



From left to right front row: Ramata Sore (winner Communications), Jennifer Stastny (overall winner and winner Medical Solutions), Helene le Roux (merit award Energy), Irma Venter (merit award Energy), Haitham Dardeeri (winner Business Solutions). From left to right middle row: Alan Duggan (winner Research and Development), Samir Mahmoud (winner Transport), Wolfram Trost, Adel El Bahnasawi (winner Energy), Antonio Ruffini (merit award Policy and Investment) From left to right back row: Adetokunbo Abiola (winner Industry Solutions – basic industry), Sigi Proebstl, Duncan McLeod (winner Policy and Investment), Rowan Watt-Pringle (winner Corporate Responsibility)

## Profile Awards reward reporting that is an African priority

**A**t a function held to mark the sixth annual Siemens Profile Awards at the Blue Valley Golf and Country Estate in Midrand on the 26th February 2007, Jennifer Stastny of Popular Mechanics was named as the Overall Profile Award winner for 2006 with her piece 'Unseen Ally', which also won a Profile Award in the Medical Solutions category.

With the aim of rewarding reporting excellence in the fields of science and technology in Africa, our Chief Executive, Sigi Proebstl says the marked increase in the number of entrants from across the continent has made the Profile Awards truly Pan-African in their scope and reach.

"It is our firm belief that science and technology reporting needs to be continuously accelerated and improved on the continent in order to de-mystify these very important topics that have the potential to impact massively on the lives of all Africa's people," says Sigi. "The recognition and reward of those writers, broadcasters and producers who effectively do this, therefore, is a vitally important task."

Supporting this view, Kerry Swift, Executive Director: Development at Rhodes University and the convener of the Judging Panel composed of senior journalists from English, French and Arabic media, technology writers, academics and technologists, said that overall, the trend was up in terms of the number of entries received, countries participating

and in the depth of knowledge displayed. "Of particular importance this year was the quality and quantity of entries from the north of Africa, indicating a wide spread from countries across the continent such as Nigeria, Egypt and Burkina Faso, as well as from Francophone Africa," said Kerry. "Of the winning entries, what stood out clearly was the depth of research, the

ability to unbundle complex technology, individual writing styles and a broad interest in the technology arena, with several entries considered to be world-class."

Commenting on the overall winning entry, Kerry says Jennifer Stastny's piece entitled 'Unseen Ally' takes on the powerfully evocative subject of cancer, and

looks at iTemba LABS, a Cape-based hospital that uses two types of sub-atomic particles to attack the disease. 'iTemba' is Xhosa for 'hope' and LABS stands for 'Laboratory for Accelerator-Based Sciences'.

The writer explains the nature of cancer and how mainstream medicine conventionally handles it through surgery, chemotherapy, radiotherapy and combinations of these treatments, which are not always effective," says Kerry. "This is why the proton and neutron therapies used at iTemba are so

innovative. She unravels the technology in simple-to-understand language, explains its application and impact and suggests how this innovative technology can offer cancer sufferers new hope."

According to Kerry, entries were examined for reporting that was accurate, informed and balanced, and that communicated science and technology reporting in an easily understood manner, with strong emphasis placed on context.

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## Award for Power Generation Control and Instrumentation

**O**ur colleagues from Power Generation Control and Instrumentation (C&I) have reason to celebrate. They were identified as the strongest regional entity worldwide within the Control and Instrumentation business area.

Comments Ute Menikheim, Director Control and Instrumentation, "Our South African order entry is bigger than that of China and the USA combined. With more than 50% market share, we are amongst the three most profitable regional entities worldwide. Our project at Kriel Power Station is the biggest refurbishment for C&I worldwide."

These achievements were recognised at an award ceremony where the South African team received a trophy for outstanding results and their tremendous contribution to the overall results of the C&I division. Ute concludes, "Our achievements are the result of the commitment and dedication from our entire team."



From left to right: Quartus Dorfling, Power, Karlheinz Springer, Siemens AG, PG L, Ute Menikheim, Power, Ralph Fischer, Siemens AG, Ayed Fattah, Siemens AG.



Show zero tolerance

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Showcasing Transportation Systems

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Siemens Caring Hands

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Reducing Complexity

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# CEO corner

Dear colleagues,

At one stage or another all organisations move through peaks and valleys in terms of its performance. So do we at Siemens and we have been doing so since the company was founded in 1847. Our performance may be influenced by the markets from whom we earn our bread and butter, from the perceptions of our offerings to customers, from internal organisational issues or for many other reasons.

During my personal working experience in Germany, South Africa, Turkey, Korea and the United Kingdom, I have found that the more we engage ourselves positively for our employer, the more we are likely to be successful. If we believe that "business is booming" then it will. The attitude of the total workforce made us the number one company in many parts of the world. Provided we do not engage spectators but only real and honest players, Siemens will continue to be a successful electrical and electronic engineering company that serves in the best interest of all our communities.

Dedicated people go for gold at all times. We must think big, dream big and act big - in the interest of our employer, which indirectly leads to our personal success. Jointly with the company we should have clear goals and clear targets, because as players we can influence the consequences.

In terms of leadership, I have committed myself to working together with you as the Siemens team. In our business there are no individual winners. At the same time I respect that a dedicated team also has another life outside of Siemens. However, every one of us has a portfolio of duties, and if we all do the best we can - and go the extra mile - then we are destined for success.

I have found that the more I know about our company, our technologies, our processes and our customers, the more comfortable I am in doing a job which I consider as a job well done. But as the saying goes "all work and no play makes Johnny a dull boy - or Susan a dull girl" we should all engage in a balanced lifestyle and in this context we have introduced the "Work life balance" programme which caters for the individual needs of our employees. Best in class people are those who live a balanced lifestyle. The management team and I are working on measures that will further help all of us to work hard and smart, and to have fun and to be proud of what we do.

We have a great pool of talented people and I am sure you count as one of them. Every one of us must foster the ambition to further build on our current level of competence without having to push one self beyond the point of "mission impossible". One of the characteristics of our company is to facilitate individual growth and performance. We have all the tools in place to help you to be a



proverbial 'DIY' (do it yourself). To be a winning company that can achieve extraordinary results we need quality people. I have little respect for those who want to present themselves on the basis of numbers in the team in preference to those who are measured on what they deliver.

I would like to reiterate my comment at the time when I was appointed to the chair of CEO - about discipline in the workplace. Any actions, which are not accompanied by good form of discipline, are likely to lead to unnecessary work. A company like Singapore Airlines is "best in class" simply because they have professional codes of discipline in practice and the employees have a great sense of "self-culture". They try to over-achieve their own expectations. Surely there are few - if any - barriers to stop us from being individual achievers and, as a consequence to be branded as a company with a sense of achievement from both an operational and moral point of view.

Being achievers also means that we need to be in position number one or number two. This does not only mean for us as a company, but also for every business portfolio. Success works from the bottom up and Siemens cannot be successful only on the performance of one or two Business Units such as Medical Solutions or Automation a Drives - or through associate companies such as Osram. Our company history has proved over and over again that only top performing Business Units survive in lean times. Portfolios that are not in

the top two in the market are at high risk for the future.

From my position I aim to reduce the complexities in our company. In so doing we will be better positioned to serve the best interests of our customers, our shareholders and our colleagues. Vertical portfolios will become more transparent, the matrix organisation will be reviewed and clear guidelines will be set in place. We must observe that the way we did things yesterday is not necessarily the way to do them in future. Change management guarantees our future existence, and in this respect I expect and respect employee feedback from every level. There are no irrelevant questions and I appreciate interaction and recommendations - also from our managers of tomorrow. Neil Armstrong said: "One small step for man, one giant leap for mankind". We should follow the same principle and, through a step-by-step process take corrective measures and permanently improve on our performance and focus on the value that we can deliver to our customers.

But measures of optimal performance can only be achieved if we have "all our ducks in a row". One of these is transformation to which we should all be fully committed. Diversity and empowerment are key initiatives for a progressive organisation, and I am encouraged by the fact that last year 80% of new employees were black appointments. They all have the right qualification to help us to further improve on our performance and to advance a prosperous future for our company. It also positions us as a company to make our contribution towards a fair distribution of wealth.

We have a tremendous challenge to take the company to similar levels of financial performance when telecommunications was still part of our core competence. But, we can do it. We need to double our market share in most of the portfolios. This we will achieve through processes of optimisation, strategy formulation and implementation and, where applicable, via mergers and acquisitions. In this regard we do not have to wait for initiatives by our parent company and principle shareholder, but we have to be creative locally. We must all focus on growth. That is profitable growth.

In closing I wish to inform that, to achieve our objectives, we intend to increase the shareholding in Siemens Limited with black partners. This will further strengthen our position in the market and send a message that we are fully committed to South Africa as a progressive international business partner.

Best wishes and I look forward to your continuous dialogue.

Sigi Proebstl, Chief Executive

# Compliance for a successful future

**A**mongstUS interviewed **Harry Hollier, Executive Director on the topic of compliance.**

Harry opened the interview with a quote from Josef Wieland, Professor at the Institute of Intercultural Management, Values & Communication at the University of Applied Sciences in Constanz, Germany. "In the end it's not a question of sophisticated compliance programmes, but a question of ethics and management culture".

Harry explains, "To me, this quote goes to the heart of compliance. A compliance programme has two dimensions. Firstly, the actual processes, this is the documentation, the concrete part. Secondly, and this is the area I want to focus on in this interview, the ethics and management culture aspect.

"The actual compliance programme must be sophisticated and efficient. But ultimately, the effectiveness of the programme depends on our ability to instill a

culture of ethics, respect, and honesty with all our employees.

"The success of our compliance programme rests with how we assess our people, and equip them to deal with unethical issues and situations. Our management must lead the way and set the example for their teams. An ethical culture must become a way of life.

"It is a balancing act. On the one side we must actively grow our business. But, this must not be done at the expense of our

corporate ethics. We are not prepared to engage in unethical business dealings and will not lower our high ethical standards. To this end, we can not prevent our people from being exposed to requests to engage in unethical dealings, but we can equip our people with the skills to deal with these situations.

"The good news is that our organisation already has good compliance processes in place. I am extremely encouraged by our people and how they have moved

through very trying times in our company's history. We do not have to start at the beginning; we must now develop and improve on the foundations already set.

"We must become more effective and efficient. I speak unequivocally on behalf of my Executive colleagues, compliance and ethics in the workplace is a priority. With sound compliance processes in place, and a committed team driving the processes in their daily lives, our organisation is set for a successful future."

Don't give in to bribery and kickbacks!

Show zero tolerance. Ethics is a way of life.

A quick buck made doing something wrong, costs everyone a lot more in the future. From bribery towards customers to personal gains made from the procurement process, the detrimental effects they have on the company regularly affect you and your colleagues.

Call 0800 20 49 32, post a message on the Siemens Fraud Register at [intra@siemens.co.za/ethics](mailto:intra@siemens.co.za/ethics), e-mail information to [siemens@ethics-line.com](mailto:siemens@ethics-line.com) or write to us at FreePost K2N 138, Umhlanga Rocks, 4320

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## Show zero tolerance. Ethics is a way of life

**This is the message of the new Siemens Ethics campaign. The objective of the programme is to create awareness about the importance of ethical behaviour in the workplace and how to report unethical activities.**

The campaign, consisting of four key messages, was introduced to the Siemens community over a period of four weeks through posters, leaflets, information cards and an Ethics site on the Intranet.

Comments Shawn Teixeira, Director Internal Audit, "The success of our organisation depends on people who have excellence in ethical behaviour. Our ethics determine how our time is spent, the quality of our work, our courtesy to customers and colleagues and ultimately how we embrace and live by our codes of conduct.

It's an excellence which also asks of us not to look the other way when we suspect wrongdoing in the workplace. Turning a blind eye means saying yes to unethical behaviour. We know how intimidating the fear of

reprisal can be. That is why we have taken great care in making sure that your voice can be heard without you having to show your face."

Shawn continues, "Our Fraud Hotline is manned by Tipp-Offs Anonymous, a division of audit firm Deloitte and Touche. Trained operators will respond to calls in English, Afrikaans, Zulu, Sotho or Xhosa, 24 hours per day, 365 days per year.

Disclosing your identity is optional. Although you may choose to tell Tipp-Offs Anonymous who you are, the tip-off report will never reveal your identity or even your gender."

Contact Tipp-Offs Anonymous on: Tel: 0800 20 49 32, or e-mail [Siemens@ethics-line.com](mailto:Siemens@ethics-line.com), or write to: FreePost K2N 138, Umhlanga Rocks, 4320

Petty crime is still that... a crime.

Show zero tolerance. Ethics is a way of life.

Stealing something small may seem insignificant at the time, but if enough people give in to the temptation it costs the company a serious amount of money. Think about it, a pencil may only cost a few cents, but how much do 200 000 pencils cost?

Call 0800 20 49 32, post a message on the Siemens Fraud Register at [intra@siemens.co.za/ethics](mailto:intra@siemens.co.za/ethics), e-mail information to [siemens@ethics-line.com](mailto:siemens@ethics-line.com) or write to us at FreePost K2N 138, Umhlanga Rocks, 4320

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Just because it's information, doesn't mean it isn't theft.

Show zero tolerance. Ethics is a way of life.

Leaking company secrets is a serious offence. Unethical information exchanges are damaging to the company's wellbeing, and include breaching the company's confidentiality, sharing strategic insight with competitors and misusing things using company time and resources.

Call 0800 20 49 32, post a message on the Siemens Fraud Register at [intra@siemens.co.za/ethics](mailto:intra@siemens.co.za/ethics), e-mail information to [siemens@ethics-line.com](mailto:siemens@ethics-line.com) or write to us at FreePost K2N 138, Umhlanga Rocks, 4320

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You don't have to show your face, to make your voice heard.

Show zero tolerance. Ethics is a way of life.

Call the Siemens Fraud Line to report any unethical acts in the workplace. Your identity will be kept completely confidential, so there is no reason to fear any reprisals. If you suspect any wrongdoing in the workplace, call 0800 20 49 32, post a message on the Siemens Fraud Register at [intra@siemens.co.za/ethics](mailto:intra@siemens.co.za/ethics), e-mail information to [siemens@ethics-line.com](mailto:siemens@ethics-line.com) or write to us at FreePost K2N 138, Umhlanga Rocks, 4320

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## SBS kicks off SABC plans for 2010 World Cup

**S**iemens Business Services (SBS) is supporting the national public service broadcaster, South African Broadcasting Corporation (SABC) in its preparations for covering the 2010 FIFA World Cup in South Africa.

Together with SABC, SBS will develop a strategy designed to convert its transmission technology from analog to digital and will also help implement this strategy through a consolidated technology roadmap. The multi-million-rand deal is set to run for

three years and extends the existing relationship.

The preparatory phase has now been concluded, and the implementation of these activities has been in effect from November 2006.

This addressed, among other activities, the need for SBS to refresh the SABC's technology roadmap, and initiate an organisation-wide skills and training gap analysis.

In addition, SBS has already implemented the framework and provided a new Programme Management Office (PMO) that will oversee the implementation of approximately 200 technology

projects, which will be crucial to the digital transformation of the SABC.

The realisation phase of this partnership will see staff from both SBS and SABC working together within the PMO, leading and managing the technology projects.

Says Zunaid Mayet, Chief Executive Officer at Siemens

Business Services, "The digital transformation programme is a key enabler towards the SABC's vision of Total Citizen Empowerment and establishing the SABC as a model Public Service Broadcaster, which makes us at SBS both proud and excited to be partnering with the SABC on its technology transformation journey".

# Profile Awards

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"The Category and Merit Awards went to those journalists who unbundled technology so audiences could easily grasp the nature and benefits of new technologies, and who did so in a clear and concise manner," he added.

Sigi said that as developments in science and technology continue apace, it is essential to stay up-to-date with the leading edge of innovation, which is why we see the reporting of science and technology in an easily understandable format as a priority for Africa.

"We believe that science and innovation can help us create a safer and healthier society, a cleaner environment and a prosperous knowledge-driven economy for this entire continent's people," says Sigi.

Greg Gibbons, our Director for Corporate Communications confirmed that the Profile Awards is a long-term investment in the partnership between Siemens and the media, and efforts to accelerate participation are on the cards.

"To date, almost R4 million has been invested in the programme since its inception in 2001," he concludes.

## Category winners and merit awards

### Research and Development

Category winner:  
Alan Duggan  
Popular Mechanics (SA)  
"Going ballistic"

### Communications (Carriers & Enterprise)

Category winner:  
Ramata Soré  
L'EV...NEMENT (Burkina Faso)  
"The eye of the parents: better than a school report"

### Merit awards:

1. Elvis Eromosele  
Financial Standard (Nigeria)  
"What hopes for cyber cafes?"

2. Samir Mahmoud  
Itesalat El Mostakbal (Egypt)  
"An archive in a capsule"

### Energy

Category winner:  
Adel El Bahnasawi  
Al Masry Al Youm (Egypt)  
"Egyptian government's nightmare of a single bidder in electricity sector"

### Merit awards:

1. Terry FitzPatrick  
Public Radio International "Living Earth" (SA)  
"Pebble Bed Technology: Nuclear Promise or Peril"

2. Ashraf Fekry  
El Mal (Egypt)  
"Gas subsidies fuel industrial profits"



Sigi Proebstl, Chief Executive, Siemens Southern Africa, addressed the audience at the Profile Awards



Kerry Swift, Executive Director: Development, Rhodes University, Convenor of the Profile Awards Judging Panel.



From left to right front row: Haitham Dardeeri (winner Business Solutions IT), Councillor Amira Kanel (Egyptian Embassy), Ambassador Mona Omar Attiya (Egypt), Samir Mahmoud (winner Transportation), Adel El Bahnasawi (winner Energy), Hisham Abdou (Siemens Egypt)



From left to right: Ramata Soré (winner Communications (Carriers & Enterprise)), Adetokunbo Abiola (winner Industry Solutions (Basic)), Adel El Bahnasawi (winner Energy), Haitham Dardeeri (winner Business Solutions IT), Samir Mahmoud (winner Transportation)



Greg Gibbons, our Director of Corporate Communications, Siemens Southern Africa.



Wolfram Trost, Corporate Communications - Media Relations, Siemens Germany.

3. Irma Venter  
Mining Weekly (SA)  
"Coal Crunch" OR "Sun Power"

4. Helene le Roux  
Engineering News (SA)  
"Energy Harvest" OR "Hype vs Reality"

### Business Solutions (IT)

Category winner:  
Haitham Dardeeri  
El Mal (Egypt)  
"Preparations to start TV broadcast over the Internet"

### Merit awards:

1. Oluwaseun Temitope Igbalode  
IT & Telecom Digest (Nigeria)  
"Much ado about remote trading"

2. Abeer Saady  
Community Times (Egypt)  
"Offshore outsourcing: a goldmine for Egyptian industry"

3. Oluwaseun Temitope Igbalode  
(Seun Igbalode)  
IT & Telecom Digest (Nigeria)  
"Much Ado About Remote Trading"

### Transport

Category winner:  
Samir Mahmoud  
Al Ahram (Egypt)  
"Road rage and hundreds of victims"

### Merit award:

Kheir Ragheb Kheir  
Al Masry Al Youm (Egypt)  
"No covering for Mahmud Ismail"

### Policy & Investment

Category winner:  
Duncan McLeod  
Financial Mail (SA)  
"Mashile's Mess"

### Merit awards:

1. Haitham Dardeeri  
El Mal (Egypt)  
"Contact ventures hold the key to investment attraction"

2. Antonio Ruffini  
WattNow (SA)  
"SKA - There can only be one"

3. Atef Abdel Sattar  
Itesalat Al Mostaqbal (Egypt)  
"Electronic sports seeking a legitimate father"

### Corporate Responsibility

Category winner:  
Rowan Watt-Pringle  
FOCUS on Transport and Logistics (SA)  
"Blasting the heart out of crime"

### Industry Solutions (Basic)

Category winner:  
Adetokunbo Abiola  
Weekend Hope (Nigeria)  
"Building machines on shoestring budget"

### Medical Solutions

Category winner:  
Jennifer Stastny  
Popular Mechanics (SA)  
"Unseen ally"

### Merit awards:

1. Gillian Warren-Brown  
Popular Mechanics (SA)  
"Ti-Bone"

2. Anthony Doman  
Popular Mechanics (SA)  
"High Anxiety"

### Overall 2006 Profile Award Winner

Jennifer Stastny  
Popular Mechanics (SA)  
"Unseen ally"

# The launch of a new IT Powerhouse

Following its global unveiling in January, our colleagues at SBS are preparing to launch Siemens IT Solutions and Services locally in April.

Siemens AG first announced the bundling of global IT solutions, IT services and software expertise in October 2006.

The new structure will merge the activities of SBS with those of the four IT and software houses:

Program and System Engineering (PSE), Austria; Siemens Information Systems Ltd. (SISL), India; Development Innovation and Projects (DIP), Greece; and Business Innovation Center (BIC), Switzerland, to form a single Group that will be driven and developed under one roof.

The reason for this decision is the growing importance of IT know-how for all Siemens Groups. Software already has an influence on more than half of Siemens sales and this share is growing. The trend for IT-based services is similar.

Rapid market penetration demands the comprehensive IT expertise that the new Siemens IT Solutions and Services will offer in future. At the same time, such expertise is increasingly becoming a means for all other Siemens Groups to win further orders and is

therefore of strategic importance. The industry-specific IT solutions and software developments, with which Siemens IT Solutions and Services will support the other Siemens Groups, will therefore be focal points of Siemens IT Solutions and Services business, alongside IT outsourcing and IT solution business for external clients.

"We now have a strong focus on working with and through Siemens", says Zunaid Mayet, CEO of SBS. "The strengthening of our software and systems integration capability will position Siemens IT Solutions and Services as an IT partner of

choice for all Siemens Groups. The Siemens IT Solutions and Services business model is built around verticals, consolidated delivery and Portfolio and Technology Management. The verticalisation drive is in alignment with Siemens strategy and will develop sector focus and competence."

The combination of best-in-class products and IT solutions and services creates a Unique Selling Proposition for Siemens. Together with the other Groups, Siemens IT Solution and Services will improve Siemens market positions by fulfilling the customer's demand for comprehensive, sector specific solutions.

## Project Merlot

Telkom and Siemens Enterprise Communications entered into a Service Provision Agreement.

Dubbed the Merlot Project, the agreement was signed in August 2005 to provide Old Mutual and Nedbank with voice communication systems (PABX's) and a host of service deliverables.

The projected installation rollout will be completed in the later part of 2007. Our colleagues at Siemens Enterprise Communications have also grown the business and ongoing revenue in this managed service contract with the inclusion of unified messaging, music/message on hold, voice logging and Mutual and Federal sites.

These additional services are at an increased value in excess of R20 million.

## Transformation Corner

Participate and be heard

## Driving transformation forward

**Marvin Benjamin, our Diversity Manager's focus for this edition of Amongst Us is addressing the principles for promoting and managing diversity.**

"Diversity enlarges the potential for ideas and innovation" is an extract from a document recently issued by our parent company, Siemens Germany. It forms part of the global Diversity campaign. "I thought it opportune to advise on some of its aspects at the beginning of this calendar year" comments Marvin.

A set of implementation guidelines has been provided and after considering the South African perspective we are pleased to find that a number of parallels can be drawn. The campaign calls for action and our locally developed initiatives bears witness to a working system. Let's consider some of the elements of this system:

**Management is encouraged to identify with and champion diversity.**

Diversity Management already enjoys priority at EXCO level in our

organisation. Executive Management participates in our Group Diversity Management Committee meetings as permanent members. In 2006, we took this a step further and initiated off-site meetings with the EXCO to discuss and address the challenges of Diversity.

**Diversity will be implemented with due cognisance to local requirements.**

Through ongoing consultations and research we keep abreast of developments in the local

environment. Such developments may occur in customers' organisations or within the ambit of the legal framework. We will continue to modify of systems, measures and reporting requirements as and when required.

**Diversity will be integrated into leadership systems and management training.**

One of the pillars of our People Excellence programme confirms the clear objective of increasing the Black talent pool, which is aligned with our commitment of diversifying our workforce. Furthermore, we have set deliberate targets over the past few years for participation by Blacks in our management learning programmes and other training courses.

**Diversity will be monitored and benchmarked against defined legal and other requirements.**

This ongoing exercise in our regional company ensures that we strive towards ongoing improvement and that we apply new and creative ways of promoting Diversity.

**Diversity targets should be set and Management will be incentivised accordingly.**

This has been applied for nearly a decade. We have enhanced this system by including Black Females and Black Disabled people into our target setting exercises.

**The Regional Company will promote diversity among employees and other stakeholders.**

Our communications strategy allows us to reach internal and external audiences. Our aim is to influence such audiences to understand our agenda for Diversity Management. Furthermore, as a key element of our corporate strategy, Diversity Management also positions Siemens as an employer of choice.

Marvin concludes, "I would interpret these few words as 'a light start' to my communications for 2007. As the year progresses we will continue along the path of improvement and I invite everyone along for the journey." Send your ideas, comments and questions to [marvin.benjamin@siemens.com](mailto:marvin.benjamin@siemens.com).

## Getting to know our commercial trainees

**As part of Siemens annual Commercial Training Scheme, 17 trainees were selected; 6 graduates for the Business Administration Training Scheme (BATS) and 11 matriculants for the Commercial Advancement Training Scheme (CATS).**

The Commercial Training Scheme aims to provide Siemens with a source of young commercial staff. By providing our trainees with a structured training programme and on-the-job training within our Business and Corporate Units for an initial period of two years for CATS and one year for BATS, our trainees will receive the basis for further development and will be equipped with the necessary business skills for a rewarding and successful career within Siemens.

To qualify for the training scheme, CATS must have a matric, with Mathematics and Accounting, or commercial related subjects on higher grade with at least a D symbol. For BATS, a financial diploma or degree is a pre-requisite.



The BATS 2007: Front row, left to right; Rhudzani Khakhu, Olympia Qorro, Esther Maputla, Commercial Training Consultant. Back row, left to right; Madonna Moagi, Mzolisi Gaty, Mahendree Moodley.



The CATS 2007: Front row, left to right; Esther Maputla, Commercial Training Consultant, Thulile Buthelezi. Second row, left to right Rhodal Moodley, Boniswa Buyambo, Byron Skinner, Jacques de Villiers, CATS Senior Lecturer, Dr Manfred Vahle, CATS Director. Middle row, left to right; Tshepo Nkopane, David Holz, Kgositsile Motsisi, Lungile Mhlongo, Lesego Mampe. Back row, left to right; Akani Khoza, Kevin Tshabalala.

## Long Service Awards

### 10 Year Anniversaries

#### January 2007

Pranesh Daya  
Cavelle Joan Delport  
Henry Hichens  
Jiva Kiran  
Gabriele Neacy  
Andre Le Roux  
Werner Sott

#### February 2007

Jacobus Bester  
Darren De Vries  
Garth Ham  
Ian Jenkins  
Ben Khumalo  
Thembinkosi Ndlozi  
Roland Nerlich  
Rochelle Pepper

#### March 2007

Barend Du Plessis  
Jose Martins  
Fiona Riley

### 20 Year Anniversaries

#### January 2007

Linda Balie  
Peter Bennett  
Ashley Kistoo  
Rui Marques  
Kenneth Vissian

#### February 2007

Robert Wildt

### 25 Year Anniversaries

#### January 2007

Joyce Dhlamini  
Carl Holman  
Vinolia Isaacs  
Saleem Khan  
Ambasiram Naidoo  
Elio Silveiro  
Johannes Stegmann

#### February 2007

Maria Hartley  
Gareth Lourens  
Kalafi Mokoena  
Mphucene Ntuli  
Bohdan Pylypczak  
Wolfgang Sichelschmidt  
Leonard Taylor

#### March 2007

Mboleni Madzhadzi  
Constance Pailman

# Siemens. We're a Transportation Systems Company



**In 1879, our founder, Werner von Siemens presented the first electric railway in which power was supplied through the rails.**

The electric locomotive pulled a train of three small demonstration carriages along a 300 meter long circular track at an exhibition site in Berlin capable of running at a speed of seven kilometres per hour. In 1891 the world's first electric tramway built for traffic opened in Berlin. It had a track length of 2.5 kilometres and the tram travelled at a speed of 30 kilometres per hour with more than 12,000 passengers during the first three months.

"This is why we are a Transportation Systems company" says Gorman Zimba, Managing Director for Transportation Systems and President of the Rail Road Association of Southern Africa. "It is in our blood, in our culture and over the years rail transport technologies have become mainstream to our global success"

"Locally we have played a leading role in railway engineering. Our competence includes signalling and control systems, infrastructure equipment and rolling stock, rectifier substations, trolley assist overhead electrification transport systems for open cast mines - including neighbouring countries such as Namibia, Zambia, Zaire - and others".

Over time, the TS colleagues from yesteryear have achieved many "firsts" for Siemens. In 1951 Africa's first Centralised Traffic Control system (CTC) was installed on the railway line between Maputo and Ressano Garcia in Mozambique. The sixties marked the era of moving from twin cable to coaxial cable and thousands of kilometres were installed over several years.

In 1970 we developed "Sporplan" together with the South African Railways. It was a project for railway signalling on the South Coast that automatically increased rail carrier capacity. A noteworthy highlight followed in 1975 with the opening of the world's largest and most modern railway signalling for the computerised

train routing scheme - "Signal Control Centre" - in Clairwood, Durban.

Lucio Lefebre, Business Development Manager for large projects says that a big breakthrough in rolling stock engineering came in 1976 when South African Railways and Harbours ordered the first prototype 25kV locomotive from Siemens representing the European 50 c/s Group. More business came in 1979 with 100 Class 25kV, 7E AC locomotives.

These were the first thyristor-controlled units in Africa. That was followed by 100 Class 8E 3 kV DC traction shunting locomotives, Class 38E AC drive technology locomotives for shunting and hauling and the 14E locomotives for high speed long distance freight transport.

Lucio comments: "A new chapter in engineering arrived early this century with 3 kV high voltage GTO chopper contracts for eighty eight 5M suburban trains for the South African Rail Commuter Corporation

(SARCC). Credit must go to the Siemens colleagues and partners such as Union Carriage & Wagon for the talent to deliver over all these years"

Gorman states: "Innovation has always been our strength. For example, in the eighties we equipped the Bayhead Marshalling Yard (Durban) with the Spoorplan MK2 technique. 340 Signals and 300 points over 100 km of tracks could handle more than 1000 trains per day, and at the Bapsfontein Marshalling Yard

(Sentrtrand) with 64 tracks, our very first microcomputer based interlocking technology was deployed. Of course, then there was the CTC at New Durban Station. The movements of 800 trains were monitored daily via Automatic Train Routing. This was the first time that fibre optic links were used to link micro-computers and the interface to the relay interlocking."

"But, our achievements and memorable events can fill this whole magazine" quips Gorman. "We are also very proud about our "out-of-town" achievements. In 2001 we installed the first totally radio based digital signalling system on a stretch of 240km line between Harare and Mutare as well as the Siemens K50 electro-mechanical switch developed in South Africa more than 50 years ago, which is still an industry standard around the world".

Gorman says that the TS team also had times when the wind blew from the front: "Due to a slow-down in capital expenditure in recent years by the transport administrations, the big contracts were not forthcoming. For some years now the team remained positive and persevered by marketing low-end standard products such as axle counters, rail automation devices, and train detection instruments - amongst others."

"It is common knowledge that the consortium to which we belonged in the bid for the Gautrain project was unsuccessful, but we are the eternal optimists that we will still be able to perform sub-contracting work. We also lost a large locomotive order. A recent highlight is the two year contract for the installation of railway signalling on the 880 kilometre iron-ore Orex export line for Spoornet. We successfully used our fail-safe PLC based Simis S signalling solution - an off-the-shelf alternative to the traditional signalling approach".

Clifford Klaas who joined TS early this year as Divisional Director Finance and Administration says: "Notwithstanding the set-backs of no success on large multi-billion Rand orders, and even if I am the proverbial new kid on the block, I



From left to right; Clifford Klaas, Divisional Director, Finance and Administration; Lucio Lefebre, Business Development Manager; Gorman Zimba, Managing Director, Transportation Systems.



Lazarus Muraba joined TS from Road Traffic Signalling at Industrial Solutions and Services as a Business Development Manager.



Gregor Kaulhausen came to South Africa to share his knowledge on rail communication. After two years he left to head TS at Siemens Bangladesh.



Portia Nemathithi joined TS from Thales and Metro Rail, as Business Development Manager.

must give full marks to the entire team for having achieved a 200% increase in new orders last year. With such dedicated colleagues we will grow to new financial heights and surprise all and sundry. As the development of a modern public transport infrastructure is key in South Africa, my vision for the future is to be profitable - as we can then further improve on customer performance - to grow order intake, have good customer relationships and strong cash management. All these factors will contribute to a motivated workforce.

Armed with a National Diploma in Mechanical Engineering, and Advanced Diplomas in Management and Project Management as well as an MBA, Portia Nemathithi joined TS from Thales and Metro Rail. As Business Development Manager, Portia says innovations such as driver training simulators, electronic ticketing and customer information systems, local value add on point machines as well as opportunities to manufacture rolling stock locally gives her a lot of marketing collateral with which to work.

"Because of my previous engagement in the rail industry I believe that I am well positioned to create opportunities for Siemens and value for our clients. The main players have started to invest in new projects and upgrades and as we are price competitive I am sure we will be successful" says Portia. "Although I still have to learn more about the scope and content of the products, I am fortunate to be able to work with an energetic and motivated team that has smelt success looming with all our customers".

Having visited more than 100 countries, Gregor Kaulhausen is well experienced and networked for virtually any assignment. "Don't write about me because I'm on my way to Bangladesh!" he says. That is indeed so and, by the time this issue is published Gregor will be heading TS in that country. Gregor came to South Africa about two years ago to work with the team on the Gautrain project. We all know what happened to that project but, as a specialist in rail communication we were lucky to have been able to keep him in the country for knowledge sharing - not only with us but specifically with our customers.



Above and below: Colleagues at the TS manufacturing facility in Kya Sands, Randburg.



Of course, during that time Gregor also prepared TS for future success in this field. Gregor is passionate about customers: "All of us must at all times be prepared to polish the door handles of our customers' offices. How else will they learn about our great come back and our offering? The restructuring of the market and our clients is also very promising and we certainly have total solutions for passenger and freight. We are now well

positioned for improved price/performance delivery - not to forget our excellence in refurbishment projects".

Gregor concludes: "In recent times rail communication has come a long way - especially as far our integrated solution is concerned. This includes personal address systems, displays, CCTV, help points, ATS supervision systems (SCADA) and many others. And if

none of the colleagues are prepared to mention then I would like to say that Siemens is fortunate to have such a knowledgeable Director in charge of the TS. Gorman is just a great guy and one of the nicest human beings I have met during all my travels and my work assignments".

"An immediate future priority is most certainly in the field of increasing local content", says

Gorman. A visit to factory management Frans van der Walt and Ramesh Singh at TS in Kya Sands, Randburg - TSK is a Division of Siemens TS - reveals a surprising portfolio of assembling, refurbishing and repairing of predominantly Rail Automation Systems. TSK is in partnership with RailTech and main clients are in the field of railways and the mining industry. Says Frans and Ramesh: "Although the 1100 square meter factory, which is ISO 9001 certified, has only been going for a few months, we already offer services such as the configuration and testing of electro-mechanical equipment, refurbishment and repairs, maintenance and consulting. The team is highly specialised ranging from Spoonert certified engineers, software developers, quality assurance staff, wiremen and rail manufacturing management".

"We are extremely chuffed about the performance of our partners" says Lazarus Muraba, Business Development Manager for Rolling Stock (service and products). "They are all highly specialised and our relationship with the company Overhead Track Developments (OTD), a pantograph manufacturer and repair company in Rosslyn, further expands on our portfolio and intentions to drive local content. We have adapted our overseas product with local enhancements".

Pantograph components mainly consist of steel, carbon, copper and porcelain, are roof mounted to be pneumatic driven to attached to the overhead lines and relay electricity to drive the locomotives or trains. "In recent months we have secured orders for 220 units which means a double digit order entry in millions of Rands" says Lazarus.

Gorman concludes. In future customers and employees of Siemens Southern Africa will still hear lots about the successes of Transportation Systems. Although the big orders, such as those experienced by the Power Group, have escaped us in recent years we are all optimistic that we will catch the proverbial big fish in the near future. In the meantime, we will continue to grow our success and market position through the multiplier effect of smaller orders and continue to position Siemens as a Transportation Systems company".



High expectations on quality is placed on manufacturing partners such as Overhead Truck Development (OTD) in Rosslyn who is the sole supplier of Siemens pantographs.



Local manufacture at the Siemens plant in Kya Sands, Randburg. Siemens software engineer programming logic controllers for the new SIMIS S interlocking system.

# Become a blogging expert

## What is blogging about anyway?

If ever there was a way to attract members of the online community, and engage and form relationships with them, then blogging is the answer. This is because the Internet has evolved to one that engages with its users. People interested in connecting with others on the Internet must parallel their online activities with what other users are doing online.

## What are users doing online?

For one, they're not going on the Net to only click on ads. Most online users are going on the Net to communicate, to research and to be a part of a global community. A large percentage of this activity includes reading blogs, writing blogs, and sharing blog posts with their web communities. As such, blogs offer an excellent medium to engage with this audience. This is because blogs create transparency and let readers know the person behind a brand or name.

## So, what is a blog?

The word blog comes from the word Weblog and is similar to a journal that is available online. Blogging refers to the activity of updating a blog and we call someone who has a blog a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. As such, it is a very simple means of publishing and sharing content on the Web.

## What makes a blog successful?

Many things contribute to a successful blog. Two important criteria include: Firstly, a blog must be updated regularly. Having a daily updated blog is naturally first prize, but sometimes this is not possible. At the least, a blog should be updated monthly and, if so, should have a regular publishing schedule. The trick here is to have a regular schedule that both the blog author and his readers will get used to. Secondly, a blog must engage in dialogue between the blog author and the reader. An excellent way of doing this is through comments. Most blog posts allow readers to contribute their thoughts on a topic by adding their comments.

## Does Siemens Blog?

In South Africa, Corporate Communications has developed blogs for a number of authors. This includes our CEO Sigi Proebst's Blog, SBS's CEO Zunaid Mayet's Blog, and the latest Ethics Campaign Blog authored by Shaun Teixeira, head of Internal Audit. Internationally, Siemens has developed a Blogosphere comprising of different blogs from Siemens employees around the world. To check it out, click on Global Blogosphere under Tools on our Intranet.

# Automation & Drives embarks on a nation wide productivity tour for factory automation



Above: The PE leg of the productivity tour. From left to right: Lance Cowley, Martin Taverner, Rocco De Villiers, Yanga Memani, Charles Gleiman and John Mearns, Profitek. Shown below the demo cases used in the live demonstrations.

**This tour, besides highlighting the advantages of SIMATIC TIA, also presented the innovative and high-performance solutions for increasing the productivity over the entire life cycle of a project from engineering to modernisation.**

We aimed to show our customers how to achieve maximum success at minimum cost. Our customers experienced the interaction of our innovative products, systems and solutions in the form of numerous live demonstrations using the example of a football production line consisting of seven demo cases. The communication between the demo cases and system components take place over

Industrial Wireless LAN. All the demo cases covered central control room, roller press, punch press, conveyor belts 1 and 2, stitching and quality inspection and were equipped with state-of-the-art automation components. The tour commenced in Johannesburg on 6 February, travelled through Durban, Cape Town and Port Elizabeth before winding down for its last leg back in Johannesburg on 20 February.



# Telkom information session, a true experience



In true team spirit, a war cry goes out from the teams as they finish answering the questions during the treasure hunt.

**To further enhance interaction and improve product knowledge sharing, our Enterprise Communications colleagues invited Telkom to a product sharing session at the Land Rover 4 x 4 Experience in Kyalami on 31 January.**

The day kicked off with an overview of all the latest products. The Telkom sales team were told to listen carefully throughout the session as clues would be given to the questions that would be raised during the treasure hunt.

Armed with their information packs which consisted of various product brochures to assist them in answering the questions

posed at each waypoint the teams headed off to their various allocations. True team spirit was generated amongst the various teams as each team had to come up with a team name and war cry.

The teams had a well deserved lunch break with a traditional South African braai before tackling the Land Rover 4 x 4 Trek Challenge.



Navigating through the Trek Challenge obstacle course.

## Retail giant chooses Siemens Enterprise Communications

**One of South Africa's largest retail groups, Edcon, comprising of Edgars, Jet, Sales House, CNA, and Boardmans, has placed their voice communication requirements in the hands of Siemens Enterprise Communications.**

This has, over the past year, resulted in Siemens securing the business for all of the national Jet, CNA and many Edgars stores, in fact Siemens Enterprise Communications has rolled out over 400 systems in the past year and are currently working on replacing more. The approximate value of the order is worth R6 million.

## Automation Systems takes top honours

**A**utomation & Drives product group, Automation Systems (AS) recently won an award for the best performing Automation Systems product group worldwide.

The AS International Sales Awards held in Germany on 4 December aimed to recognise those countries that displayed exceptional business results. On the local front, a celebratory function was held on 23 February to reward the efforts of our A&D colleagues who contributed to the achievement of this award. Comments Steve Venter, Head of AS, "We are very proud of our team's accomplishment".

Watch out for the June edition of Amongst Us for further details on the celebration.

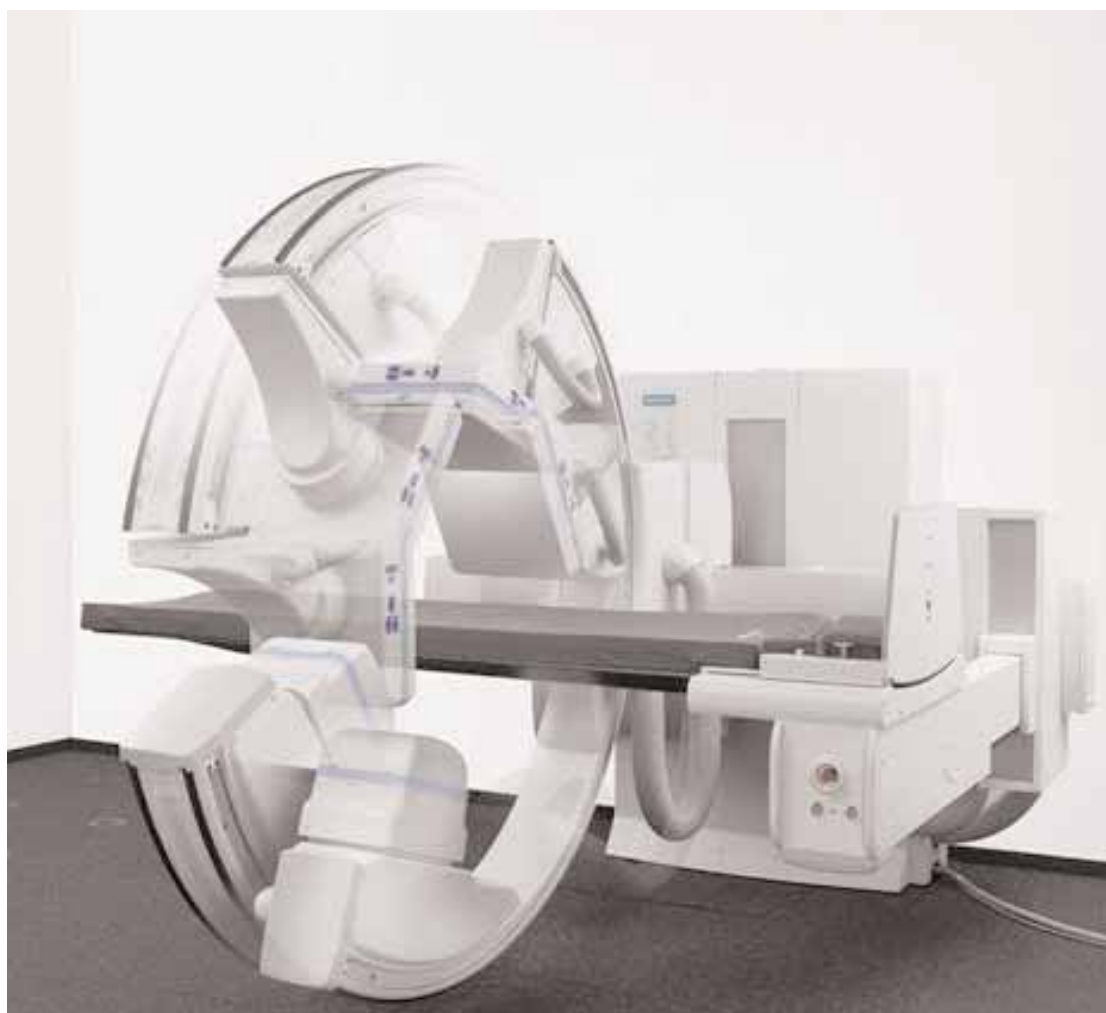
## Lumwana Copper Mine Project

**T**he orders received to date by Industrial Solutions & Services (I&S) from Equinox Minerals Limited, for a spectrum of electrical solutions for their 100% owned Lumwana copper mine, amounts to approximately USD 50'0 globally and includes in excess of R130'0 for I&S South Africa.

The mine is situated in north western Zambia. Lumwana is one of the world's largest undeveloped copper deposits which will be mined by using open-pit mining methods. Siemens I&S are providing the electrics for 28 Hitach Euclid EH4500-2, 250 ton mining trucks and 2 Gearless Drives for the SAG and Ball grinding mills component which will form an integral component of this mining operation.

In addition to the in-pit electrification and truck-trolley assist systems, the communications solution, automation system and high voltage variable speed drives orders will be supplied by our I&S colleagues.

The project, scheduled for completion in 2009, is well underway with the installation of the first Mill planned for the middle of May 2007. The truck electrics are being manufactured at I&S's Atlanta USA facility, and the automation system is already delivered and is undergoing engineering.



## X-ray system installed at Universitas Hospital

**U**niversitas Hospital in Bloemfontein purchased a state of the art Angio system AXIOM Artis dMP for their Radiology department.

AXIOM Artis dMP is an intelligently designed multipurpose X-ray system that combines innovative networking capabilities with state-of-the-art medical engineering technology, which is ideally suited for a wide

variety of diagnostic and interventional procedures in radiology and angiography.

The unit is the first system in its class to be installed in South Africa and using its flat panel technology, Universitas Hospital will be able to increase their workflow and will have full network connection capabilities enabling them to do live examinations and then transmit

the examinations via the network to training rooms in the hospital.

The AXIOM Artis dMP offers the best image quality in the market and makes interventional angio simple. The system gives new meaning to the concepts of workflow facilitation and flexible system handling and the result is a highly efficient system design that unites several imaging applications in a single unit.

## Department of Correctional Services hosts ICT Providers Day

**O**ur colleagues at Siemens Business Services (SBS) recently participated in the Department of Correctional Services (DCS) ICT Providers Day exhibition.

Showcasing ICT Providers' products and services, which covered key topics like contact management, identity management, security and others; the event presented the platform for our SBS team not only to engage with DCS management and officials, but to present to the DCS their Security and Identity Management Solution, amongst other service offerings. The exhibition also marked the final sign-off of the Master Information Systems Plan (MISP) project

The MISP was initially launched by SBS in December 2005 at DCS and was developed as a key initiative to support and enable the realisation of the White Paper on Corrections in South Africa. By formulating this plan, the DCS



*SBS Management at the sign-off by the Commissioner for the MISP. From left to right: Zunaid Mayet, CEO - SBS, Linda Mti, Commissioner - DCS, Georg Gebauer, COO - SBS, Lukas Duursema, Head of Portfolio Management - SBS, Tebogo Sehume, Head of Public Sector - SBS.*

aimed to align its ICT to the business. The keen interest of business and IT alike, ensured that

the MISP was well formulated and in alignment with the direction of the Department.

## MRI imager donated to universities

**M**edical Solutions demonstrated their strong community orientation and benevolence with a donation of the first dedicated 3Tesla head (3Tesla referring to its magnetic field power of 60,000 times the earth's magnetic field strength) Magnetic Resonance Imager or MRI.

The unit was donated to the Universities of Cape Town and Stellenbosch for use as part of their Cross-University Brain and Behaviour Initiative (CUBBI). Installed at the Tygerberg Hospital, the MRI will be used primarily for the studies of brain development in children with Foetal Alcohol Spectrum Disorders and also for the continuous research of HIV and tuberculosis.

## PTD received new order for Omega substation

**O**ur colleagues at Power Transmission and Distribution (PTD) received a new order for more than R200 million for six 133 Mvar single phase reactors and three 667 Mvar single phase auto transformers for Eskom's new 800kv Omega substation.

Shunt reactors for medium and high-voltage power systems, improve the stability and cost-effectiveness of power transmission. Siemens is one of the world's leading suppliers of shunt reactors, which is confirmed by the hundreds of units delivered during recent years with voltages up to 765 kV and power outputs of up to 250 Mvar.

The shunt reactors are used for compensation of capacitive reactance of transmission cables - in particular in networks with light or no loads, reduction of system-frequency overvoltages when a sudden load drop or no load occurs and improvement of the stability and efficiency of energy transmission.

This order is part of Eskom's programme to strengthen and expand its main 800kv transmission network.

## Siemens HiPath 8000 rates high on top products list

In the December 2006 edition of Comms Business Magazine, Associate Editor Maren Bennette gave his personal opinion on what he believed were the Products of the year.

Much to our delight the Siemens HiPath 8000 was ranked among them and this is what he had to say: "The HiPath 8000 which though launched in 2005 didn't start shipping in quantity until 2006 (and thus to my mind qualifies as a 2006 product) benefits from the fact that it is one of the largest enterprise software switches to market. The

Siemens engineering (and marketing) teams have taken a good long look at other products on the market and made sure theirs is better in nearly all respects."

The HiPath 8000 is seen as being a key part of the Siemens vision for unified communications. HiPath 8000 is the IP softswitch designed specifically for large and very large enterprises. With a SIP-based real-time IP overlay network and very high capacity, the HiPath 8000 is ideal for large and very large enterprises. The HiPath 8000 can be integrated into legacy IT infrastructures by our integration services and enables convergence of voice and data services as well as multimedia applications.

The HiPath 8000 also runs on industry-standard IT servers and is highly scalable. The HiPath 8000 is due to be launched in South Africa during the latter half of this year.



The A&D Technical Support Hotline team.

## Siemens A&D Technical Support Hotline

This new division has been upgraded to supply quality technical support to our customers on all the Siemens Automation & Drives product ranges.

All problems are logged into a system with each customer being issued with a service request number to ensure control over the problem. The customer response time is quick and calls are only closed once the customer has been notified. Technical problems can be escalated. The technical support centre operates week days between 08:00 and 16:30. How to contact us: Telephone 1: 0800073737 (Within RSA), Telephone 2: +2711545-2741 (Internationally), Fax: 011 545 3960 or e-mail: support.south-africa.automation@siemens.com



Siemens Caring Hands

## Giving joy to the children of Emdeni



Clothing and toys, collected by all Siemens Employees over the Christmas period, was donated to Abraham Kriel Emdeni Children's Home. The home is situated on the western edge of Soweto and accommodates 60 children (20 girls and 40 boys). The donation hand-over to Emdeni Children's Home: On the left from front to back: Mpumi Nzimande, Siemens Corporate Communications, Greg Gibbons, Director, Siemens Corporate Communications, and Annamart Viljoen, Public Relations Officer, Abraham Kriel. On the right from front to back: Themba Xhosa, Assistant Manager, Emdeni Children's Home, Chrissie Coetzee, Manager, Emdeni Children's Home, Paul Momsen, CEO, Abraham Kriel, Godfrey Maoko, Siemens Corporate Communications, Emily Molefe, CSR Manager, Siemens Corporate Communications, and Geroge le Roux, Chairperson, Abraham Kriel Board.

## Become involved. Join the Siemens volunteers

Worldwide, Siemens has launched the employee volunteers programme for staff to become involved in our Company's Caring Hands initiative to help underprivileged members of our society. In South Africa too, staff are encouraged to take this initiative to heart.

Employee initiatives can take various forms of support and, depending on the nature of the initiative, the company will assist you in realising your act of benevolence. Examples include supporting the disadvantaged (disabled, aged, terminally ill and homeless), supporting the youth with training and supporting educational projects such as renovation and food collection. Locally many employees have already opened their hearts and pockets by unselfishly contributing to the company wide Youthspace programme with donations of toys and clothing for the Emdeni children's home in Soweto.



As another example of becoming involved, Martin Snoek at Corporate Communications and his wife hosted a Christmas party with food, sweets and beverages for children from a local Johannesburg orphanage. As gifts for the children, Siemens sponsored each child a portable radio. Comments Martin, "If more employees can participate

by lending a hand to make life a little more colourful, the sooner our society will change to a better South Africa. Let's all become creative and proactively engage with our communities". For more information on the employee volunteers programme, contact emily.molefe@siemens.com at Corporate Communications.

## Caring for the Botswana community

Siemens Botswana showed their commitment towards the communities in which they operate by recognising the needs of Mogoditshane Home Based Care Group and donating well-needed items such as wheelchairs, crutches and disposable medical gloves on 8 December. Mogoditshane is a

voluntary non-profit organisation situated in a suburb of Gaborone. The group is based at a local Government clinic in the area and cares for the terminally ill and the elderly, who are unable to care for themselves and many of whom are suffering the effects of HIV and Aids.



Derek Phillips, MD of Siemens Botswana featured with the community of Mogoditshane at the hand-over of the donated medical supplies and equipment.



## Facelift for Youthspace house

The Youthspace house in Mayfair has undergone some well-needed renovations. The lounge was expanded to the front of the house with a sliding door being removed, a new front door and windows been added, walls being extended and the expanded area being tiled. The study was converted to a bedroom for two of the boys by removing the second sliding door and replacing with a window. In addition, a new bathroom was built with two showers and a separate toilet with basin. The last of the renovations saw a door being added to separate the staff flat from the house.

## Corporate Development is reducing complexity

The newly created Corporate Development sees the joining of several integral portfolios within Siemens.

A consolidation of the Group Strategy, Siemens One, Corporate Quality Management, SADC Office and Diversity Management functions, the CU (Corporate Unit) has been in effect as of 1 January.

The Unit aims to unite synergies between different areas. Says Braam Meij, Head of Corporate Development on the reasoning behind the formation of the CU, "We looked at what made sense from a Siemens perspective, and what different corporate functions had synergies that could be combined."

Corporate Development consists primarily of four pillars; Corporate Strategy (including Mergers, Acquisitions and Integration) is headed by Kevin Pillay, Corporate Quality Management by Harold Teague and Business Development

is led by Bruce Forbes and includes Siemens One, the SADC office and the Fit4more and Business Growth initiatives. The fourth pillar is Diversity Management which continues under the running of Marvin Benjamin. Until recently, the Diversity Management function was placed under the Human Resources banner. "Diversity Management has become a very strategic topic in South Africa and has moved away from being only a shareholding and employment equity topic, hence our reasoning to move Marvin into our group as well. Marvin will now have more interaction from a strategic point of view", motivates Braam.

Discussing the Corporate Quality portfolio, Braam explains that this area will still keep their entity.

"PM@Siemens and its drive into Siemens has become an increasingly strategic topic. This year, Corporate Quality will therefore focus on Project Management (PM), so they will not



Braam Meij, Head of Corporate Development, Siemens Southern Africa, is an Industrial Engineer by qualification and a Project Manager by experience.

only audit our Business Units, but also their projects. Although the quality function cannot drive PM@Siemens within the company, Corporate Strategy can support the definition of a programme to continue to improve and establish PM@Siemens principles, based on the feedback of Corporate Quality's project audits. There are actually great synergies between strategy and quality which was not truly realised before."

Corporate Strategy and Business Development under its new umbrella, will still continue to drive the BGI, Fit4More, Siemens One and SESI initiatives on top of the Business Unit support they provide. 2007 is the last year for the BGI, which was started in 2005.

"We are still on track to achieve our three year goals. We believe there were some good advantages and additional growth within Siemens

due to BGI and therefore we want to target a new revised and localised programme for the next 2-3 years which will be unveiled later this year" comments Braam.

When asked how Corporate Development will benefit Siemens, Braam clarifies, "What we hope to get out of this unit is a focussed approach to strategic initiatives and quality that support the drive to grow our business profitably. Our focus will be on those initiatives that have the biggest impact on either growth or profitability of Siemens Ltd." Corporate Development would like to develop the correct balance between supporting the Business Units' drive for business, supporting ExCo and global strategic initiatives. Another benefit of the new structure is the improved alignment to their counterpart in Germany, CD-S (Corporate Development Strategy).

Braam concludes that his team are driven to ensure that Corporate Development provides an effective service to their internal customers; especially the BU's who are the real business drivers. "We are really aiming to reduce complexity by doing things faster, smarter and simpler."

## Keeping you updated with all our company news



There are two publications that you can't afford not to read. They contain all the information you require to have a good knowledge of activities in our company.

AmongstUS, your local company newsletter and SiemensWorld, our international newsletter.

AmongstUS appears quarterly and is distributed to all employees in southern Africa. The publication is compiled by Corporate Communications, working closely with the editorial committee comprising representatives from all areas of our organisation.

The newsletter reports on corporate issues, our corporate social investment activities,

events and news from the various Corporate and Business Units.

A strong focus is placed on business successes, as the publication is also distributed to about 2000 external readers.

SiemensWorld is a monthly publication and is compiled by the Corporate Communications team at our company's headquarters in Munich, Germany.

It reports on Corporate news, Business Unit news from around the world as well as highlighting new business trends and innovations.

So, by making time to read these to publications you will always have a good general knowledge of your company.



## More products to enhance your lifestyle

Siemens Home and Office Communication Devices (SHC) have new additions to the already diverse Gigaset range. The Gigaset C450IP and Gigaset SE366 WLAN.

### Gigaset C450IP

Calling via the fixed line or the internet? With the Gigaset C450IP, both are possible. The C450IP is operated like a traditional cordless phone, but has a LAN port as well as a fixed line socket, enabling

subscribers to enjoy the benefits of attractively priced Internet telephony conveniently, without a PC.

This innovative DECT telephone also works beautifully as part of the traditional fixed line network, offering many convenient functions such as colour display, SMS, storage for frequently called numbers, a hands-free facility and a plug for a headset. This flexible phone lets you switch from making internet calls to fixed line calls at the press of a single button. VoIP does not get easier than that. Especially attractive for families is the fact that up to six handsets can be operated with one base station.

### Gigaset SE366 WLAN

The "n"ext generation high-speed router the SE366 WLAN supports the leading-edge IEEE 802.11n draft standard and enables data transfer at a speed of up to 300

Mbit/s. As a result enormous volumes of data, such as those typical of many multimedia applications, can be sent problem-free over a wireless network.

The SE366 WLAN can be used simultaneously by several people. In addition, users can use up to four 10/100 LAN ports, resulting in the fact the additional PCs can

be integrated into a network via a LAN cable. With MIMO antenna design (Multiple In Multiple Out) the device utilises one internal and two pivoting external antennas, data is supplied to devices at a distance of up to 50 meters within a building and up to 300 meters outdoors. The WiFi-certified router is also backwards-compatible.



The Gigaset C450IP.



The Gigaset SE366 WLAN.

## A view from the top

SBS Commercial Manager, Annelie Schulte and her colleague, Laurenz Kirsch, Commercial Head from SBS Germany took the bold decision to climb Mount Kilimanjaro, the tallest free-standing mountain rise in the world, over the December holiday period. The team of four, including two guides, started their hike on 31 December. The hike to the highest point, Uhuru Peak at 5 895 metre above sea level, took the team six days in total. An average of only 80-90% of hikers reach the summit and with the help of their expert guide, Reginald, Annelie and Laurenz were able to achieve this goal. The weather was very bad, as temperatures reached -30 degrees. It rained for the first four days and it snowed from the last camp site to the summit. Despite the weather conditions, it was an amazing and unforgettable experience that Annelie would recommend to anyone who enjoys an adventure.



The team at the summit of Mount Kilimanjaro. From left to right: Reginald, Laurenz, Bacari and Annelie.

## Running club off to a good start

Our running club is affiliated under AGN (Athletic Gauteng North) and is still open to interested employees for 2007 memberships.

enquiries, please contact either Solani Buje, Siemens Running Club Chairman on 011 652 3663 or Jimmy Mabaso on 011 652 2253.



Solani Buje, Siemens Running Club Chairman with Jimmy Mabaso.

A selected 14 races for 2007 will be participated in, which will include amongst others, the Business Trust Challenge in August. Major races coming up are the Game Challenge Relay on one April at 08:00 at Delta Park in Randburg, the 702 Walk the Talk on 22 July at 06:30 at Marks Park in Johannesburg and the Absa Company Relay on 5 August at 07:00 at Gold Reef City. Our first race of the year was the George Claasen 21km and 10km race on 27 January at Menlyn Shopping Centre in Pretoria with all our runners receiving bronze medals. For further



The PG C&I "Mineral Water" dispensary team. Back row left to right: Madeleine Kronauer, Hans Herb, Marlene Hazel, Rassie Erasmus. Middle row left to right: Lungile Phakathi, Patty Slamati, Kathy Cameron, Angela Pather. Front: Roy Elliott.

## Eskom annual C&I Golf Day

At Eskom's annual C&I (Control & Instrumentation) Golf Day, our colleagues at Power Generation C&I were one of the sponsors for a water hole and donated various prizes for the awards. The event was hosted by Arnot Power Station and took place at the Tweefontein Golf Club. Participants included the C&I teams from the various Power Plants as well as Eskom's suppliers. Taking the winner's prize was Eskom PTM, who will host next year's anticipated Golf Day.

## Sharing info with Telkom's Business Solutions Consultants

Siemens Enterprise Communications invited Telkom's Business Solutions Consultants (BSC) to join them in an interactive product information sharing session.

The objective of this event was to transfer product knowledge of the Siemens product portfolio to the Telkom solutions engineering teams, who in turn will fill an advisory role to the Telkom sales representatives.

Amanzi, at the Hartbeespoort Dam on 8 February.

Feedback from Telkom management and respective attendees was positive and Siemens Enterprise Communications was requested by the Telkom BSC's to repeat the exercise on a biannual basis. These sessions will in future also include technical training on some of the products specially selected for BSC's.

Two sessions were held, the first was a regional session in Cape Town on 6 February at the Le Vendome Hotel, Sea Point. The second session was held at Mount

## Open Communications - for the open minded!

It is important for every customer to know how to make their business more efficient. This can easily be achieved with Open Communications from Siemens.

Open Communications is the Siemens human-centric and business-oriented approach of unifying communications based on open products and services. Siemens Enterprise Communications Cape Town customers were able to receive first hand information about these new Siemens innovations and how

legacy products and solutions can seamlessly be integrated into future communication environments. The event took place at the Mount Nelson Hotel, in Cape Town on 7 February and showcased products such as the HiPath 8000, OpenScape, OpenStage, Mobility, Customer Relationship Management, to name but a few.

## amongstUs five minute survey

There are big plans for Amongst Us in 2007, which will include further alignment to the new Siemens global brand design guidelines. Tell us what you think of Amongst Us by completing the questionnaire below. The questionnaire should take approximately five minutes of your time and will help us in our review. Send your completed form via internal mail to Amongst Us, Corporate Communications K1 or fax to 652 2446. The questionnaire can also be completed online - just follow the link on the Siemens intranet homepage. For further comments please e-mail us at : amongstus.za@siemens.com.

### Do you read Amongst Us

- Always  Sometimes  Seldom  Never

### Why do you read Amongst Us?

- Business information  News from your BU/CU  Pleasure and entertainment  
 To look at the pictures  All of the above

### How much time do you set aside to read Amongst Us?

- 5 minutes  10-15 minutes  30 minutes  More

### Do you like the layout and format of Amongst Us?

- Yes, look great  Is functional  Don't like it at all

If you don't like it, what would you change? \_\_\_\_\_

### Do you think Amongst Us articles are:

- Informative  Fine just as they are  Too lengthy and technical  Not interesting at all

### The photographs in Amongst Us are:

- Of good quality  Of poor quality  There are too few photographs  There are too many photographs

### Do you think Amongst Us should be distributed:

- Internally only i.e. only for employees  To our customers as well

### Optional general comments:

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Thank you for taking the time to provide us with your feedback.

Corporate Communications