefit of the unemployed individuals sorting the waste on our site".

To ensure recycling and responsible dumping at licensed waste disposal sites, CQM conducts due diligence audits as part of our environmental management system.

Harold Teague, CQM  
harold.teague@siemens.com



Zunaïd Mayet, Div. MD, SIS (third from left) with the three third place golf day winners, from left: Victor Mochela, SIS; Lady Ratsela, Phambili and Lourens Visser, SIS.



Top SA comedian, Joey Rasdien (right) walked away with the "nearest to the pin" prize



The "longest day" players, from left: Pule Tsatsi, Department of Labour; Vikash Sirkisson, Department of Labour; Zunaïd Mayet, Div. MD, SIS and Host; Joy Sykes, SIS and Thabo Malebye, Gauteng Shared Services Centre.



Grant Turner from SIS (left) receives the "longest drive" award.

## Siemens CT donation a first for veterinary services



Marking the first time a CT scanner has been used in veterinary services in southern Africa, the donation of a Siemens Emotion Dual Slice CT scanner with a sliding gantry worth almost R2,5 million will assist the renowned Onderstepoort Veterinary Academic Hospital (OVAH) to provide highly accurate and sophisticated diagnoses across a wide range of domestic and production animals and in so doing, remain internationally competitive in training students. Affiliated to the University of Pretoria for all students completing a degree in veterinary science, Onderstepoort is an academic veterinary training centre that was established approximately 17 years ago.

"At that time, Siemens was the preferred supplier of all x-ray equipment installed at Onderstepoort," says Andrew Forder,

*From left: Professor R. Kirberger, Head of Diagnostic Imaging at the Faculty of Veterinary Science, University of Pretoria, and Andrew Forder, Business Development Manager, Siemens Medical Solutions standing in front of the Siemens Emotion Dual Slice CT scanner donated to the Onderstepoort Veterinary Academic Hospital (OVAH).*

Business Development Manager at our Medical Solutions division. "Of late however, a need for a CT scanner became a priority for the hospital, with the biggest challenge being how the equipment could handle not only the smaller animals, but larger equestrian patients who could not be dealt with on a standard CT table."

Andrew says when working with the enormous weight of horses, for example, it was obvious that a standard configuration was not going to be suitable for the job at hand.

"In close consultation with the factory, we were finally and very successfully able to supply a CT scanner with a sliding gantry," he says.

Using the latest spiral CT technology, the Siemens Emotion Dual Slice CT scanner is unusual in that it is the first sliding gantry table in South Africa. The circular gantry, which contains the rotating X-ray tube, slides over the patient rather than the conventional approach where the patient slides into the gantry. This special design was commissioned to enable examination of heads and limbs of horses.

"This technology has provided the users with the opportunity to make use of a two patient table solution. The first table is standard while the second has been specially developed for scanning an equestrian patient. This CT solution is the first of its kind in the country and promises to be an added advantage to this well regarded training institution."

Professor R. Kirberger, Head of Diagnostic Imaging at the Faculty of Veterinary Science, University of Pretoria, says the addition of the Siemens CT scanner to the institution's recently commissioned computed radiography system, CT scanner and gamma camera will enable the faculty to remain internationally competitive in the training of under- and post-graduate students as well as in any research utilising such imaging modalities.

Having replaced the conventional system of producing and developing hard copy films, all x-ray, ultrasound, CT and scintigraphy images generated within the OVAH are now in digital format. The images are stored on a Picture Archiving and Communication System (PACS) wherefrom they can be accessed and evaluated by radiologists on high resolution monitors.

"Postgraduate students who train to become veterinary radiologists, are registered as specialists by the SA Veterinary Council, and in addition, are entitled to write European exams, as the diagnostic imaging section of the Onderstepoort Veterinary Academic Hospital is an approved training centre for the European College of Veterinary Diagnostic Imaging," says Professor Kirberger.

With the latest diagnostic imaging equipment at its disposal, the Faculty of Veterinary Science foresees being able to provide highly accurate and sophisticated diagnoses across the broad range of domestic and production animals, as well as exotics and wildlife, that makes up the annual patient load.

Jose Machado,  
Corporate Communications  
josemachado@siemens.com

## Hot topics for Contact Centre Managers



Delegates at the two day conference held at Lesedi Cultural Village.

The Siemens Enterprise Communications (SEN) Contact Centre Focus Group recently hosted their bi-annual Contact Centre Managers Forum at the Lesedi Cultural Village. The event was attended by more than 40 companies within the contact centre environment. The Forum focused on Business Process Integration with discussions and presentations highlighting the latest technologies and what they mean to the

business in terms of delivering value, obtaining a return on investment and enhancing service delivery to the customer. In addition, a presentation by a speech therapist provided the guests with a valuable insight into the necessary tools for enhancing speech techniques and accent neutralisation. This is of specific importance to the contact centre environment in South Africa due to the number of different South

Africa accents and dialects prevalent. Regular Contact Centre Managers Forums re-affirm SEN's commitment to host informative sessions while providing the contact centre industry with a platform for valuable discussion and information sharing.

Carrie Kritzinger,  
Siemens Enterprise Communications  
carrie.kritzinger@siemens.com



Showcasing our latest contact centre technology.

## Helping in the skills shortage fight



The group of 50 IT Learners with Zunaid Mayet, Head of SIS (back row centre); Denzil Bennet, SIS (middle row centre) and Aldon Dickson, SIS Business Operations Director (front row centre).

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**

As part of our overall drive to support initiatives aimed at addressing the shortage of skills in South Africa, our Siemens IT Solutions and Services (SIS) business has introduced a further 50 candidates this year, with some selected for new areas like broadcast engineering and SAP, as part of their IT Learnership programme.

Denzil Bennet at SIS says this training programme aims to produce people with a high standard of qualifications that are easily employable, and in so doing contribute to job creation in line with the National Skills Development Strategy as well as other initiatives such as ASGISA and JIPSA.

"Adopting a holistic approach, we commit to hosting a learnership as well as to finding employment for the candidates within our organisation if possible or through our network of customers and strategic partners," Denzil says. "Skills development is an integral part of our transformation programme and is a benchmark against which we constantly measure according to statutory broad-based BEE requirements."

Denzil adds that although the training focus of SIS has traditionally been directed at systems support, systems development and project management, the programme has now been expanded to accommodate broadcast engineering and SAP training, in line with the division's move into these additional new areas. The training officially commenced earlier this year at Torque IT with 22 candidates on a systems support and systems development learnership. A further ten candidates have enrolled in a broadcast engineering learnership conducted by Nemisa, while another ten candidates will be trained in SAP.

According to Denzil, SIS has produced more than 200 learnership graduates so far that have been employed in our company, within the Siemens group and in the ICT sector at large. "Our emphasis during this formative period of the learners' careers is to prepare them for the job market as individuals who are able to enter the industry as a productive resource," he says, adding that the high standards set by these graduates have set a benchmark against which the organisation consistently monitors and adapts its training programmes.

"Dynamic changes in the ICT sector have compelled us to address more than the creation of a wider range of training opportunities; we have also had to develop succession and retention strategies through which we aim to be the employer of choice in our industry," Denzil concludes.

Denzil Bennet, SIS  
[denzil.bennet@siemens.com](mailto:denzil.bennet@siemens.com)