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In cooperation with

Scovan 

SIEMENS ADVANTA

Servitization in Oil & Gas

A Pathway to Sustainable Growth

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1 Introduction

The Energy industry is navigating an era of unprecedented transformation, driven by evolving market demands, regulatory changes, and a shift toward digitalization. These forces are reshaping traditional business models, prompting operators to adopt more agile, efficient, and sustainable practices. The emergence of servitization – the shift from product-centric to service-based offerings – provides Energy companies with an essential strategy to stay competitive in this rapidly changing landscape.

This whitepaper offers strategic insights for energy sector leaders seeking to leverage servitization to transform their operations. By shifting from capital-intensive, transactional models to flexible, service-based engagements, operators can optimize asset performance, achieve regulatory compliance, and reduce environmental impact, all while building resilience against future challenges. Through Scovan and Siemens Advanta's joint expertise, we provide a blueprint for operators ready to embrace this new paradigm and elevate their operations for long-term success.

1.1 Key drivers of change



1.2 Servitization models for Oil & Gas

- Product-as-a-Service (PaaS):** Instead of traditional equipment sales, service contracts that include predictive maintenance, digital monitoring, and performance guarantees shift costs from capital expenditures to operational expenditures. This model provides operators with predictable cash flows while maintaining asset reliability.
- Asset Lifecycle Management:** Leveraging **digital twins** and predictive analytics, companies can manage the complete lifecycle of assets, from design and commissioning to decommissioning. This reduces the total cost of ownership and maximizes uptime and environmental performance.
- Outcome-Based Services:** Operators and service providers can agree on specific performance metrics, such as emissions reductions or minimized downtime, shifting the focus from equipment delivery to achieving measurable operational outcomes.

1.3 Addressing industry challenges through servitization

The move to servitization addresses several critical challenges faced by energy operators:

- **Operational Efficiency:** Solutions, such as Siemens' **predictive maintenance platforms** and Scovan's PadX, improve asset performance and extend equipment lifecycles by reducing downtime through real-time data insights. In an observed case, a mid-stream operator implementing predictive maintenance achieved a 20% reduction in unplanned downtime, saving millions annually.
- **ESG Compliance:** Scovan's **HipVap** and Siemens' **MindSphere** platforms provide real-time emissions tracking and sustainability management, enabling operators to meet regulatory demands while improving energy efficiency and reducing costs.
- **Data Integration:** As operational data volumes increase, centralized platforms like Siemens' **SIMATIC PCS 7** streamline data management, compliance reporting, and decision-making processes. This holistic approach improves transparency and enables companies to anticipate future challenges.

1.4 Future opportunities in servitization

The future of servitization in energy lies in adapting to emerging technologies and evolving market conditions:

- **Decarbonization and Carbon Markets:** Real-time emissions monitoring will allow operators to participate in carbon markets and capitalize on carbon credit systems, furthering their sustainability goals.
- **AI-Driven Predictive Analytics:** **Advanced AI integration with digital twins** will allow companies to simulate complex scenarios, optimize production, and anticipate operational challenges with greater accuracy.
- **Scalability:** Servitization models must evolve to be flexible and scalable, catering to both large enterprises and smaller operators. Tailored solutions will allow companies to adopt services that meet their specific needs, such as subscription models for basic monitoring or comprehensive, integrated service offerings for large-scale operations.

1.5 Practical implementation for clients

- **Predictive Services:** Clients can start by connecting high-value assets to predictive maintenance platforms, gradually expanding the solution to broader operations.
- **Digital Twins:** Focus on optimizing high-impact assets using digital twin technology before rolling out across the entire operation.
- **Data Integration:** Partner with Siemens and Scovan to consolidate fragmented data systems into centralized platforms, improving compliance, visibility, and operational efficiency.

1.6 What this could mean for you

Servitization is revolutionizing the Energy industry, offering a sustainable and resilient path forward in a rapidly changing market. By adopting service-based models – such as predictive maintenance, lifecycle management, and outcome-based services – operators can enhance efficiency, achieve ESG goals, and unlock new value across the value chain. Siemens and Scovan provide tailored solutions that enable operators to not only adapt to current challenges but also future-proof their operations for the long term.

1.7 Navigating the shift in Oil & Gas

The Energy industry is undergoing a profound transformation, driven by the need to adapt to new realities. Market volatility, operational inefficiencies, and growing environmental concerns have exposed traditional models to unprecedented pressures. Increasing environmental, social, and governance (ESG) regulations, coupled with the ongoing digital revolution, have reshaped how companies must operate to remain competitive. Servitization – the shift from a product-based offering to a service-based model – represents a critical evolution that allows Energy companies to future-proof their operations.

Historically, the industry has relied on capital-heavy investments in infrastructure and assets. However, fluctuating commodity prices and mounting operational complexities have driven the need for leaner, more agile business models. Additionally, the demand for transparency in sustainability and carbon footprint management, coupled with evolving technological trends, means that operators are no longer judged solely by output but by their ability to drive efficiency and adhere to ESG principles. Companies now face challenges not just in production and distribution, but across the entire value chain.

Servitization offers a pathway to address these interconnected challenges by shifting the focus from equipment sales to integrated lifecycle management and value-added services. With the right digital tools and service-oriented models, operators can minimize operational disruptions, reduce unplanned downtime, and optimize the use of assets, ultimately transforming how value is created.





2. Market trends, challenges and the role of servitization

2.1 Market trends shaping Oil & Gas

- **Sustainability & ESG Demands:** Environmental concerns are increasingly at the forefront, with mounting pressure from governments, investors, and the public to reduce carbon emissions. As regulations tighten, companies are being required to monitor and manage emissions more rigorously. The shift towards cleaner energy sources is critical, yet it introduces significant operational challenges, particularly for companies managing legacy infrastructure.
- **Digital Transformation & Operational Efficiency:** The integration of Industrial IoT (IIoT), AI, cloud platforms, and big data analytics is revolutionizing the sector, offering oil and gas companies opportunities to optimize performance and reduce unplanned downtime. Technologies such as predictive maintenance, real-time data monitoring, and digital twins provide immense potential for improved efficiency. However, the oil and gas industry still faces hurdles in achieving full-scale digital adoption, particularly among mid-sized and smaller players, where investment constraints, skill shortages, and technology silos are significant barriers.
- **Cost Pressures & Capital Efficiency:** Fluctuating oil prices have driven companies to reassess capital expenditures, pushing a shift towards leaner operational models that prioritize outcomes and ongoing value rather than one-time sales. This presents a major opportunity for servitization to help businesses achieve predictable cash flows while minimizing cost risk.

2.2 Challenges across the Oil & Gas value chain

Although the market is evolving, operators across the oil and gas value chain – upstream, midstream, and downstream – continue to face operational challenges that limit their ability to meet performance and sustainability goals.

Unplanned Downtime and Maintenance Costs

Critical assets such as compressors, pumps, and heat exchangers are subject to significant wear and tear, particularly in upstream and downstream operations. Current reliance on reactive maintenance strategies has led to costly unplanned downtime, prolonged shutdowns, and unscheduled repairs, which drive up operational costs. The challenge is further amplified in remote or offshore locations, where logistical delays compound maintenance difficulties.

Fragmented Data Management & Operational Silos

Many legacy systems lack integration, creating operational silos and limiting visibility across the value chain. This fragmentation leads to inefficiencies, compliance risks, and poor decision-making, particularly when managing asset tracking and maintenance schedules.

ESG Compliance and Real-Time Emissions Monitoring

Many companies lack the necessary infrastructure to effectively track and manage emissions, particularly Scope 1, 2, and 3 emissions. This is further complicated by the fragmented nature of legacy data systems, which limit the transparency needed to implement more sustainable practices.

Aging Infrastructure

Pipelines, storage facilities, and processing plants that are nearing or exceeding their expected lifespans require more intensive monitoring, maintenance, and, in many cases, modernization. However, limited capital often prevents operators from making necessary upgrades, increasing the risk of equipment failures and environmental incidents.

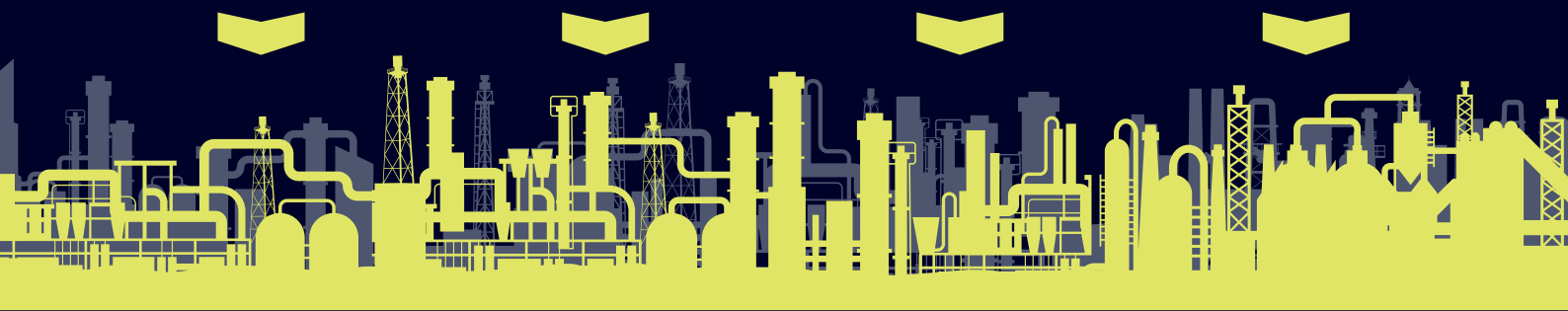


Figure 1: Challenges across the oil and gas value chain

2.3 Servitization in Oil & Gas

In response to these market realities, servitization offers an innovative way for Energy companies to address key operational challenges while creating ongoing value through service-based models. By transitioning from product-centric sales to continuous service offerings, operators can optimize their assets, enhance operational efficiency, and achieve sustainability targets with greater flexibility.

Business models

	Product		Product & Services				Services	Ecosystem
Value	Product	Leasing	Product & traditional services	Consulting & financial services	Digital services	Advance digital services	Outcome/ Performance	Marketplace
Revenue	"Direct sell/Leasing & Subscription"						"Subscription"	"Rent"

Table 1: Evolution of value proposition from product- to service-oriented business model.

Servitization models in Oil & Gas

Product-as-a-Service (PaaS): Instead of selling equipment outright, operators and service providers can offer comprehensive service contracts that include predictive maintenance, digital monitoring, and performance guarantees. This shifts the financial burden from capital expenditures to operational expenditures and provides more predictable cash flows for operators.

- **Asset Lifecycle Management:** Companies can leverage advanced tools like digital twins and predictive analytics to manage the entire lifecycle of assets – from design and commissioning to operation and decommissioning. This model reduces the total cost of ownership while maximizing uptime, efficiency, and environmental performance.
- **Outcome-Based Services:** In an outcome-based model, the service provider and operator agree on specific performance metrics, such as reducing unplanned downtime or cutting emissions. The focus is on delivering measurable outcomes, rather than simply providing equipment or services.

A benefit of servitization is that it can be scaled to suit operators of all sizes from small independent producers to larger integrated companies. Solutions such as PadX and HipVap are designed to be modular and scalable, and present an opportunity to start small with a lower cost of capital and risk, such as a “starter package” on 4-6 wells.

By adopting servitization models, oil and gas operators can address inefficiencies, improve ESG performance, and enhance asset reliability across their operations.



3. Addressing market challenges through servitization

As oil and gas operators face increasing scrutiny around operational efficiency, sustainability, and asset performance, servitization offers a powerful framework to address these evolving challenges. By transitioning from product-centric models to service-oriented approaches, operators can unlock new capabilities and solutions that enhance their operations while improving their ability to meet regulatory, environmental, and operational goals.

3.1 Enhancing operational efficiency and maintenance

Managing unplanned downtime and rising maintenance costs are among the most pressing concerns for oil and gas companies. Traditional, reactive maintenance approaches often lead to increased operational risks, costly repairs, and inefficient equipment utilization, further burdening the operators.

- Scovan’s PadX Solution:** Scovan’s innovative PadX solution is designed to address these challenges by standardizing cost-effective well-pad designs and allowing integration of real-time digital monitoring solutions. The digitization of pads will provide operators with continuous data on equipment health and performance. The ability to predict maintenance needs in advance reduces the frequency of unplanned failures and significantly extends the lifespan of critical infrastructure. Scovan’s PadX solution can allow operators to maintain higher production uptime, which directly translates into increased profitability over time.
- Siemens’ Predictive Maintenance Platforms:** Siemens, leveraging its MindSphere platform, offers comprehensive predictive maintenance solutions that integrate IIoT sensors for tracking equipment health across vast asset portfolios. This includes the monitoring of remote and hard-to-reach assets, such as offshore platforms, where maintenance delays due to accessibility issues can be costly and dangerous. The AI-driven predictive models enable operators to anticipate equipment failures, optimize maintenance schedules, and transition from reactive to proactive maintenance strategies.
- Real-World Impact:** A midstream operator used Siemens’ predictive maintenance platforms on its pipeline infrastructure, achieving a 20% reduction in unplanned downtime within the first year.

Maintenance Approach	Downtime	Cost Impact	Asset Lifecycle
Reactive Maintenance	High	Expensive	Shortened
Predictive Maintenance	Low	Cost-saving	Extended

Table 2: Predictive versus reactive maintenance



3.2 Environmental impact and ESG compliance

The Oil & Gas industries is now facing ever-tightening regulatory frameworks and increasing demands for sustainability, with ESG compliance becoming a critical operational imperative. Real-time emissions tracking, reducing environmental impact, and meeting sustainability goals are essential for long-term success, yet many operators still lack the infrastructure to monitor and manage their emissions effectively.

- Scovan's HipVap Technology:** As part of its focus on helping companies optimize their environmental performance, Scovan's HipVap solution, once fully commercialized, will significantly enhance water treatment and heat generation systems for energy-intensive processes. HipVap offers oil and gas companies a way to reduce both their emissions and operational costs. By improving energy efficiency in key operations, operators can make strides in lowering their carbon footprint while gaining cost savings.
- Siemens' MindSphere Platform for ESG Compliance:** Siemens' MindSphere platform provides a powerful tool for tracking Scope 1, 2, and 3 emissions in real time, enabling operators to measure, monitor, and optimize their environmental performance across the entire value chain. MindSphere's integration capabilities allow operators to pinpoint areas where emissions can be reduced, particularly in downstream refining processes, where emissions are typically highest. This real-time monitoring, combined with predictive analytics, helps companies meet ESG targets, reducing regulatory risk while improving operational efficiency.



Case Study: A leading downstream operator used Siemens' MindSphere platform to track emissions across its refining facilities, resulting in a 12% reduction in emissions and a 15% decrease in energy consumption within the first year.

By combining Scovan's focus on infrastructure design optimization with Siemens' advanced emissions monitoring capabilities, operators can implement integrated ESG strategies that provide immediate benefits and long-term sustainability improvements.

3.3 Streamlining data management and digital transformation

One of the most significant future challenges for oil and gas operators will be managing and integrating massive amounts of data across their operations. As data volumes grow, operators will need centralized platforms that offer real-time insights and predictive capabilities to remain competitive and compliant.

- **Long-Term Value of Data Integration:** While many operators still struggle with fragmented data systems today, the future lies in holistic data platforms that can integrate operational, environmental, and maintenance data in real time. These platforms will not only streamline compliance reporting but also enable more effective decision-making at both the operational and strategic levels. By leveraging AI-powered analytics, operators will be able to optimize performance continuously and respond to changing market conditions faster than ever before.
- **Predictive Insights for Continuous Improvement:** The long-term goal of data integration isn't just operational transparency – it's continuous improvement. With fully integrated, real-time data platforms, operators will gain insights that allow them to not only react to current conditions but also anticipate future challenges and opportunities. This shift from reactive to proactive data-driven decision-making will be key in helping operators stay ahead of market demands and regulatory changes.
- **Addressing Cybersecurity within Digital Transformation:** Digitalization brings cybersecurity risks, which is a growing concern for operators managing critical infrastructure. With Siemens Advanta and Scovan, we can work with your IT teams as to cybersecurity best practices for servitization (such as encryption protocols, secure IoT networks, and robust data governance) to provide a safer path as you walk toward digital transformation.



4. Future opportunities in the servitization Energy sector

The energy sector is facing unprecedented challenges as it adapts to the demands of decarbonization, digital transformation, and increasing operational complexity. As the sector evolves, servitization offers companies innovative ways to stay ahead of these shifts, delivering long-term value through service-oriented models that enhance sustainability, operational efficiency, and data-driven decision-making.

4.1 The energy transition and decarbonization

Global commitments to reducing carbon emissions are fundamentally reshaping the oil and gas sector. As companies face tighter regulations and investor pressure to lower emissions, many are turning to service-based models to enhance their environmental performance.

- **Decarbonization through Service Models:** Soon, servitization will play a vital role in helping operators integrate low-carbon technologies into their operations. Service contracts that focus on predictive maintenance and energy optimization will evolve to include even more sophisticated solutions, such as smart grid integration and renewable energy management, helping operators meet aggressive decarbonization targets.
- **Emissions Monitoring and Carbon Markets:** As carbon markets expand and new carbon pricing initiatives emerge globally, real-time emissions monitoring will become an essential tool for operators to optimize their carbon footprints. Leveraging digital platforms for real-time emissions reporting and trading carbon credits will enable operators to remain compliant while also finding opportunities for cost savings and revenue generation through the carbon credit system.

4.2 Data-driven asset lifecycle management

While servitization today focuses on optimizing operational efficiency, the future lies in comprehensive asset lifecycle management, where data and digital twins will enable operators to optimize assets from design to decommissioning.

- **Digital Twins and Predictive Analytics:** The next phase of digital twin technology will involve deeper integration with AI-driven predictive analytics, allowing operators to simulate more complex scenarios and make even more precise operational adjustments. This will be critical as facilities age, and as new regulatory requirements demand more efficient asset management. In the future, AI-enabled digital twins will not only predict maintenance needs, but also optimize production flows, energy consumption, and downtime at a much higher level of accuracy than today's models.
- **Data Integration Across the Value Chain:** As the volume of operational data grows exponentially, the future of servitization will depend on robust data integration across the entire value chain. Beyond simply centralizing data, future platforms will focus on providing predictive insights that can trigger immediate, automated responses to operational changes. This kind of real-time, integrated data flow will enable companies to make decisions faster and more accurately, driving efficiency and profitability in a competitive landscape.

4.3 Scalability of servitization models

The scalability of service-based models continues to be a crucial factor. Servitization solutions need to be adaptable to a wide range of operational sizes, from small to large operators, while delivering consistent value across the board.

- **Tailored Solutions for Different Segments:** Servitization is expected to evolve into even more customized and modular models, allowing operators to scale services up or down based on their specific operational needs. For example, smaller operators may continue to benefit from subscription models for basic monitoring and predictive maintenance, while larger companies might adopt comprehensive, integrated solutions that manage full lifecycle services, including emissions reporting and energy optimization.
- **Expanding to New Energy Sectors:** As renewable energy sources like wind, solar, and hydrogen grow in importance, servitization models will need to adapt to these emerging sectors. This will involve integrating servitization into energy transition strategies that allow operators to balance traditional oil and gas assets with renewable energy technologies.

4.4 Long-term value creation through servitization

As operators navigate the evolving landscape of the Energy sector, servitization will become a critical tool for creating long-term value and building resilient operations. By shifting from transactional, one-time engagements to ongoing service relationships, companies can ensure continuous performance improvement and future-proof their operations.

- **Outcome-Based Services:** In an outcome-based service model, success is measured by meeting specific, agreed-upon performance metrics – whether it's reducing unplanned downtime, cutting emissions, or improving asset reliability. This focus on measurable outcomes aligns operators' goals with their service providers, ensuring that both parties benefit from ongoing operational success. As the industry evolves, these types of long-term partnerships will drive sustained value for all stakeholders.
- **Operational Flexibility:** In a rapidly changing industry, operational flexibility is essential. Servitization provides companies with the ability to adapt to new challenges – whether it's responding to regulatory changes, adopting new technologies, or optimizing production. By embedding flexibility into service models, operators can continuously evolve their operations without needing large-scale capital investments.



4.5 Navigating the competitive landscape

Operators must navigate the competitive landscape and leverage differentiated service offerings that align with their specific needs, especially as servitization adoption increases. The future success of servitization will depend on how well companies can customize these models to meet their unique challenges.

- **Technology-Driven Differentiation:** As servitization becomes more widespread, operators will need to focus on cutting-edge technologies – such as AI-driven analytics, digital twins, and real-time emissions tracking – to stay competitive. Companies that can integrate these technologies into their service models will be better positioned to optimize performance and drive sustainability goals, differentiating themselves from the competition.
- **Thought Leadership and Innovation:** Staying ahead in the servitization space requires continuous innovation and a focus on thought leadership. By participating in industry-wide discussions and showcasing real-world successes, companies can position themselves as leaders in the field. Whether through case studies, pilot projects, or collaborative research, operators that actively engage in pioneering servitization efforts will set the standard for the rest of the industry.





5. Practical strategies for leveraging servitization services

In a complex industry like oil and gas, adopting the right service-based solutions can help operators address operational inefficiencies, meet sustainability targets, and future-proof their assets. By leveraging specialized servitization models offered by Scovan and Siemens, operators can access advanced tools and expertise without the need to develop or maintain those services internally.

5.1 Enhancing asset performance with predictive maintenance solutions

Predictive maintenance is a cornerstone of servitization, offering operators the ability to manage critical assets proactively and reduce unplanned downtime.

- **Actionable Strategy:** By utilizing Siemens' predictive maintenance solutions, operators can monitor asset health in real time, anticipate failures, and plan maintenance activities with precision. This approach minimizes disruptions and extends the life of high-value equipment without requiring operators to develop in-house monitoring capabilities.
- **Implementation Insight:** Operators can start by identifying critical, high-maintenance assets and connecting them to Siemens' predictive platforms. Gradually expanding the solution across more operations allows for incremental improvement and tangible ROI as each phase is implemented.

5.2 Using digital twins for improved decision-making

Digital twin technology provides operators with an advanced tool for real-time asset visualization, simulation, and performance optimization. Instead of investing heavily in infrastructure, operators can leverage Siemens, and Scovan's digital twin capabilities to gain strategic insights.

- **What Operators Can Do:** Digital twins allow operators to simulate various operational scenarios, optimize equipment performance, and proactively address potential issues. This technology empowers companies to make informed decisions and enhance efficiency throughout their operations, without the burden of managing a complex digital infrastructure.
- **Best Practice:** Begin by focusing on high-impact assets or facilities where optimization can drive immediate results. Once benefits are demonstrated, operators can expand digital twin utilization to other areas, enhancing both short-term and long-term operational planning.

5.3 Streamlining data integration through service partnerships

Operators frequently face challenges with fragmented data systems and siloed operations. By partnering with Siemens and Scovan, operators can streamline data integration, achieving a cohesive view of operations across the value chain.

- **Immediate Benefits:** Through Siemens' data integration services, operators can consolidate data from exploration, production, and maintenance into a single platform. This unified system enhances visibility, compliance, and decision-making, without the need for extensive IT restructuring.
- **Operator Insight:** Many operators find success by targeting a specific operational pain point – such as maintenance scheduling or emissions tracking – before expanding data integration efforts. This incremental approach demonstrates value early on and fosters greater alignment across functions.

5.4 Leveraging servitization for ESG compliance and sustainability goals

Meeting ESG targets and staying compliant with ever-evolving sustainability regulations is crucial for oil and gas operators. Siemens, and Scovan's ESG-focused services provide operators with real-time emissions monitoring and sustainability tracking without the need to develop in-house solutions.

- **How Operators Benefit:** By leveraging Siemens' sustainability platforms, operators can monitor their carbon footprint across all scopes (Scope 1, 2, and 3) and proactively manage emissions. These services enable operators to meet regulatory standards, optimize energy use, and demonstrate their environmental commitments transparently.
- **Actionable Strategy:** To maximize these benefits, operators can engage with Siemens' sustainability platforms to gain a detailed view of emissions data and identify key areas for improvement. This approach ensures real-time tracking, facilitating proactive management that aligns with both present and future ESG goals.

5.5 Best practices for engaging with service providers

Operators can optimize the value they derive from servitization by adopting a strategic approach to engaging with service providers like Siemens and Scovan.

- Clear Alignment of Objectives:** Establishing clear objectives is essential to maximize the impact of service-based solutions. Operators should articulate specific goals, whether it's improving asset uptime, reducing emissions, or enhancing data visibility, to align with providers' offerings effectively.
- Continuous Engagement:** Servitization success relies on ongoing collaboration. Operators should maintain regular communication with their service providers, ensuring that solutions evolve alongside operational needs. This partnership approach maximizes the long-term benefits of servitization and helps operators adapt to shifting industry demands.

6. Conclusion

The oil and gas industry is at a pivotal moment, where embracing servitization can significantly enhance operational efficiency, sustainability, and data-driven decision-making. By utilizing advanced services from Siemens and Scovan – such as predictive maintenance, digital twins, and real-time emissions tracking – operators can streamline their processes, meet ESG targets, and future-proof their operations.

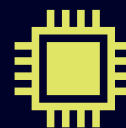
Key takeaways



Operational Optimization: Improve uptime, reduce costs, and extend asset lifecycles with service-based solutions.



Sustainability: Achieve ESG compliance and reduce environmental impact through advanced monitoring and efficiency tools.



Data-Driven Insights: Centralize data to break down silos and make informed decisions that enhance performance.

About Siemens Advanta

Siemens Advanta is a strategic advisor and trusted implementation partner for digital and sustainability transformations on an enterprise level. Drawing on the Siemens tech stack, Siemens Advanta delivers end-to-end solutions, from strategy and operations consulting to solution architecture and implementation. With comprehensive expertise in IT and OT, Siemens Advanta combines extensive experience from Siemens' own transformation journey with an established reliability stemming from customer projects across diverse industries and countries. By leveraging the power of Siemens businesses and its partners, Siemens Advanta helps customers unlock the full value of Siemens technologies across their entire value chain. Headquartered in Munich, Germany, Siemens Advanta operates with a global network of about 1000 employees in 18 countries and 47 offices.

For more information, visit www.siemens-advanta.com

Get in touch

Leverage our capabilities, infrastructure, and domain expertise to obtain the technology solutions you need to integrate the digital transformation and remain competitive and proactive.

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