

PUBLIC & MEDIA RELATIONS SERVICES

Company Background

Siemens Global Business Services (GBS) is a Siemens Service Company that offers process and digital solutions for professional services areas. Services include, but are not limited to (listed by business line):

In our Opportunity-to-Cash business line, we provide transactional and digital Opportunity-to-Cash services from lead generation to the collection of incoming payments.

- Offer quote and contract Management
- Sales Order Processing, order creation, booking and customer invoicing
- Credit risk management, cash collection and legal collection support
- Warranty / guarantee and spare part management
- Customer services / integrated services and service delivery support / dispatching
- End-to-End (E2E) Process Improvement
 - Simplifying E2E processes
 - Improving the transparency of tasks, cycle time and accountability

Purchase-to-Pay provides extensive high-quality and cost-efficient Purchase-to-Pay services from purchasing to the processing of outgoing payments.

- Supplier Qualifications
- Purchase Order Processing
- Tactical Sourcing
- Delivery Confirmation
- Implementation of application support and help desk services
- Realization of optimization services
- Development and implementation of Robotic Process Automation services
- Analytics services
- Integration of electronic suppliers

Record-to-Report Services provide a variety of competitive, innovative and reliable services from maintaining financial records to financial closing and reporting.

Accounting & Closing Services

- Accounts Reconciliation
- Cash & Bank Services
- ERP Closing
- Fixed Assets
- General Ledger Accounting

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Commercial Business Services

- Tailor made solutions for Siemens Real Estate demands
- Controlling
- Business Administration
- Analytical and Reporting Activities

Tax Services

- filing of tax returns in the area of indirect taxes/VAT
- Support in specific local tax requirements
- customs and trade statistics

Master Data Services

- Business partner master data (customer & supplier)
- CMD handling and operations

Hire-to-Retire services the complete lifecycle of an employee from onboarding to pension services.

- HR Administration
- Talent Acquisition Services
- Payroll
- Equity Services
- Human Asset Management
- Benefits & Pension Administration
- Travel & Expenses
- Equity Services
- Global Mobility Management
- WorkForce Management (WMF) Operations (Time and Attendance Center: Customer Service, Operations, Configuration Management)

Business Services and solutions provides worldwide knowledge-based, project-driven and innovative business solutions and services.

Business Solutions

- Global Marketing Services (Marketing & Sales Consulting, Customer Experience Management, Marketing Digitalization)
- Global Translation Services (Translations in all technical & functional areas, more than 46 language interpretation & consulting)

Business Operation Services

- Documentation Services (Print and Scan Services, Digitalization and Archiving of documents)

Logistics & Services

- Freight Services
- Project Logistics
- Support & Enabling Services incl. applications and service management
- Service & portfolio management

Communication Services

- Fairs: consulting, organization and management of tradeshow and conferences
- Events: realization of on- and offline events (10 to over 15.000 participants)
- MarCom Operations: Newsletters, Merchandising

SOP Communication

- MarCom operations for IT: Consulting and support in internal and external communication
- MarCom operations for SCM: Consulting and support in internal and external communication

Operations provide support in Project Services and Transformations, Digital Solutions and Delivery Management. Operations offer joint operations and digitalization services for Global Business Services and work closely alongside the entire Shared Services organization, using new technologies such as Business Process Management (BPM) and Robotics as enablers for efficient and effective implementations around the globe.

- Project Management Services & Transformations offers project management, process analysis and advisory services covering the three functions finance and accounting, human resources, supply chain management and logistics.
- Digital Solutions delivers scalable and re-usable digitalization and automation solutions to fuel the GBS transformation machine.
- Delivery Management provides Operational Excellence, Performance Analytics, People & Knowledge Development, Quality Management and Continuous Improvement services.

Project Overview

Siemens Global Business Services has made significant changes in its business model, moving from a mandated service organization to one that retains current, and attracts new customers. With this new era, we are now ready to position GBS through earned media as a leader for digital solutions in the HR, Finance and other professional services industries. We will also promote our new work model, positioning GBS as an organization that attracts and retains a high-quality workforce.

Project Goals

- Tell the GBS story through earned media.
 - How does GBS customize digital solutions for each customer?
 - Feature GBS as customer centric.
 - Reinforce digital image by featuring new solutions and products.
- Position GBS as a thought leader and innovator of integrating digital solutions for professional services.
- Influence decision-makers leading HR and Financial functions of their respective organization.
- Position GBS as innovative and a desirable place to work.

Our Media Relations Objectives Will Utilize a Combination of In-House and Agency Talent. The Primary Objectives Include the Following:

- Strategic placement of bylined articles, interviews, contributed content, blogs / podcasts / videos on key topics regarding digital solutions and a new work model. These should be targeted to topic related blogs, publications and channels designed to generate interest in GBS as a customer or employee.
 - Integrated social media postings to support and promote all published content through this plan.
 - Host all created content on Customer Portal. Each piece of content should drive readers to additional news on our website.
- Press Release strategy to include placement, follow-up, monitoring and generation of additional content contribution. May include use of wires for distribution.
- Detailed campaigns for Next-Gen P2P, Digitalization (overall digitalization and featured products / services)
 - Include personas and aligned channels.
 - Identify regions v. global by campaign.
 - Define cadence by topic.
- Thought Leadership plan to identify topics and contributors for LinkedIn and Web; utilizing expanded techniques including video, use cases and podcasts.

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- Amplify messages through an ambassador network.
- Provide training and interview preparation.
- Develop talking points on key issues for top executives.
- Library of bios for each key contributor.
- Centralize project planning and implementation to leverage resources effectively.
 - Formalize process and flow of information.
 - Leverage competence of Siemens Corporation Press Department and their contacts / distribution lists.

To reach these goals, Siemens Global Services is now accepting bids in response to this Request for Proposal.

Scope of Work Requested

NOTE: This is a global initiative and respondents should be prepared to support a global campaign or coordinate with global partners should more than one agency be selected. Please identify in your response what regions you have experience in obtaining media coverage. Also, this is a pilot with every intention of expansion into additional regions / markets.

Strategies and Tactics

Featured Regions for Pilot:

- Czech Republic
- Germany
- US

Featured Themes / Topics for Pilot:

- Next-Gen P2P
- Digitalization – Featured Products / Processes
- New Work Model

Featured Audiences for Pilot:

- Siemens affiliates
- Prospects: Upper management
 - Think about appealing to upper management. Consider those leaders that bring solutions to C-suite for approval
- Vendors that need our services
- C-Suite

Agency Scope of Work:

- *Publications*
 - Media Lists: Create / refine and integrated media lists based on region and topic with current Siemens Corporation media lists.
 - Utilize Personas to target messages by channel.
 - Bylined articles: Coordinate writing of and then secure placement in trade blogs / publications.
 - Distribute media assets (Press Releases, FAQs, videos, etc.) to targeted media outlets on a 1:1 basis including syndicated newswire distribution as needed.

- Conduct follow-up to earn more media placements
- *Social Media*
 - Tech and Finance Forums: Publish blog materials on relevant digitalization and / or career development forums such as LinkedIn, Indeed, Glassdoor and respond in real-time to comments and inquiries on these channels using FAQs.
 - Provide content toolkit and resources for influencers to share on their social media channels.
 - Tag thought leadership topics to aligned media outlets.
- *Thought Leadership*
 - Develop / re-purpose media quotes available
 - Write / Distribute articles for trade magazines and appropriate social channels
 - Pitch Siemens GBS as spokesperson for comment on digitalization topics and the new way to work.
- *Additional Criteria*
 - “Agency” will conduct a media landscape analysis on key competitors and make additional topic / strategic approach recommendations, positioning GBS’s media strategy for maximum impact.
 - “Agency” will create individual campaigns that tell the GBS story regarding Next-Gen P2P, Digitalization with featured products / services and our new Work Model.
 - “Agency (s) will lead campaigns in collaboration with and under the direction of Siemens GBS.
 - “Agency (s) will provide strategic communications guidance, develop communications materials, conduct media outreach, publish social media content, respond to consumer and media inquiries, track and report on results.
 - If multiple “Agencies” are utilized, “Agencies will coordinate on relevant campaigns and content to reduce redundancy.

Target Deliverable Schedule

This is a six – nine- month pilot and should cover the scope of the pilot with ample time for evaluation and recommendations for expansion. The actual timeline will be co-developed with Siemens GBS media team.

Existing Roadblocks or Technical Issues

As initially indicated, Siemens GBS has changed direction from operating as an in-house service division to a subsidiary of Siemens AG. GBS will now competitively seek to retain its current customers (Predominately Siemens subsidiaries) as well as seek out new customers.

We are currently organizing how we will proceed forward, with new employees in new positions.

Creating a media relations plan, that is attached to key initiatives is new to GBS, thus we require detailed planning and aligned KPIs to demonstrate the strength of earned media as a benefit for our financial growth.

Lastly, while we seek to create a solid media relations approach, it is the desire of GBS to proceed cautiously to align with our growth targets.

Budget Constraints

Proposals should clearly define what services are being provided. Proposals should break out the proposed costs by campaign and not simply on an hourly basis. Proposal should also include any additional costs (asset development, number of edits by campaign, travel . . .)

Evaluation Metrics

- Joint media relations plan with Agency completed
- Analytics: Views, reach, customer portal visits, downloads, estimated campaign value, shares and placements.
- End of pilot report

Siemens GBS will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Samples and/or case studies from previous projects.
- Projected costs.
- Experience and technical expertise.
- Responsiveness and answers to questions in the next section.

Questions Bidders Must Answer To Be Considered

- Please indicate your level of experience obtaining media placements in blogs, journals that are directly targeted to the professional services industry?
- Identify the qualifications of those who would be working on this project. Indicate their top strengths and their experience pitching / obtaining placements in specialty publications for HR, Finance and other professional services.
- If selected, what would your plan look like 30/60/90 days?

Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Proposals must be sent in by March 10, 2021. Bidders who are interested in submitting a proposal should inform Michelle Irwin – michelle.irwin@siemens.com of their intent to apply no later than March 1, 2021.
- Include samples and references with your proposal.
- Include backgrounds of personnel who will be assigned to this project.

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- Include history of success creating media buzz within the shared services environment.
- Indicate the regions for which you are applying:
 - United States / North America
 - Europe
 - Both NA and EU
- Proposals should not be more than 10 pages. Failure to comply to this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.

Contact Information

For questions or concerns connected to this RFP, we can be reached at:

Michelle Irwin
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