

Siemens A&D in the Driver's Seat with „Idea Management for mySAP.com™” from target software solution

At Siemens' Automation and Drives (A&D) division, more than 170,000 ideas were submitted in fiscal year 2002 by approximately 25,000 employees working in Germany. 140,000 of these ideas were realized, amounting to a total benefit for this Siemens division to over 100 million euros in 2002 alone. The A&D division is therefore responsible for a large percentage of the total volume of ideas and benefit realized through the 3i Program at Siemens AG.

The A&D division activities range from producing power and automatic drive technology for state-of-the-art assembly lines and the automatic control of carousels to electrical installations in private and public buildings.

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To be in the forefront amid fierce global competition - Siemens aims to #1 or #2 in its worldwide market in all of its business areas - the company continually needs an influx of new ideas and concepts. As part of its 3i Program (Ideas, Impulses, and Initiatives), the idea management process at Siemens AG implements various measures to capture all potential for improvement, realize savings, and strive for continual improvement.

The software previously implemented at A&D for its idea management processes had reached its limit, and new demands could not be met. As a result, in 2001, Siemens A&D evaluated solutions from various software providers and after careful analysis, made the decision to go with „Idea Management for mySAP.com” software from target software solution GmbH.

Siegfried Koller, head of idea management at A&D, explained the reasons for the decision in favor of target's idea management solution: “It was important that ‘Idea Management for mySAP.com’ software from target software solution had already proven to be reliable and successful at other large companies. It also fits seamlessly into our SAP environment, and thus enabled us to support all the steps required in the process using workflow and the company intranet - from submitting an idea through the decision-making process and realization.

The implementation project began in May 2002 and pilot operation started at A&D's Amberg location in September 2002. By October 1, 2002, operation was extended to include all A&D locations in Germany. The goal was to enable all employees to access - via the

company intranet - an idea management process that was both transparent and providing comprehensive information.



Siemens in Nürnberg

And the results? According to Franz Pichl, Director, Process Consulting and Human Resources Systems at Siemens A&D: „An essential element of our decision to go with ‘Idea Management for mySAP.com’ was that we were able to replace 13 installations of our legacy system with a single installation based on SAP. Eliminating all interfaces, avoiding media inconsistency, ensuring transparency, and taking full advantage of the continued technical developments of SAP and target software solution have contributed to our ability to harness the power of innovation at our company.”