

Digital Enterprise Suite (WT-DES)

Objectives

- To obtain understanding of Siemens' holistic approach and the resulting customer benefits
 - To get information on the "collaborative selling" approach
 - to reach overview of the Digital Enterprise portfolio (elements) for discrete manufacturing (Digital Enterprise Suite).
- The acquired knowledge can be applied during the interactive customer meeting

Target Group

AREA and OEM Sales
Sales Specialist, Consultant and Sales Manager for Automation and Software
Regional Manager
Vertical Sales
Service Sales Specialist

Content

Initial contact
Internal preparation with

- The Customer's Challenges
- Collaborative Selling
- Market for Automation
- Market for PL-Software
- Sales Approach
- The DigiDemo
- The Automation Concept
- Digital twin of products, production and performance
- Teamcenter and NX Mechatronic Concept Designer
- Machine Commissioning
- Virtual Commissioning
- Manufacturing operations management
- Machine Services
- MindSphere

Sales talk
Interactive sales talk

Type

E-Learning

Duration

50 minutes

Language

en