

Corporate Information Research at Siemens

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Department Head Information Services

Siemens AG

Corporate Information Research Center

The International Conference for Science & Business Information
Nîmes, France 22-25 October 2006









Corporate
Information
Research Center

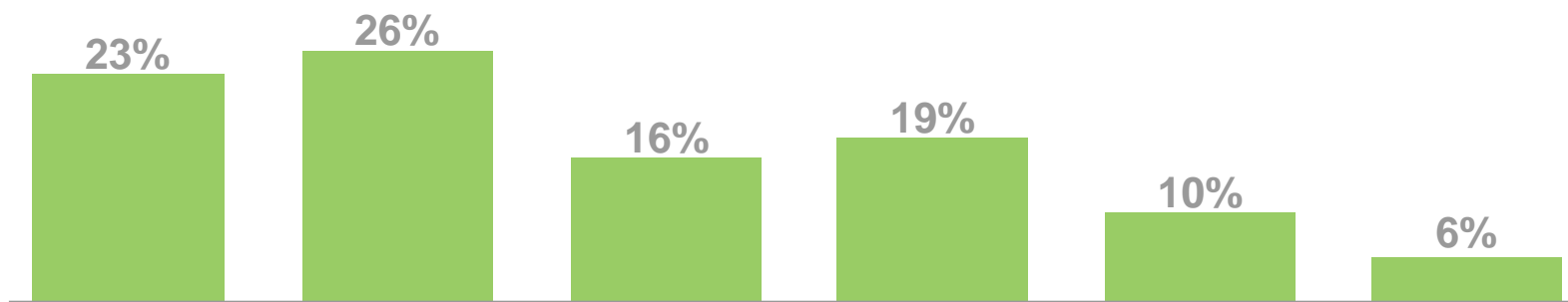
Overview

- **Strategy**
- **Services**
- **Outlook**



Siemens - Active in six business areas

Information and Communications	Automation and Control	Power	Transportation	Health Care	Lighting
					
Communications	Automation and Drives	Power Generation	Transportation Systems	Medical Solutions	OSRAM
Siemens Business Services	Industrial Solutions and Services	Power Transmission and Distribution	Siemens VDO Automotive		
	Siemens Building Technologies				



IRC Mandate

IRC is the Siemens corporate service provider for external information which

- supports business-relevant processes with the appropriate information services.
- generates synergies by content syndication under strict adherence to license regulations.
- does not receive any central funding
- recovers all of its expenditures by revenues from services.
- must cope with internal and external competition.



Essential strategic decisions

- **Service development is driven by customer demand**
- **Propagate the message that high quality information costs money**
- **Service offerings are aligned with the needs of more than one business / organizational unit**
- **Deliver top quality services despite declining demand for increasingly complex researches**

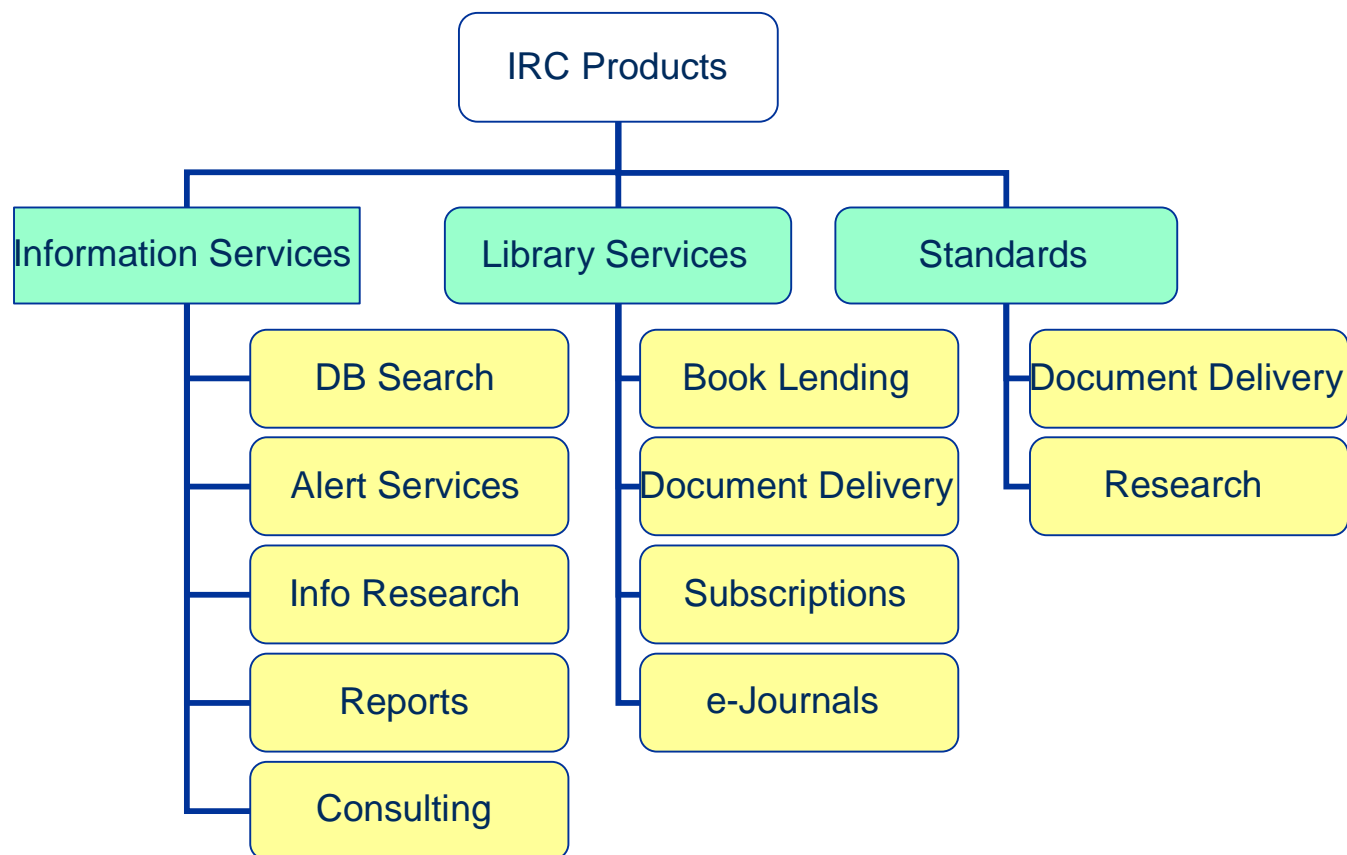


Consequences

- **Each service comes with a clearly visible price tag**
- **Cross-industrial subjects are emphasized such as IT, communications, management topics**
- **Purchase high-quality sources, i.e. often expensive ones**
 - Information researches alone won't buy them due to low number
 - offer additional services utilizing these sources
 - offer basic services that do not require much staff time



IRC Product Portfolio



IRC Info Portal

Info - Portal

What are you looking for?

Which Service do you need?

	Technology Information	Business Information	Patents and Standards	Library Services
Search in databases by yourself (incl. ordering)	<ul style="list-style-type: none"> ▶ Technology Databases (INSPEC, IEEE, Conferences, Technical Literature...) i ▶ Technology Reports i ▶ Technologies and Trends (Whitepapers, Analysts) i ▶ Database with Periodicals' Index of Contents i 	<ul style="list-style-type: none"> ▶ Reports on companies, markets and management-related topics (BIS Reports) i ▶ Database for Business Administration Literature (BLISS) i ▶ Database about Articles from Trade Journals (KOBRA) i ▶ Database with Periodicals' Index of Contents (Trade press) i 	<p>Search in IPAS-BUS</p> <ul style="list-style-type: none"> ▶ International Patent Abstracts (since 1978) i ▶ Siemens Usable Patents (Siemens and Subsidiaries) i ▶ Document Delivery Service for Full Texts (DE, EP, GB, US, WO) i <p>Standards Information</p> <ul style="list-style-type: none"> ▶ DIN - Dictionary i ▶ NORIS-Web i ▶ NORIS-SEN i 	<ul style="list-style-type: none"> ▶ Library catalogue (Borrowing) i ▶ User account (Borrowing) i ▶ Articles from IRC Periodicals i ▶ Databases for Technical Literature i ▶ Order forms (borrowing, copies, book purchase, standards collections) i
Regularly receive information (email, alert, monitoring services)	<ul style="list-style-type: none"> ▶ NewsPage (selected news) i ▶ News Channels Topics (Factiva) i ▶ TechnoAlert (Inspec, Tema ...) i ▶ Analyst Essentials i ▶ Japan Technology Alert i ▶ R&D Alert (CT, Siemens Groups) i ▶ Periodicals' Index of Contents via email i ▶ Articles and Abstracts (Microelectronics, Semiconductors...) i 	<ul style="list-style-type: none"> ▶ Information on companies and markets on a regular basis (BIS-Monitoring) i ▶ News Channels Companies (Factiva) i ▶ Public Tenders (Germany, EU, world-wide) i ▶ Newsletter announcing new topics (W-Aktuell) i ▶ Periodicals' Index of Contents via email i 	<p>Profile Service for</p> <ul style="list-style-type: none"> ▶ International First Publications of Patent Publications i ▶ German (DPMA) and European (EPO) Granted Patents i 	<p>Table of Contents</p> <ul style="list-style-type: none"> ▶ Hard copy (title list) i ▶ Periodicals' Index of Contents via email i <p>Periodicals subscription</p> <ul style="list-style-type: none"> ▶ Subscriptions (online) i ▶ Individual subscriptions (form) i ▶ Periodical circulation service (list, form) i ▶ New items list i
Order searches for information	<ul style="list-style-type: none"> ▶ Research on Demand (Technologies and Trends) i ▶ Ask an Analyst (Gartner Group) i 	<ul style="list-style-type: none"> ▶ Research on Demand i ▶ Credit Ratings i 	<p>Special Investigations via the Patent Department</p> <ul style="list-style-type: none"> ▶ Patent Subjects in professional international i ▶ Patent assignee analysis i ▶ Patent Portfolio Data i 	<ul style="list-style-type: none"> ▶ Specialist Libraries on site i
Customized Solutions	Information Consulting (tailored portals, info pages, access to commercial databases) i			



Sources

- **Hosts**
 - STN, FIZ Technik, IET, GBI, TDC-Dialog/Datastar, Factiva ...
- **Analysts**
 - Gartner, Forrester Research, Frost & Sullivan, ARC Advisory Group, AMR Research, Pyramid Research, IDC ...
- **Brokers**
 - Thomson Business Intelligence, Reuters Knowledge ...
- **Country-specific Business Information**
 - ISI Emerging Markets, CountryWatch, BfAI (German Office for Foreign Trade) ...
- **Consultants / Best Practices in Business**
 - McKinsey, Mercer HR, PwC, APQC, Best Practices LLC...
- **Professional Associations**
 - VDI, VDE, IEEE, ACM...
- **Research Institutes**
 - Max Planck Institut, Fraunhofer Gesellschaft, Universities...
- **Internet**



IRC Alert Services

- **Technical information (INSPEC, TEMA, technical journals...)**
- **Market and business information (Factiva)**
- **Human Resources (GBI, EBSCO)**
- **Tenders by public institutions (TED, BAB, Scan-a-bid...)**
- **Regional information (local professional journals e.g. from Asia)**
- **Excerpts of analyst reports (Gartner, Forrester Research, ARC...)**




Selection of Alert Topics

SIEMENS

CORPORATE TECHNOLOGY

TechnoAlert subscription - Microsoft Internet Explorer provided by CIO - V 3.106

 **SIEMENS** Intranet Class A

Corporate Information Research Center TechnoAlert subscription

Select a topic group:

- General Topics
- Information Technology**
- Communication
- Energy
- Production, Logistics
- Automation
- Building Automation
- Transportation, Automotive
- Electronics, Microelektronics
- Medical Solutions
- Asia

If you can't find a topic, or if you have any questions, please enter your comment here.

Perfect selection, keep on going

Select desired alert topics:

Select Alert	Information Technology
IT-3 Software: Overview	
<input type="checkbox"/>	IT-300 Knowledge Engineering
<input checked="" type="checkbox"/>	IT-301 Intelligent Mobile Agents
<input type="checkbox"/>	IT-302 Intelligent Agents (without mobile agents)
<input type="checkbox"/>	IT-303 Digital Rights Management (DRM)
IT-4 Software: Technology	
<input type="checkbox"/>	IT-400 Software Engineering
<input type="checkbox"/>	IT-401 Software Architecture
<input type="checkbox"/>	IT-402 Software Metrics
<input type="checkbox"/>	IT-403 Algorithms
<input type="checkbox"/>	IT-404 Fuzzy Logic 1 (Theory)
<input type="checkbox"/>	IT-405 Fuzzy Logic 2 (Practical / experimental)
<input type="checkbox"/>	IT-406 Simulation Techniques
IT-5 Software: Programming	
<input type="checkbox"/>	IT-500 Programming Theory
<input type="checkbox"/>	IT-501 Compiler and Interpreter
<input type="checkbox"/>	IT-502 Programming Languages (High Level)
<input checked="" type="checkbox"/>	IT-503 Object-oriented Programming
<input type="checkbox"/>	IT-504 Parallel Programming

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Corporate Information Research Center

Alert Services: Hit List

SIEMENS CT IRC - Corporate Information Research Center

IRCAAlert - Topic: TechnoAlert - Monitoring of technical and scientific Publications

IT-703 Object-Oriented Databases

2 new Items:

1. **Statistical cost-modelling of financial time series functions** [See more / order](#)
Kannoth, V.; Suk Lee, B.; Buzas, J.
International Journal of Computers & Applications; vol.28, no.3; Page: 181-8
 2. **A software component model and its preliminary formalisation** [See more / order](#)
Kung-Kiu Lau; Ornaghi, M.; Zheng Wang; ed. de Boer, F.S.; Bonsangue, M.M.; Graf, S.; de Roever, W.-P.
Formal Methods for Components and Objects. 4th International Symposium, FMCO 2005. Revised Lectures (Lecture Notes in Computer Science Vol.4111); Page: 1-21
-



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CT IRC - Corporate Information Research Center

Document 1 of 2

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i

AN: **INS9102217**TI: **Statistical cost-modelling of financial time series functions**AU: **Kannoth, V.; Suk Lee, B.; Buzas, J.**CS: **Fed. Reserve Inf. Technol., Richmond, VA, USA**JT: **International Journal of Computers & Applications**IS: **ISSN 1206-212X**PY: **2006**DT: **Journal paper**TC: **practical; theoretical/mathematical**CY: **USA**LA: **English**

AB: **We present a statistical regression approach to building a cost model of an aggregate financial time series function. The cost model is needed by an object-relational DBMS query optimizer. This approach is much easier than the traditional analytical approach and yet achieves a highly precise model. Users need only provide a set of variables influencing the costs. This requires only high-level understanding of how the function works. Experiments show that the cost models thus built are highly precise and that quadratic models are adequate.**

CC: **C7120; C6160J; C6160D; C1140Z**RC: **A; AD; D; DF; B; BA**

CT: **financial+data+processing; object-oriented+databases;
query+processing;
regression+analysis; relational+databases; time+series**

ST: **statistical cost-modelling; financial time series functions; statistical regression; object-relational DBMS query optimizer; financial data**

Characteristics:

- full set of descriptors
- electronic ordering
- delivery as pdf-file if permitted by law



IRC - NewsPage - Microsoft Internet Explorer provided by CIO - V 3.106

IRC SIEMENS Intranet Class A

Corporate Information Research Center NewsPage

Select Category:

- Market, Corporate News, Trends
- Products
- Theory Engineering

Select NewsPage Update:

- current update
- last update
- penultimate update

Select Topic:

Communications

- Internet Telephony
- Mobile Communication
- Network (LAN, WLAN, Gigabit Ethernet)
- Short Range Wireless Communication (Bluetooth, UWB, RFID)

Components

- Sensorics

Information

- Business Intelligence (Data Warehouse, OLAP, DataMining)

Network (LAN, WLAN, Gigabit Ethernet) 2006-10-06

- Cisco Systems announces enhancements to Internet Protocol Next-Generation Network architecture
- Colt Launches High-Speed Ethernet; Service to Address Last-Mile Bottleneck, Says Carrier
- Colubris Integrated Sensor/AP Delivers Voice and Video over WLAN Services with RF Security
- Data center convergence closing in
- Finisar Demonstrates 10Gb/s SFP Transceivers at ECOC 2006
- Fulcrum combines FocalPoint Ethernet switch technology with BroadLight GPON controllers to offer multi-port OLT cards
- Intel Laser Chip May Transform Data Center Management**
- Microchip Technology Announces 8-bit Microcontrollers with Integrated Ethernet Peripheral Optimized for Embedded Applications
- TI Unveils Power Over Ethernet Controller
- TI: An experimental testbed and methodology for characterizing IEEE 802.11 network cards

factiva
Dow Jones & Reuters

Intel Laser Chip May Transform Data Center Management

September 25, 2006
CMP TechWeb
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The technology's not quite there yet, but Intel predicts its research into hybrid silicon laser chips will transform the way IT executives and data center administrators lay out their equipment and manage their services.

Intel has demonstrated the ability to combine indium phosphide, a material used in conventional lasers, with standard, low-cost silicon, in turn creating transceivers that can operate at 1 terabit-per-second speeds. That's about 1,000 times faster than the Ethernet connections currently used in data centers.

Conventional hardwired silicon transceivers provide the interconnection capabilities in most computer systems, but they're limited in range by the electrical properties of the metal wires used in the chips. The signals on the wires create electrical noise that limits distances between system components and computing platforms.

Optical devices, in contrast, don't generate noise. The telecommunications industry uses them to transmit data across distances of 25 miles and greater. Researchers have long understood the potential benefits of optical interconnections, but they can cost as much as \$100,000 each, compared with the \$1 per connection that Intel is targeting for its hybrid silicon laser.

If Intel can manage that, the optical technology could be used to connect boards to other boards and systems to systems, in addition to


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Reports

- **“Summary” written by IRC staff**
- **Original literature appended**
- **Sources**
 - Journals and books from libraries
 - Analyst Reports
 - Broker Reports
 - Full-text providers
 - Hosts
 - Internet





Corporate Information Research Center
TECHNOLOGY INFORMATION

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Web 2.0

The Future of the Internet or Next Internet Bubble?

Technology Report

Summary

— For personal use only! —

CT IRC IS1
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March 2006

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Reports on

- Technologies
- Markets
- Companies
- Management Topics



iRC
Technology
Information
Services

Web 2.0

The Future of the Internet or Next Internet Bubble?
Dieter Wülbelm

March 2006

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Structural elements:

- Management Summary
- Introduction
- Technical Basis
- Applications
- Markets/Manufacturers
- Outlook/Conclusion
- Bibliography




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Von: Corporate Infocenter
 An: Fauth, Dietmar
 Cc:
 Betreff: Wirtschaft Aktuell / Current Business Reports

Advertising of new Reports

Gesendet: Do 14.09.2006 21:25





































Wirtschaft Aktuell / Current Business Reports

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Current Business Reports (Wirtschaft Aktuell) is a newsletter presenting our latest analyzes on markets, industries, companies and management issues on a regular basis. You may order the complete information packages - summaries including excerpts of market studies, broker reports, journals, etc. - as hard copies (due to copyright restrictions); alternatively you may download the summary.

By clicking on the title you will receive further details regarding the respective report.

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Indonesia - Country Information, Markets and Companies		
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2. Doing Business in Indonesien (0609121881)		
3. Indonesia: Telecommunications Market (0609121882)		
4. P.T. Indosat Tbk., 1Q06 (0609121883)		
5. PT Excelcomindo Pratama Tbk, 1Q06 (0609121884)		
6. PT Telekomunikasi Indonesia Tbk., 1Q06 (0609121885)		
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15. Cognos Inc. (0609121894)		
16. Eaton Corporation (0609121895)		
17. General Electrics Organic Growth Strategy: Investor Meeting Results (0609121896)		



Current Business Reports - Abstract

Von: Corporate Infocenter

Gesendet: Do 14.09.2006 21:25

An: Fauth, Dietmar

Cc:

Betreff: Wirtschaft Aktuell / Current Business Reports

Markets

7. Global Chemical Industry (0609121886)

Chemicals are a vital component of the global economy, finding use in virtually every man-made product. The chemical marketplace is characterized by intense competition. Several factors like high energy prices, force the chemical industry to adopt various measures to regain profitability and growth. Based on market reports from Global Industry Analysts and broker reports from major investment companies such as Deutsche Bank and Morgan Stanley, this report provides an overview of typical market characteristics, regional market opportunities and major industry trends in specific segments. Furthermore you will get an overview of the competitive landscape including rankings and key figures of the leading companies.

Language: English; Report: approx. 300 pages; Summary: 14 pages

[For ordering the report \(0609121886V\)](#)

[For downloading the summary \(0609121886Z\)](#)

up 



Do-it-yourself database research

- Abstracts of technical journals (INSPEC, TEMA,...)
- Business databases (BLISS, COBRA)
- IRC Report Database
- Tenders
- Abstracts of regional professional journals
- Siemens R&D reports



Search by topic and category :

- Companies (sorted alphabetically)** (468 Topics)
- Companies by industry** (468 Topics)
- Markets/industries** (376 Topics)
- Business theory** (1024 Topics)
- Country topics** (234 Topics)
- Free search with terms** (1868 Topics)

Enter search terms:

Automatic truncation: e.g. 'auto' searches for 'automatic', 'automobile' etc.
 Search terms can be linked with: **and, or, and not.**
 Wildcard: %

[... more Hints](#)

47 Topics

Abstract

Info-pack

WLAN Market Developments: Carrier Launches, Hotspots, VoWLAN and Enter-prise Applications (0603131752)

15.02.2006 / Overview and Market Situation, Strategies and Launches , Hotspots, WLAN, VoWLAN and Enterprise Applications, Recent Company Activities, Sources.



16 p.

W-LAN market: Outlook, service and charging models (W040501)

18.03.2004 / Definition and overview, Market outlook Hotspots Service models, Sources



11 p.

Semiconductors: 2006 Industry Preview (0602101715V)

01.02.2006 / Comprehensive Industry Outlook; Supply and Demand Trends: Major Growth Drivers; Trends in Specific Sectors: Foundry, Memory, Networking IC; Growth Momentum of China's Backend Industry; Restructuring in European Companies



21 p.

Die Bedienerfreundlichkeit mobiler Sprach- und Datenkommunikation wird erhöht

21.03.2005 / GBI-Report



HTML

Das digitale Heim verlangt nach durchgängiger Vernetzung Ist Powerline die Alternative?

09.02.2005 / GBI-Report



HTML

Symbol Technologies, Inc. FY05

27.02.2006 / Organisation, Enterprise Mobility, Patents, Services, Major Products & Services, Partner Ecosystem, Alliances, SWOT Analysis, Top Competitors, New Highlights, Annual Report 2005, Market Analysis Forrester Research, Broker Reports, Sources.

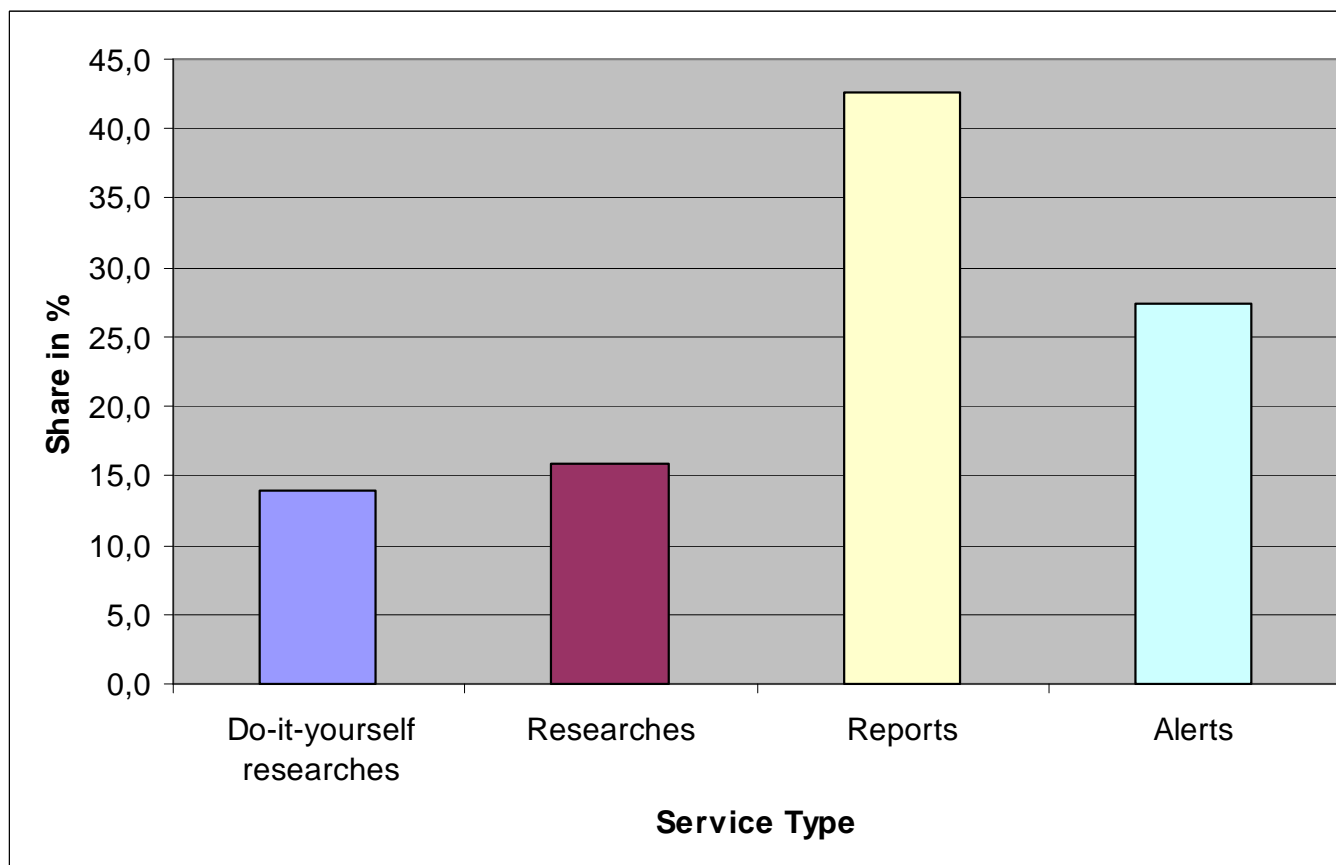


16 p.

Mobilkommunikation - T-Com startet mit einem Universaltelefon ins Fixed Mobile Convergence-Zeitalter



Relative Revenue from Information Services



Next Goals

- **Continue strategy as outlined above**
- **Address and gain as customers employees of new acquisitions**
- **Offer additional automated services for business topics**
- **Employ new technologies such as blogs, podcasting, wikis, RSS ...**

