Siemens Solutions for Data Centers

Your Partner for Smart, Efficient, and Sustainable Data Centers

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Tailoring our Solutions to Meet Your Needs

- We understand your challenges:
  - Maximizing uptime and reliability
  - Faster time to market
  - Minimizing energy usage and carbon footprint
  - Standardized service delivery
  - Comprehensive solutions from one key, global supplier
Green Data Center Solutions

Reaching higher levels of efficiency without compromising uptime
Green Data Centers address two issues that plague the average data center:

- The power required to run the actual equipment (CPU’s, memory, hard drives, etc.)
- The power required to cool the equipment (HVAC)

Source: Innovation Center for Energy and Transportation (CET), 2013
Reducing the power required will effectively lessen not only the energy consumption but also the impact on environment. Green solutions include:

- More efficient hardware components and software systems (e.g., systems virtualization)
- Innovative cooling systems
- Using natural ways to cool equipment (evaporation, natural chillers)
- Building near advantageous natural resources or environments (rivers, cold climates)
- Effective server and rack management for better airflow

Source: Innovation Center for Energy and Transportation (CET), 2013
Siemens Approach
Portfolio for Data Centers

- Building management system
- DCIM
- Energy and power management
- Danger/security management

- Fire detection
- Extinguishing/suppression

- Intrusion detection
- Access control

- Medium-voltage infeed
- Low-voltage main power distribution
- Uninterruptible power supply (UPS)
- Busbar system and tap-off boxes, cabling with PDUs
- EPMS/monitoring devices

- Evacuation
- Video surveillance
- Perimeter protection

- Control and automate
  - Condition
  - Ventilation
  - Cooling

- Lifecycle Services

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Siemens Approach  
Green Data Center Solutions

- Our Green Data Center Solution is a comprehensive set of programs geared to improve visibility of energy usage (e.g. PUE), reduce energy cost, and maintain optimal operations over the facility life cycle.

- The Green Data Center Solution approach is:
  - Comprehensive
  - Consistent
  - Proven
  - Scalable
Siemens Approach
Green Data Center Solutions

Component

Potential Customer Deliverables

Assessment
- Assessment Guide
- Energy Checklist
- PUE Tool
- Assessment Report Template

Confirm Design/Operational Baseline

Assess:
- Regulatory compliance & safety
- Energy efficiency
- Current operational baseline

Technical Solutions (FIMs)
- Metering (fixed)
- Demand Flow (CHW)
- Control Optimization
- CRAC/CRAH (fan VFD retrofit)

New Baseline

Monitor/Control:
- Enhance & ensure regulatory compliance
- Enhance energy consumption & efficiency

Information Management
- Desigo CC
- Datacenter Clarity LC™
- WinPM

Manage:
- Total facility operation with monitoring, reporting, & data archiving capabilities

Service Solutions
- Continuous Optimization
- Proven Outcomes
- Energy Performance
- Fire Detection
- Automation
- Demand Flow - MBCx
- Calibration
- Continuous Commissioning

Customer Value

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Energy assessment of a data center is one of the most important steps in a Green Data Center project. It identifies opportunities to optimize energy performance and improve facility and IT operation.

The focus of each energy assessment will include: cooling and ventilation, and electrical issues related to IT equipment.
It is important to understand the goals for any Green Data Center project, which will dictate the amount of effort and detail required for the energy assessment. The energy assessment process must focus on:

- Site data collection
- Building Energy Profile analysis
- Cooling Systems and Equipment Analysis
- Review of Air Flow Management

Although most initial information gathering can be performed by a Data Center sales representative, Data Center energy assessments are performed by experienced Energy Engineers or Data Center professionals.
FIM – CRAC/CRAH (Fan VFD Retrofit)

Description
Convert air distribution from CV to VAV
• Apply VFD to CRAC/CRAH units
• Match air volume to data center cooling load

Potential Savings
20% air volume reduction  ➔  49% savings
• Fan energy cost reduction
• Understand data center cooling performance

A 100 HP fan running at half speed only requires the energy of a 16 HP motor.
FIM – Control Optimization FIM

Description
Adjust control settings
- ASHRAE TC9.9-2011 temperature/humidity
- Maintain server fan speed

Potential Savings
- 3 to 4% per 1F server inlet temperature increase
- HVAC Costs
- Understand data center cooling performance
### Description

PUE is broken down into 3 levels based on meter location and measurement frequency.

<table>
<thead>
<tr>
<th>Level</th>
<th>Meter location</th>
<th>Measurement interval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>uninterruptible power supply (UPS) output</td>
<td>Monthly/weekly</td>
</tr>
<tr>
<td>Level 2</td>
<td>Power Distribution Unit (PDU) output</td>
<td>Daily/hourly</td>
</tr>
<tr>
<td>Level 3</td>
<td>IT equipment input</td>
<td>Continuous (15 min or less)</td>
</tr>
</tbody>
</table>
Siemens Approach - Information Management

Why Is It Important

One of the biggest challenges in a data center is managing the life cycle of data center equipment in a way that optimizes performance while reducing downtime. There are a lot of moving parts in a data center – servers, power and cooling equipment, fire detection, security & access control, etc.

Thorough assessments are just the first step in a holistic process. It’s important to have the proper monitoring tools in place.

- Baselines can be established
- Improvements can be identified with established targets
- Improvements are then implemented
- Before and after analysis is completed with on-going management
- Key metrics via high level dashboards is continually monitored to verify operational improvements and watch for negative variations

Siemens offers comprehensive management tools for this purpose.
Siemens Approach
Information Management

Data Center Infrastructure
- Monitor Only
- DC asset management
- Visualization
- Graphics in 4D
- Libraries
- Workflow management
- Cable management
- CFD
- Integration capabilities into ITSM tools

Primary User
Data Center Operations

DCIM
- Monitor Only
- DC asset management
- Visualization
- Graphics in 4D
- Libraries
- Workflow management
- Cable management
- CFD
- Integration capabilities into ITSM tools

BMS/BAS
- Command & Control
- Visualization
- Graphics & libraries
- Automation control
- HVAC management
- Energy efficiency
- Safety & security
- Power management
- Lighting management
- Alarm management
- Integration capabilities

Graphics Monitor Integration
- Mainly Monitor
- Visualization & graphics
- Power quality & reliability
- Integration capabilities

Facility Infrastructure
- Desigo CC
- Apogee Insight
- Desigo Insight
- Simatic WinCC

Primary User
Facility Manager

Power Distribution
- Desigo CC
- Apogee Insight
- Desigo Insight
- Simatic WinCC

Primary User
Facility Engineer

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Primary User
Data Center Operations

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Siemens Approach – Information Management
Datacenter Clarity LC™

Key Differentiation Points:
• Smarter Decisions
• Optimized Efficiencies
• High-Definition User Experience
• Embedded CFD Module
• Proven Technologies
• Future Proof Architecture
• Global Network of Local Support

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Siemens Approach – Information Management
Desigo® CC

- Simple navigation
- Power monitoring
- Reporting
- System access
- Event normalization

Dashboards
Visualization - context sensitive drill down

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Integrated Software Solutions
EPMS Stand-Alone or Integrated Applications

EPMS Integration to Siemens BMS, DCIM, SCADA solutions!

EPMS (Power Monitoring)

Dashboard

DCIM

BMS

Enterprise Power Management System (EPMS)
Web Based Platform
WinPM.Net 6.0
Integrated Software Solutions
Web-Enabled EPMS Software Solutions

Fully Integrated Power Monitoring/Power Quality Enterprise Management Software Package containing:

- Standard tables, screens, and dashboards
- Graphic configuration tools for custom HMI
- Reporting in Excel, PDF, HTML, and more
- Logging (SQL) with OPC
- Alarm Annunciation
- Web Based Clients with reporting
- Advanced Real-Time Power Quality Analysis tools
- Extensive third party integration
- Able to integrate with Siemens family of BMS, SCADA, DCIM, and more
Siemens Approach – Information Management
Comprehensive Approach

Desigo CC Web Page with WL Breaker Shown. Uses WinPM as a host for the screens!
Conclusion

*We Tailor Your Green Data Center Program to Meet Your Needs by:*

- Minimizing energy usage and carbon footprint
- Standardizing service delivery
- Maximizing uptime and reliability
- Allowing faster time to market
- Providing comprehensive solutions from one key, global supplier
Benefits of a Green Data Center Program:

Delivered properly, a Green Data Center program can help customers address a number of critical needs for their business, including:

- Limiting the risk of downtime
- Extending the equipment lifecycle
- Regulatory compliance
- Increased safety
- Energy efficiency
- PUE reduction
- Reducing operating cost
Intelligent building automation systems reduce energy consumption without sacrificing comfort.
Siemens Desigo CC

Common Tools for Data Center Facilities

- Scheduling
- Event Management
- Graphics
- History & Trends
- Reporting
- Data Integration
- Configuration
- User Management
System Integration, Enterprise Integration, and Application Support

Interfaces to enterprise management

Desigo™ CC

Easy to Use
Smart
Flexible
Open

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Data Center Management for Colocation

Main Web Portal

- Key System Dashboards
  - White Space
  - Real-Time Data
  - Fire Detection
  - Security/Access Control
  - KPIs
  - Electrical One-Lines
  - Power Systems
  - Cooling Systems
  - Analysis
- Monitoring & Control
- Historical Information
- Alarm Management
- User Activity

Tenant Dashboards

- Tenant 1 Dashboard
  - SLA metrics
  - QoMs
  - Power usage
  - Camera display (optional)
  - Space temperatures
- Tenant 2 Dashboard
  - SLA metrics
  - QoMs
  - Power usage
  - Camera display (optional)
  - Space temperatures
- Tenant 3 Dashboard
  - SLA metrics
  - QoMs
  - Power usage
  - Camera display (optional)
  - Space temperatures
A unique and proven energy and operational cost-saving application for water-cooled, central chilled water systems

Siemens Demand Flow®
Data Center Ecosystem
Holistic View

Energy

Storage

Power grid

On-site generation

Wind

Photo-voltaic

Gas

Water

Cooling

Demand planning

Own reuse of heat

Other reuse of heat

Heated air/water

• Central Plant
• White Space
• Dynamic Load Management

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Demand Flow® for Data Centers

Powerful Solution

- **Downtime is not an option** for data centers. Precise cooling, stable and reliable conditions, and system flexibility for expansion are all critical.

- Demand Flow has been installed in some of the most protected data centers in the United States without interruption, even when switching between mechanical cooling and free cooling.

Proven Results at over 11 Data Centers

- Federal Financial Institution, Atlanta, GA
- Georgia Bureau of Investigation, Atlanta, GA
- Technology Firm, Research Triangle Park, NC
- Technology Firm, East Fishkill, NY
- Regions Bank (ROC), Birmingham, AL

- Federal Building, Eagan, MN
- Financial Institution, Stamford, CT
- Financial Institution, Shelton, CT
- Financial Institution, Bridgewater, NJ
- Technology Firm, Burlington, NJ
- Trading Headquarters, New York, NY

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Overview: Why Chiller Plant Optimization?

New Technology, All-Available Speed Chiller Plants
High-Efficiency, Optimized Chiller Plants
Standard Code Based Chiller Plants
Older Chiller Plants
Chiller Plants with Repairable Design or Operational Problems

Excellent
Good
Fair
Needs Improvement

kW/ton *
(Annual Average)

* Includes Chiller, Pumps and CT Fans Combined

Post-Optimization
(Annual Average can range from 0.5 – 0.75 kW/Ton)

Pre-Optimization
(Annual Average typically > 0.8 kW/Ton)

Source: "All Variable Speed Chiller Plants", ASHRAE Journal, September 2001
Overview: What is Chilled Water System Optimization?

These 5 subsystems are interdependent
- Energy and deliverable capacity are interdependent
- Often "conservation methods" reduce deliverable capacity
- Often energy conservation methods result in a "transfer of energy" among the 5 subsystems

Fundamental energy-consuming sub-systems that influence deliverable capacity:
1. Chillers
2. Chilled Water Pumping
3. Condenser Water Pumping
4. Cooling Tower Fans
5. Air Side

Siemens understands these technical relationships, delivering an "holistic" approach to CPO
Case Study: Technology Firm, NY
Multi-Use Facility - Manufacturing, Data Centers, Office

Savings Rollup

<table>
<thead>
<tr>
<th></th>
<th>Average Plant kW/ton Measured</th>
<th>Equivalent Average kW/ton</th>
<th>kWh Saved vs. Equivalent Baseline</th>
<th>Calculated NYSERDA Rebate</th>
<th>Actual Rate ($/kW)</th>
<th>Calculated PERCS Savings (IBM Only)</th>
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</thead>
<tbody>
<tr>
<td>Jan-13</td>
<td>0.399</td>
<td>0.488</td>
<td>523,296</td>
<td>$ 0.0893</td>
<td>$ 47,296</td>
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<tr>
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<td>0.453</td>
<td>711,970</td>
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<td>Mar-13</td>
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<td>Apr-13</td>
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<td>0.665</td>
<td>963,013</td>
<td>$ 0.0613</td>
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<td>Nov-13</td>
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<tr>
<td>YTD</td>
<td>0.536</td>
<td>0.697</td>
<td>14,807,777</td>
<td>$ 1,401,996</td>
<td>$ 969,510</td>
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</tbody>
</table>

Case Details

- 44,000 Ton Plant
- 31 Chillers (4,160V)
- Originally built in 1962
- 500+ Acre Campus
- 50+ Buildings
- 5,000,000+ Total SQ FT
- Baseline of 0.71 KW/Ton
- Immediate 23% reduction
- $2,500,000 Rebate from Utility
- 2.5 year simple payback
- Predicted kWh savings 21,394,061
- Actual Measured Savings 21,835,595 (1 year M&V)
- 2.5 yr simple payback
Demand Flow® Benefits for Data Centers

Energy Savings
• PUE (Power Usage Effectiveness) – Ratio of IT-related power to the total power used
• Demand Flow decreases HVAC power used, improving PUE
• 0.5 to 0.65 annual average system kW/Ton is typical (20%-40% savings, 1-4 yr sp)
• Dynamic Load Management is available with Demand Flow and Siemens Apogee® BAS

Reduced Risk
• Demand Flow’s holistic control, monitoring, and analytics
  • Provides transparency into operational deficiencies
  • Enable proactive management of CHW Sys
  • Simplifies system operation
  • Extends equipment life
• No Chiller VSD eliminates 5th and 7th Harmonic Distortion
• Enables reliable switchover from Mechanical Cooling to Free Cooling

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Demand Flow® Benefits for Data Centers

Reduced Risk (continued)

• Demand Flow increases system deliverable tonnage
  • Solves Low Delta T Syndrome
  • Demand Flow maximizes system potential, improving system redundancy
• Data Centers are dynamic typically adding load
  • Demand Flow is dynamic to actual load
  • CHW Sys is always in its most efficient state

Humidification and Dehumidification

• Demand Flow can often improve humidity control by producing lower CHW temperatures without much of a kW penalty.
• Often this is needed in the deep south, not as often in the northern climates.
• On a few sites with humidity concerns, we have a full redundant plant plus a 4-hour reserve in thermal storage with a reduced leaving CHW set point.
Facility Prime™

- A revolutionary, energy-saving solution for water-cooled central chiller plants.
- Proven in over 100 facilities nationwide.
- Consistently improves plant performance, and has saved customers over $15 million in energy costs.
New 4th Generation iCAM7000 Series Multifactor Iris Recognition Biometric Reader

Secure and Positive Authentication

- Secure, fast, easy to use
- Auto Focus Dual Iris Capture
- Optional card, pin options
- Highly scalable solution
- Interfaces with existing access control security solutions
- Identification from 14 inches away in 2 seconds

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Data Center Security – Iris Recognition Technology
Data Center Security
iCAM7000 Iris Recognition User Interface

- Easy User Interface – Simple, Fast, Accurate
- Orange \(\bigcirc\) turns to green \(\bigcirc\) when user is at correct distance

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Flexible Fire Protection Engineered for Data Centers
Fire Suppression Solution – Sinorix™ 227

Automatic, waterless suppression solution used to protect any organization’s most vital assets, such as data centers.

- HFC227ea is a clean agent that suppresses fire
- Electrically non-conductive and safe for electronic equipment
- Safe for human exposure at design concentrations
- Zero “0” Ozone depletion potential
- Leaves no residue
- Approved (UL, ULC, and FM)
Fire Suppression Solution – Sinorix™ 1230

Environmentally friendly suppression solution, based on 3M™ Novec™ 1230 Fire Protection Fluid

- Flooding within 10 seconds ensures fastest suppression
- Innovative 25-bar (360 PSI) technology ensures highest suppression efficiency and flexibility in engineering
- Harmless* to people (highest safety margin)
- Outstanding environmental profile:
  - Zero “0” ozone depletion potential (ODP = 0)
  - Lowest contribution to global warming (GWP = 1)
  - Lowest atmospheric life time of 5 days (ALT)
- Approved system (UL-, ULC-, FM-Approved)

*Note: At designed concentrations*

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Fire Safety Process for Integrated and Tailored Fire Protection Solutions

We integrate fire detection, fire evacuation, and suppression systems into a single, comprehensive safety solution – providing optimum protection for your data center.
Robust Fire Protection that’s Customizable to Your Unique Site and Specific Needs

Intelligent Spot Detection

Siemens multi-criteria ASA_{technology}TM with a “No False Alarm” Guarantee

- Dual optical thermal
- Dual optical thermal & CO

Cost-Effective Alternative for High-Sensitivity Smoke Detection!

Aspirating Detection

- VESDA aspirating detection
- High-level interface to broad portfolio of VESDA devices

Siemens FireFinder® XLS

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• Single point of control to view/control any VESDA detector or spot detector
• Reduces complexity and cost –no monitor modules required
• 4 levels of alarm, detailed fault codes, scan signals, obscuration levels appear at user interface
• No need for VESDA displays
Addressable Smoke Detection per Cabinet
What makes detectors with ASA technology unique?

1. Two IR light sources
2. Scattered light from smoke (Forward & Backward)
3. Optic Receiver
4. Patented labyrinth
5. Two redundant temperature sensors measure the temperature
6. Monitored CO sensor measures the CO concentration

Only Siemens offers UL listed Forward and Backward Light Scattering Detection

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SureWire™ Technology

- The detector field wiring of the XLS is the ONLY polarity-insensitive field device wiring in the market – we call it SureWire™!
  - Accidentally-flipped wires at one junction box have no effect on the operation of the detectors.
  - The device "corrects" the connections automatically.
  - With competitors, the loop crashes if one device is reversed; this situation is very difficult to troubleshoot.
  - Technology so unique…its patented!

Patented Technology!

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Proven Outcomes Services for Data Centers

Service programs tailored to meet performance goals
Proven Outcomes Aligns with the Customer Interaction Model

- Research customer’s business
- Meet with executive decision-maker and stakeholders
- Document goals, needs, and KPIs

- Develop reports based on relevant KPIs
- Meet with customer to Demonstrate results
- Repeat the process

- Schedule additional stakeholder meetings
- Conduct onsite audits & assessments
- Analyze gathered data
- Resource gap analysis
- Define a service program

- Set-up the service program
- Provide one-time services
- Document actions to customer

- Deliver services
- Document service delivery
- Suggest improvements
Siemens 3D Service Approach

You have goals. Siemens helps ensure you meet them. With our Proven Outcomes service philosophy, your business objectives become the cornerstone of a tailored service program. You can trust our services to deliver the outcomes you require, from maximizing uptime to increasing efficiency and extending system life.

With Proven Outcomes, our service offering is built around your specific goals. We work with you to understand your drivers, needs, and challenges. Key performance indicators (KPIs) are agreed upon, and we work collaboratively to ensure all targets are met.

- **Define** a service program based on customer goals and Key Performance Indicators (KPIs)
- **Deliver** services to address those KPIs
- **Demonstrate** and report the value of our service outcomes
Benefits

Proven Outcomes is designed to help meet our customers’ goals, whatever they may be. Common customer goals include:

- **Managing System Operations & Compliance** – Typical needs include optimized environments, increased uptime, regulatory compliance, and reduced operating risk.

- **Optimizing Performance & Productivity** – Our services help take your operations to the next level by improving processes and energy efficiencies while maximizing system performance and raising the productivity of your facility’s team.

- **Protecting Lifecycle Investment** – Meet long-term goals with services that extend system life, leverage the benefits of new technology, and increase the overall lifecycle value of your equipment.

No matter your goals, we deliver the services that you need.
Siemens Service Solution

Our Service Commitment:
A local team of well-trained, experienced service experts to help you achieve your building goals so you can focus on your business goals.

With Siemens you can expect:
- Customized solutions and services that meet your unique needs and goals.
- Experts that are dedicated to building long-term relationships and delivering the highest levels of service, support, and safety.
- Projects delivered on time and on budget.
- Extensive resources that include our best practices, knowledge base, and advanced technologies to help ensure your equipment, systems, and facilities operate at peak performance.

Global Resources
- Siemens AG
- 360,000 employees in 190 countries

National Reach
- Siemens USA
- 60,000 people in 50 states

Local Presence
- Building Technologies
- 100+ local offices
- 2,000 service experts

Your Account Team
- Dedicated account team
- Local experts that know your building