

# Immobilienwirtschaftliche Herausforderungen und Potenziale im Struktur- wandel der Corporates

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Darmstadt, 21. Juni 2018

# From global challenges to CRE challenges

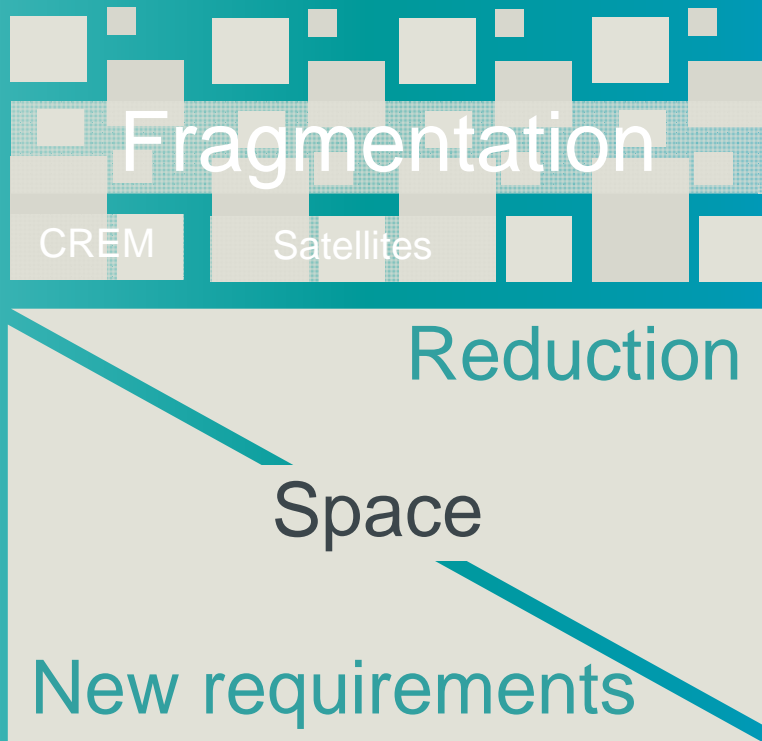
**SIEMENS**  
*Ingenuity for life*

**Demographic change**  
**Globalization**  
**Connectivity**  
**Digitalization**

...



# Develop CREM to the next level



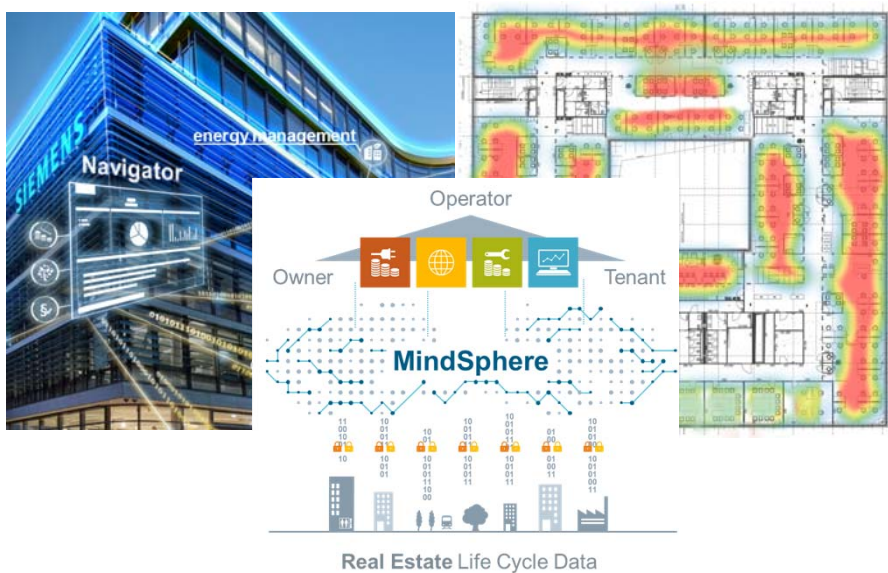
Flexible business  
model RE as Service  
Innovation Technology  
~~One fits all~~ Pay Per Use  
From Push to Pull  
Agile Working  
Smart Buildings  
Business Partner  
...

# Partners for digitalization & building optimization



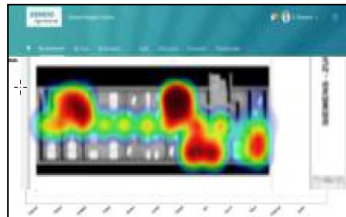
## Siemens Division BT Building Technology

## Siemens Division EM Energy Management



# Use cases SRE & BT

**Predictive Maintenance** - Usage & self notification driven inspections



**Occupancy detection**  
via heat mapping  
and sensor analytics

**Asset & Energy Efficiency** ~€100m  
Invest by 2020 to  
reduce CO2



# Use cases SRE & EM



**Smart Energy Mgmt.**  
Utilization & balancing  
of energy consumption  
Distributed Energy Systems



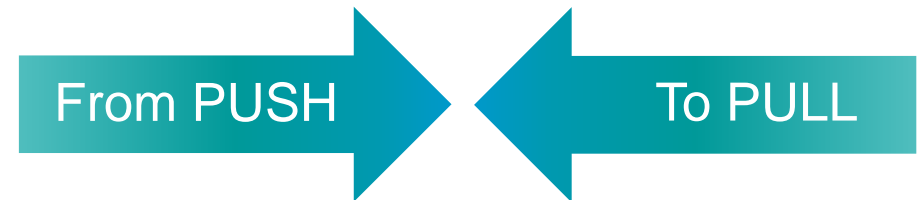
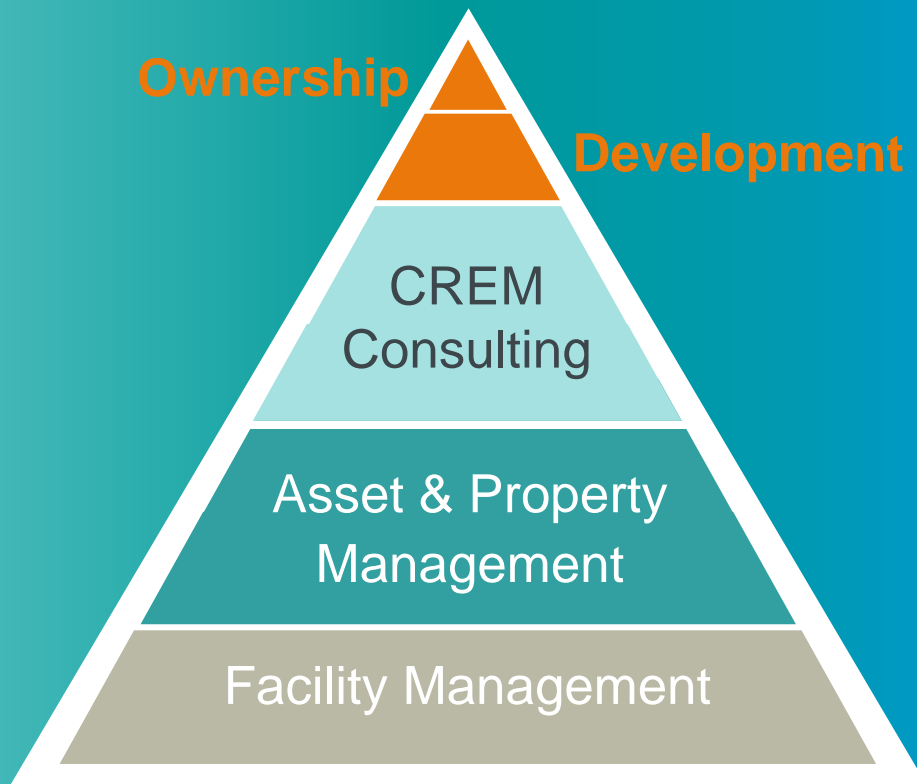
**Elevator Simulation** using  
Artificial Intelligence

**E-Mobility solutions**  
End to end concepts for  
charging infrastructure



# RE as Service @ SRE on demand

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# Bridging SRE Services to the market

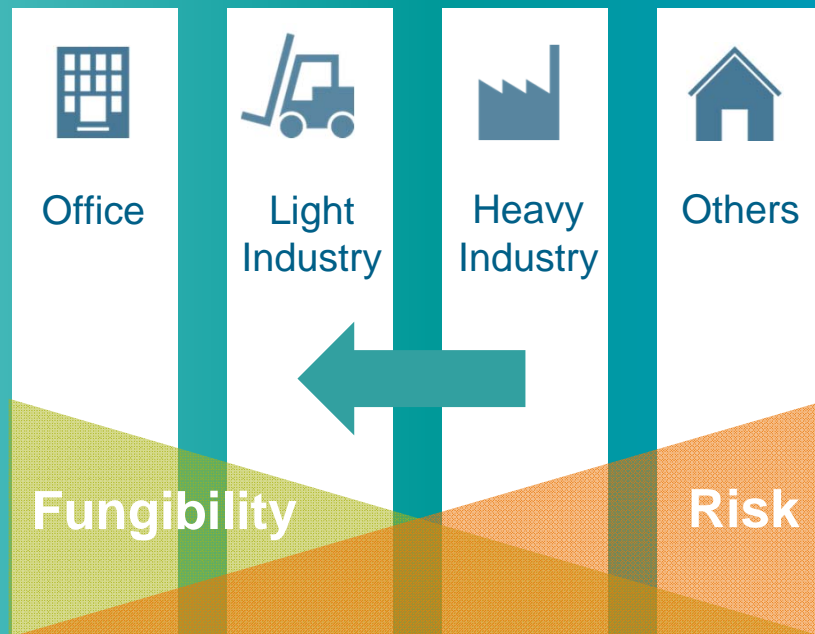


		SRE Expertise	Market Availability	Market Demand
Ownership	Investment			
	Portfolio			
	Transaction			
Development	Greenfield			
	Brownfield			
Excerpt CREM Consulting	Workplace			
	Sustainability			
	Digitalization			

# Structural Change – Transformation and creation of „future places“

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## Asset Classes



## Görlitz Brownfield Transformation



**Siemens  
Campus  
Erlangen  
Vision  
2030**



# Ramp-up of „digi“ space, drive agile working



> 350  
rooms

## Virtual collaboration

Connect People @Siemens in  
Collaboration Meeting Rooms CMR!

## Empower Infrastructure

WiFi First @ Siemens replace LAN ports by WLAN

> 25. ↑  
m<sup>2</sup> p.a.

**Developer Office** purpose-driven  
workstyles with agile collaboration methods  
(e.g. scrum) and seamless IT infrastr. (plug & play)

1.100 ↑  
memberships

**Coworking** „Pay per use“  
different models worldwide in place



# Demand for CREM @ Siemens

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Make innovation  
and digitalization  
part of the Real  
Estate business



Optimize the portfolio  
along asset classes  
and create „future  
places“



**Do it!**



Increase flexibility  
and understand  
RE as a Service  
“From PUSH to PULL”



Ramp-up “digi” space  
and provide flexible,  
modular and adap-  
tive workplaces