

SIEMENS



SIEMENS ADVANTA

Unlocking the value of
digital & sustainable
transformation
in higher education

siemens-advanta.com

Enabling the transformation from university to data-driven Enterprise

Siemens Advanta partners with universities, supporting every stage of your digital and sustainability journey to create an inclusive and intelligent digital ecosystem for research, teaching, and learning. With our extensive experience in higher education, we understand the

challenges of developing transformative initiatives that integrate the best value and technology. We work closely with your stakeholders to identify their unique drivers and strategic vision to address:



1. Rising operational costs
2. Accessibility and inclusivity challenges
3. Evolving technology and industry expectations
4. Becoming a sustainability thought leader
5. Meeting evolving student needs
6. Setting the standard for academic quality

Together, we harness the power of data to transform operations, learning, and community engagement.

35%

reduced OPEX

Create competitive advantage

Top-line growth |
Cost-effectiveness |
Less risks

20%

increase in productivity

Provide a perfect place

Comfortable | Safe |
Sustainable

50%

increase in sustainability

Interact, learn, and adapt

Curriculums | Community |
Environment

10%

more student satisfaction

Connect, inspire, and enhance

Students | Ratings |
Living lab

Unlocking transformative value through a living lab

Our living lab solution empowers universities to roll out digital infrastructure and analytics for teaching & research utilizing real-time data. This enables the exploration of valuable digital use cases and drives innovation and research on emerging topics like decarbonization and digitalization. Supported by a digital transformation partnership,

universities can scale their new digital business models and put their innovations in testing. Solving real-world problems with the newest technology guided by master classes, hackathons, and PhDs, our approach fosters collaboration and experimentation.

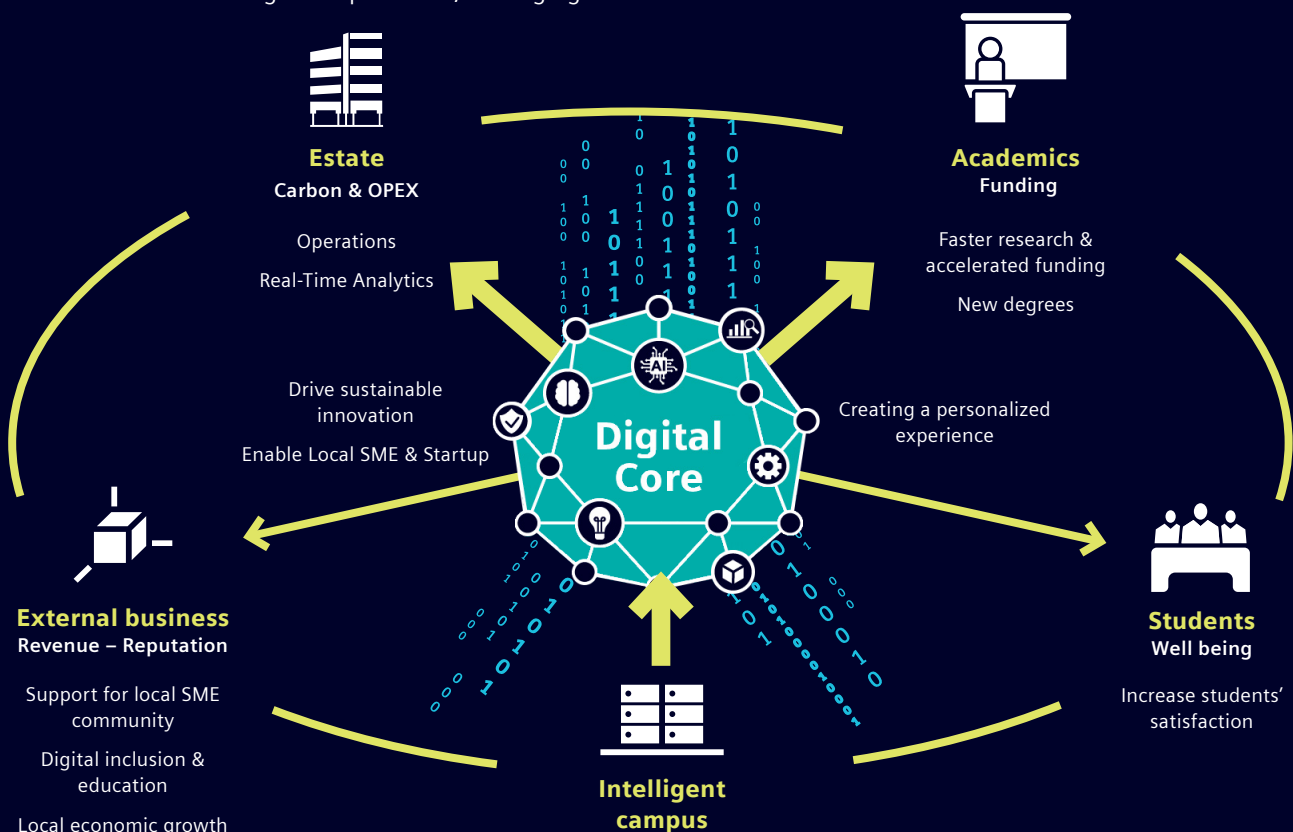
A living lab can unlock your potential by:

- Bringing together siloed data, systems, and functionality
- Using the university ecosystem as test bed
- Enabling the creation of new impactful solutions
- Enabling exploration of how associated technologies (e.g. a digital twin) can be used to boost the local economy and map out the most efficient route to net-zero carbon

The Digital Core: Transform your university into a data driven enterprise by creating an intelligent ecosystem across your IT&OT landscape

The Digital Core will enable universities to make data-driven decisions across a diverse IT/OT infrastructure. Its purpose is to create a core of intelligence independent of third-party software, enabling universities to create their own IP and drive new business models through structured data governance, modeling, integration, and security capabilities. It will fuel new business logic and processes, leveraging

outputs from various systems and new digital innovations that run in the Digital Core. Therefore, adding a customized Digital Core to the digitization mix enables enterprises to use qualified data and existing corporate knowledge to transform into a powerful decision-making body, using the latest innovation to grow their digital capabilities over time.



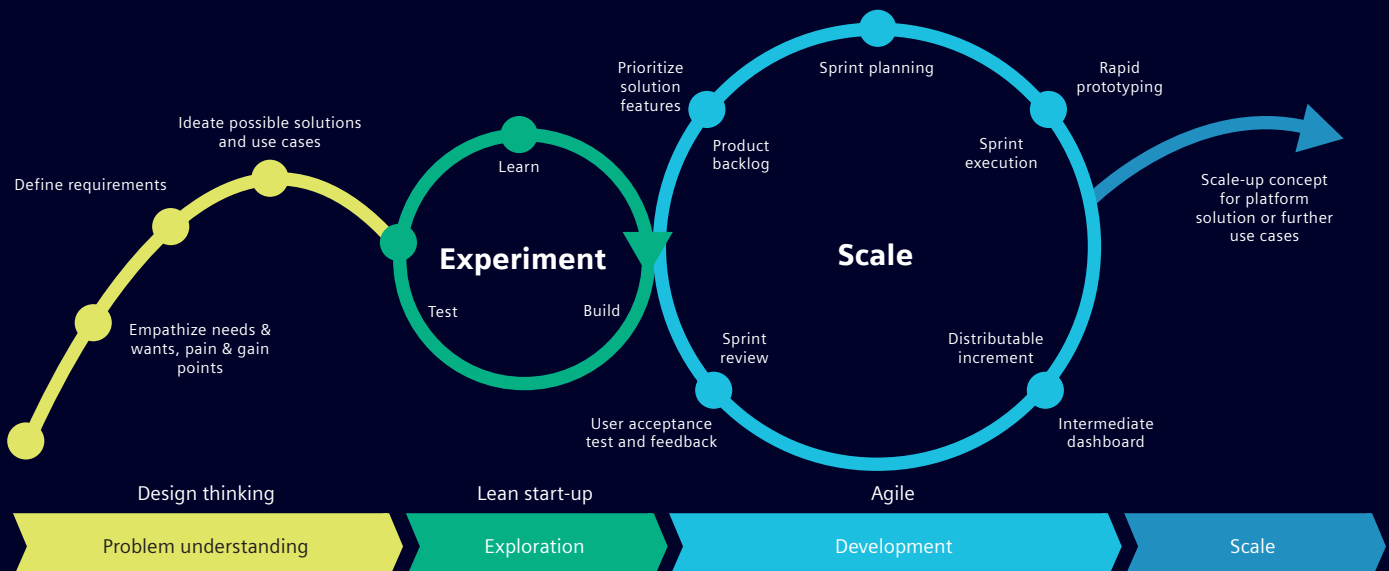
Our collaborative transformation journey – from advisory to full smart & sustainable implementation

Providing tailored services and solutions as individual offerings or as an end-to-end package across the entire IoT technology stack, Siemens Advanta enables clients to unlock the digital future of higher education.

We tackle rising costs by leveraging digital strategies and IoT devices to optimize resource allocation and increase operational efficiency. By implementing inclusive digital solutions that cater to diverse student needs, we address accessibility issues.

As technology evolves, we ensure universities stay at the forefront by offering system integration, cloud computing, and analytical models. This enables them to maintain academic quality while adapting to the ever-changing technological landscape.

Our living lab offering creates a fully integrated test bed making data easily accessible for professional services, academia, and students to optimize space utilization, reduce energy consumption, and promote sustainable practices. By unlocking the full value of data, we increase productivity and contribute to a more sustainable future for higher education.



What we **achieve** for our customers

Our team at Siemens Advanta is comprised of industry experts with a deep understanding of the built environment and the latest digital technologies. With a passion for innovation, we bring a wealth of knowledge and experience to every project. Together, we strive to address our clients' challenges and deliver customized solutions.



University of Keele:

Microgrid total energy control and visibility, turning the campus into a living lab



University of Birmingham:

Net-zero and digital transformation



University of East London:

Net-zero and digital transformation



Manchester:

Developing a smart city focusing on energy, mobility, and ICT



City of East Birmingham:

Digital twin framework



Dubai Municipality:

IoT strategy to become most innovative and sustainable city



Dubai Expo 2020:

Smart-city blueprint



Aspern Smart City:

Digital twin for resilient infrastructure coupling e-mobility and grid

10%

more net operating income through digitalization

70%

of leaders consider digital capabilities to be a high priority for their institution

24/7

transparency of live and historical events

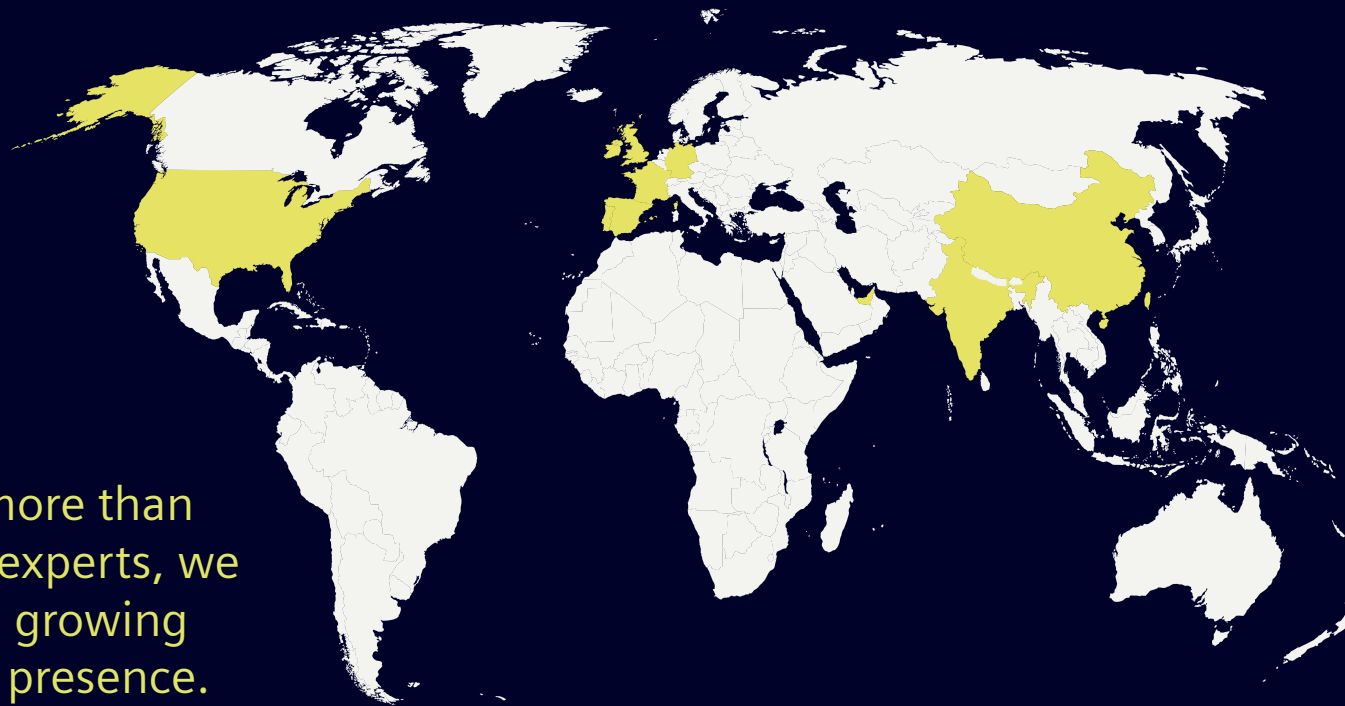
More solutions can be found on www.siemens-advanta.com

Who we bring

Our team at Siemens Advanta is comprised of industry experts with a deep understanding of the built environment and the latest digital technologies. With a passion for innovation, we bring a wealth of knowledge and experience to every project.

Collaboratively, we work to tackle complex challenges and provide tailored solutions for our clients. Trust our team to deliver exceptional results and guide you toward success in digitalization, sustainability, and beyond.

With more than 1,000 experts, we have a growing global presence.



Software developers & engineers



Data scientists



AI/ML experts



Database experts

Consultants



Security experts



UX/UI specialists



Solution architects



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 1,000 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.

Business request: advanta@siemens.com