Siemens PTI supports its Customers in Developing and Implementing their E-mobility Vision, Strategy and Implementation Plans

E-mobility is currently making rapid technological progress. Batteries are becoming cheaper and more efficient. All large car manufacturers offer electric vehicles and are further developing their product portfolio. Charging infrastructure is being set up and new technologies allow ever faster charging through higher power outputs. Governments, firms and academia throughout the world set themselves ambitious goals and compete to provide the best offerings to users of mobility products and services. E-mobility is on the verge of a global breakthrough.

Figure 1 - Siemens’ Integrated Modular Consulting Approach for Strategy and Business Model Development

Decision-makers in firms, organizations and governments observe these developments and feel uncertainty about the role of their own institution within the system of future mobility. They often lack a clear strategy and roadmap for handling or even shaping the emerging e-mobility. Particularly large changes are expected to appear for cities, utilities, grid operators, car manufacturers and public transport companies. They as well as many other firms from branches like mobility services, car park operations, retail, or logistics aim to adequately react to the current transformation of the mobility system and seize it as an opportunity.

Siemens supports its customers:

- in understanding which objectives they can achieve through an active development of electric mobility,
- in understanding the relations and interactions between relevant roles in the emerging business ecosystem,
- in developing a vision of their own role and their future business model for e-mobility,
- in developing a clear picture of necessary investments and costs as well as achievable profits and benefits,
- and in gaining clarity about necessary steps for the implementation of their own vision by developing an executable project or program plan.
The holistic and well established Siemens Smart Grid Compass® consulting approach has been expanded with important e-mobility specific objectives, capabilities and technologies. It builds upon the long-term experience from design and planning of electrical networks, and the expertise in e-mobility processes from current research and implementation projects. Through the combination with additional consulting methods Siemens offers a comprehensive integrated e-mobility consulting approach. Siemens supports its customers in developing and implementing their e-mobility endeavors. Modules of the consulting approach are the analysis and optimization of business ecosystems, value propositions and related business models as well as the 4-phase model of the Smart Grid Compass® which includes orientation, destination, routing and navigation. Using these consulting methods, Siemens develops implementable holistic e-mobility concepts and if needed accompanies its customers until electric vehicles are actually charged in the desired way.

Depending on the customer’s challenge, Siemens consultants select single method blocks or apply the entire integrated consulting approach. Thus, making use of the Siemens experience and support our customers can prepare for the growing importance of e-mobility, protect their business and seize new business opportunities.

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