



**SIEMENS**

*Ingenuity for life*



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OEM  
Partner

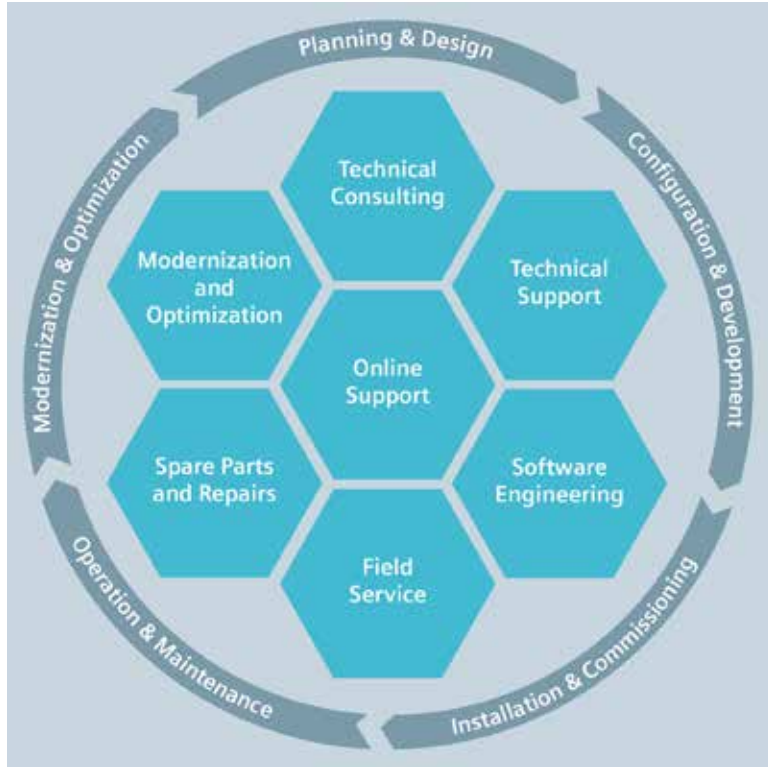
# Answers for Machine Builders

OEM Partnership with Siemens

[usa.siemens.com](http://usa.siemens.com)

# OEM Partner Program

Growing business together



In today's aggressive marketplace all companies face issues of global competition, accelerated innovation, and the escalating costs of operating a business. Partnering with Siemens can improve your competitive advantage to achieve your business growth goals.

The OEM Partner Program is part of the Siemens worldwide network of resources including more than 50,000 specialists in automation, drives, networks, safety, motor controls and motion across every application or industry. This global accessibility helps you serve your machine customers with the confidence for rapid response to market changes.



Siemens enables OEM machine builders to expand their reach through global access of technology solutions to improve productivity, efficiency and ultimately reduce costs.



Siemens OEM partners are provided the tools needed to accelerate design innovation for increased machine performance, efficiency and competitive value for their End User customers. These include everything from engineering consultation on new designs, proof-of-concept offers, panel construction aids, to installation and commissioning assistance resulting in comprehensive solutions throughout the entire life cycle of your investment.



### OEM Partner Program Services

An OEM is defined as a company with its primary business being that of building machines or equipment for resale. Each of the following services is offered to OEMs on a non-exclusive mutually beneficial basis to both Siemens and the receiving OEM. Participation is determined through an evaluation conducted with the OEM and a Siemens representative.

#### Machine conversion services

- Project management and technical expertise for machine conversions to Siemens platforms

#### OEM tools and content

- Engineering software toolkits, extended warranty offers, application-specific examples and libraries, OEM industry references

#### Global coordination

- Worldwide support harmonization, local support contacts, key-end user support

#### Co-marketing opportunities

- Event sponsorships, trade press coverage, executive end-user visibility, and Siemens brand leverage

#### Emerging vertical industries

- Collaboration to increase OEM market pursuit in emerging verticals industries

Here is what our OEM customers are saying about the benefits of partnering with Siemens.

*“Whether we are manufacturing here or abroad, Siemens has given us the service and support we need to succeed with the rollout of this controller, both at the local and corporate levels.”*

– Global manufacturer of industrial part cleaning machines

*“Siemens components and their Totally Integrated Automation architecture in particular are our standard and preferred automation solutions because of their innovative technology, worldwide acceptance, long-term reliability and comprehensive global support.”*

– Assembly and test system manufacturer for the automotive industry

For more information on the  
Siemens OEM Partner Program,  
please contact your local Siemens  
Industrial Sales Representative.

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