

SIEMENS

Discover the strategic
value of adopting a
digital service approach
for your building
automation systems



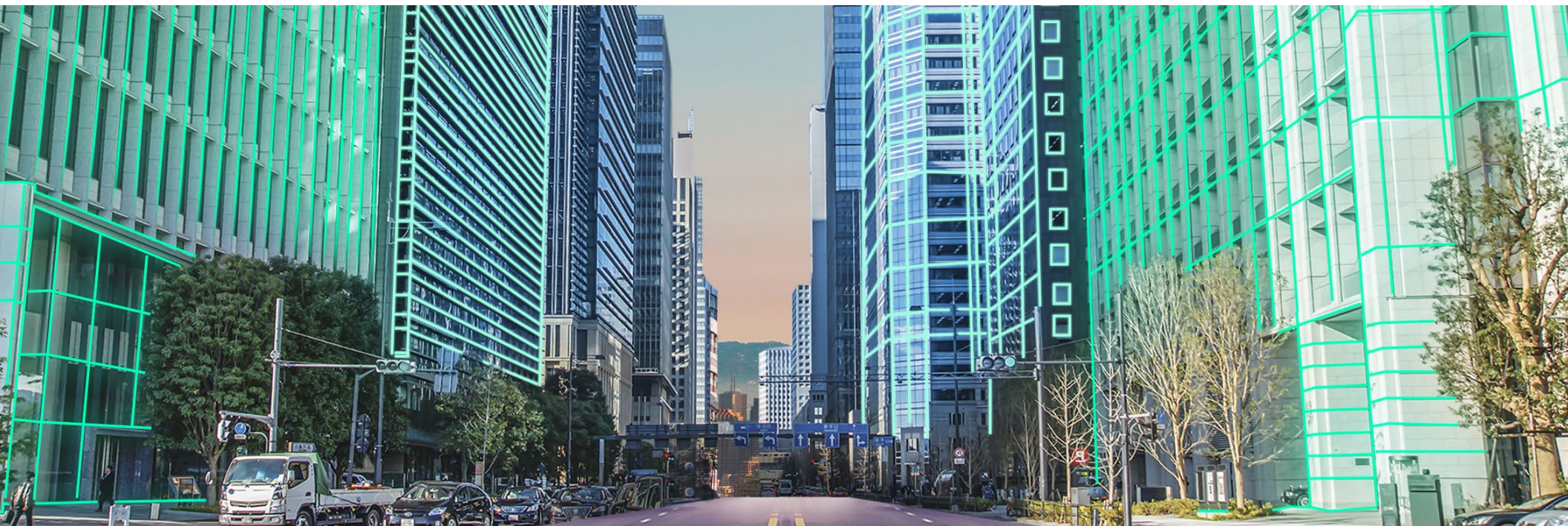
The connection between strategic value and **digital service adoption**

Traditionally, efforts have been focused on providing maintenance services based on recommendations from system manufacturers.

But your world is evolving. More and more building owners are discovering the strategic value of adopting a digital service approach. That includes not only using the data for smart building infrastructure, but converting the insights to enable more enhanced service delivery and optimal building performance.

More building owners are discovering the strategic value of adopting a digital service approach and getting more value out of building automation systems.

Read on to learn about the **evolving pressures affecting buildings operations and improvement efforts.**



What's changing?

Building owners today see the potential for a higher return on investment, faster achievement of business objectives, and better staff productivity. You're likely feeling the pressure in three main areas:



Data volume and complexity:

It's hard to derive the insights you want when you're overwhelmed by the massive amount of data coming from multiple systems and the constant alarms you must manage. Compounding the problem is the growing need for you to become familiar with cybersecurity and IT issues.



Resources and expertise:

More is being asked of you at the very moment when there's a skilled labor crisis, and people in the field are retiring faster than you can replace them. When your people leave, you are at risk of losing their expertise and institutional knowledge about your facilities—especially if very little is documented or digitized.



Changing expectations:

You face higher building experience expectations, and you must now continually demonstrate and prove to owners the progress you're making. You also face greater pressure to meet energy efficiency and carbon emission reduction requirements. This accountability extends to more stringent regulations.

What's at risk if you can't respond effectively to these pressures?

Read on.



What's at risk?

The truth is, the current service delivery model won't address the resource gaps you face today. What are the business risks if you can't keep pace with the changes?



Lack of visibility to performance insights:

Because many of your team's activities are manual, it's hard to utilize the growing amount of data generated by systems. This makes it difficult to see across siloes and derive insights that inform consistent and correct actions. Without these links, you miss the opportunity to tie facilities to executive expectations, and you can't deliver the building experience occupants and leadership desire.



Overwhelmed staff:

Chasing down alarms and addressing unexpected maintenance issues can take a toll on your staff. Despite their best efforts, they don't have the resources to be as proactive or strategic as they would like.



Threats to cost reduction and sustainability goals:

Without the digital insights helping you operate and maintain your systems, your efforts become increasingly costly, complex, and time consuming. As a result, budget management and sustainability goals are more difficult to achieve which can negatively impact your reputation and company brand.

You've likely heard that a digital service approach can help you reach your strategic goals. But you're probably wondering how to get there without incurring excessive costs, risk, and business disruption.

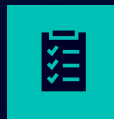
Read on to find out what it takes.

A journey of incremental advances

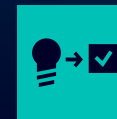
To succeed, you'll need to balance the tension between adopting a digital service strategy now and everyday practicalities. It's important to **recognize that digital is a journey of incremental advances that deliver continuous optimization**. To get started, you need to:



Link strategy to your organization's business goals, priorities, and desired outcomes



Guide your steps along a proven plan



Convert insights into daily operational improvements that deliver impact

The key to achieving your goals is Siemens' outcomes-based service approach, which takes a strategic and holistic view of your building service program and tracks and meets KPIs to drive your organizational objectives. You'll work with our experts as we deploy digital technologies to tailor a service program mapped to your organizational goals. With data-driven reporting, you can create transparency and accountability across four critical areas:

- Plan a service program with goal-aligned KPIs
- Optimize to make the most of the technology and infrastructure you have
- Maintain systems using data to improve your operations and performance
- Support to coach, train, and supplement your workforce

By partnering with Siemens, you'll create facilities that deliver greater value to occupants—with quantifiable impacts on concrete performance indicators. You'll address the needs of your staff by prioritizing their work, making it more effective and predictable. And, you'll meet both business and sustainability goals, enhancing your brand in the process.

Want to learn more
about how?

[Visit us online.](#)

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