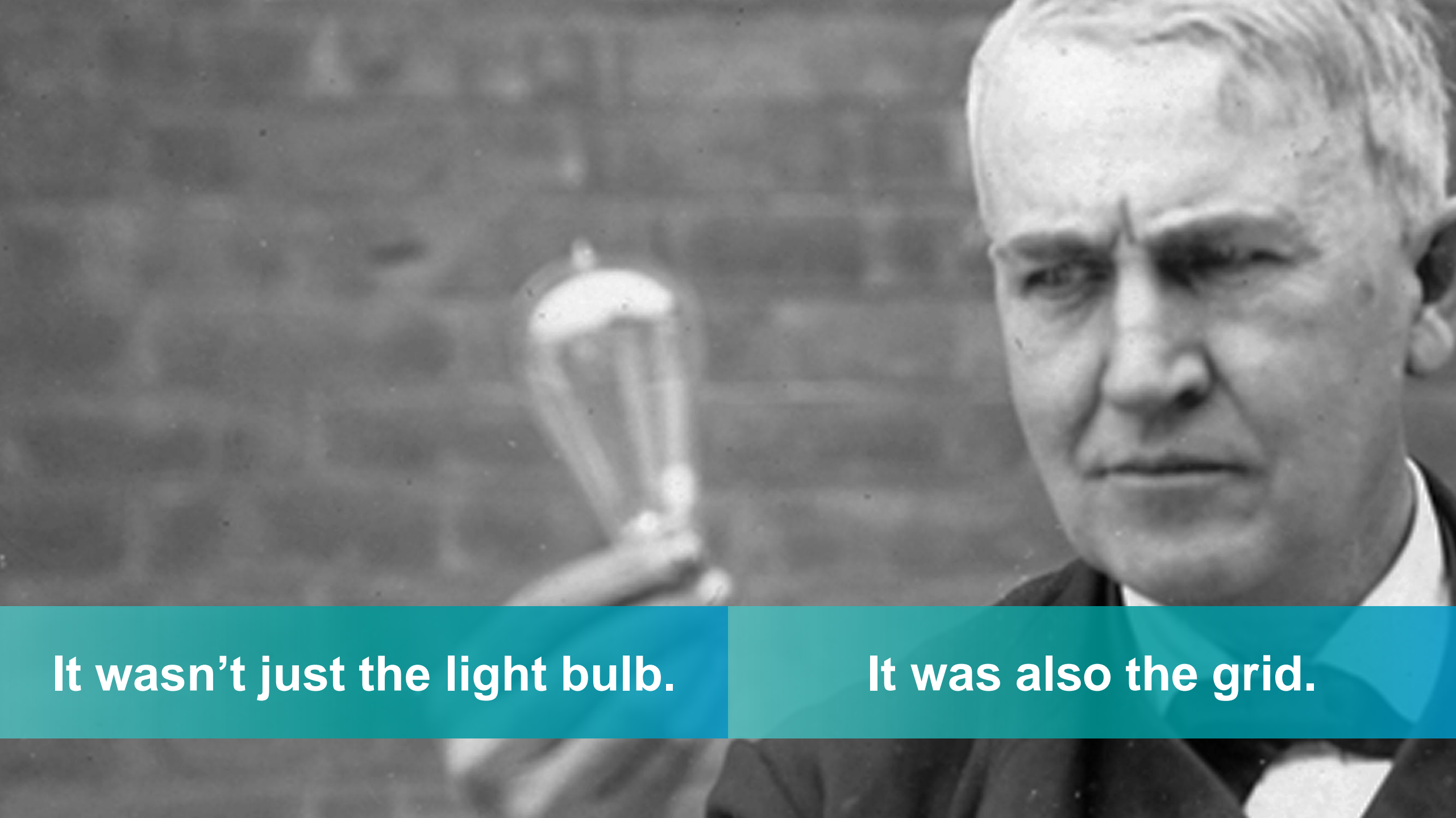


# Realizing Disruption

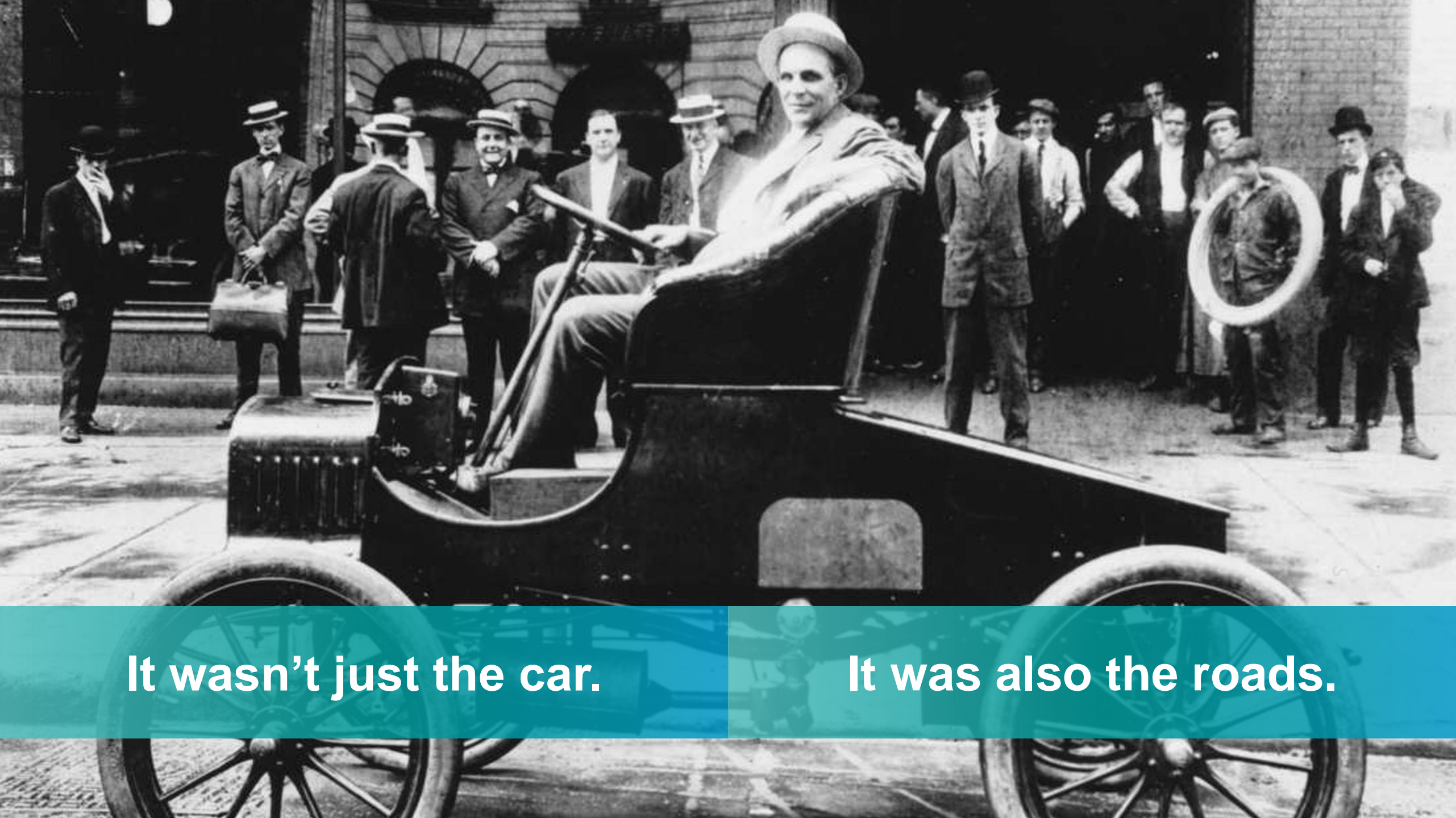
Samik Nandi



**It wasn't just the light bulb.**

**It was also the grid.**





It wasn't just the car.

It was also the roads.





**It is not just the software.**

**It is the Framework.**

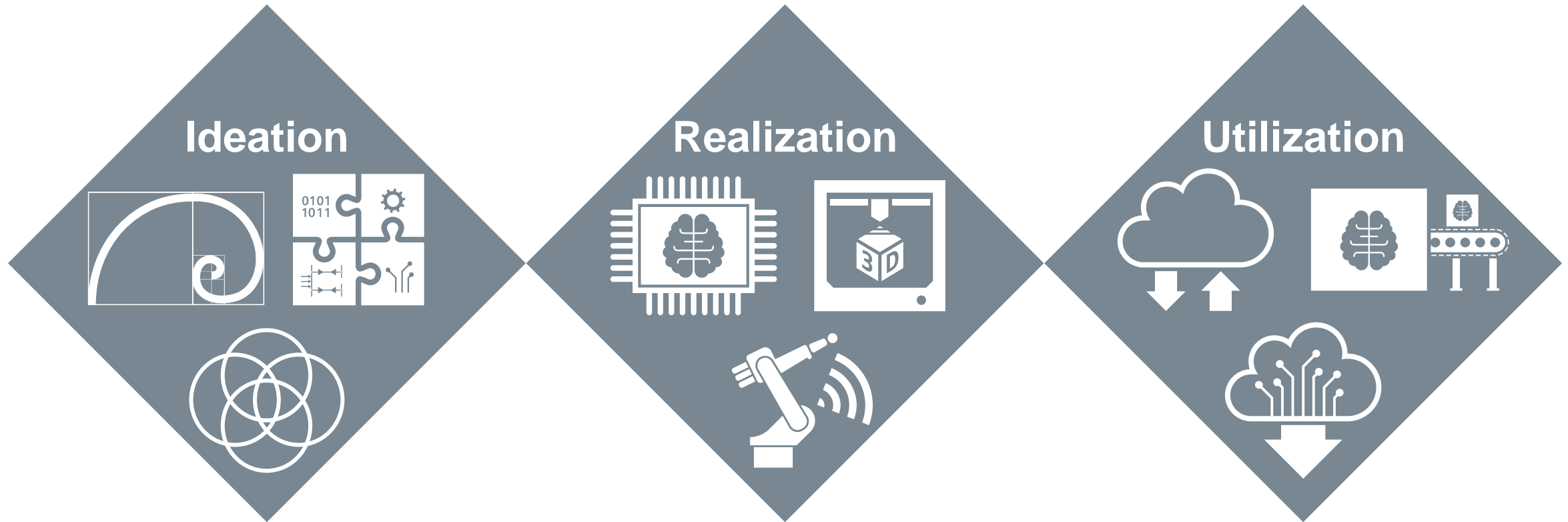
# Digital is changing the way we do things



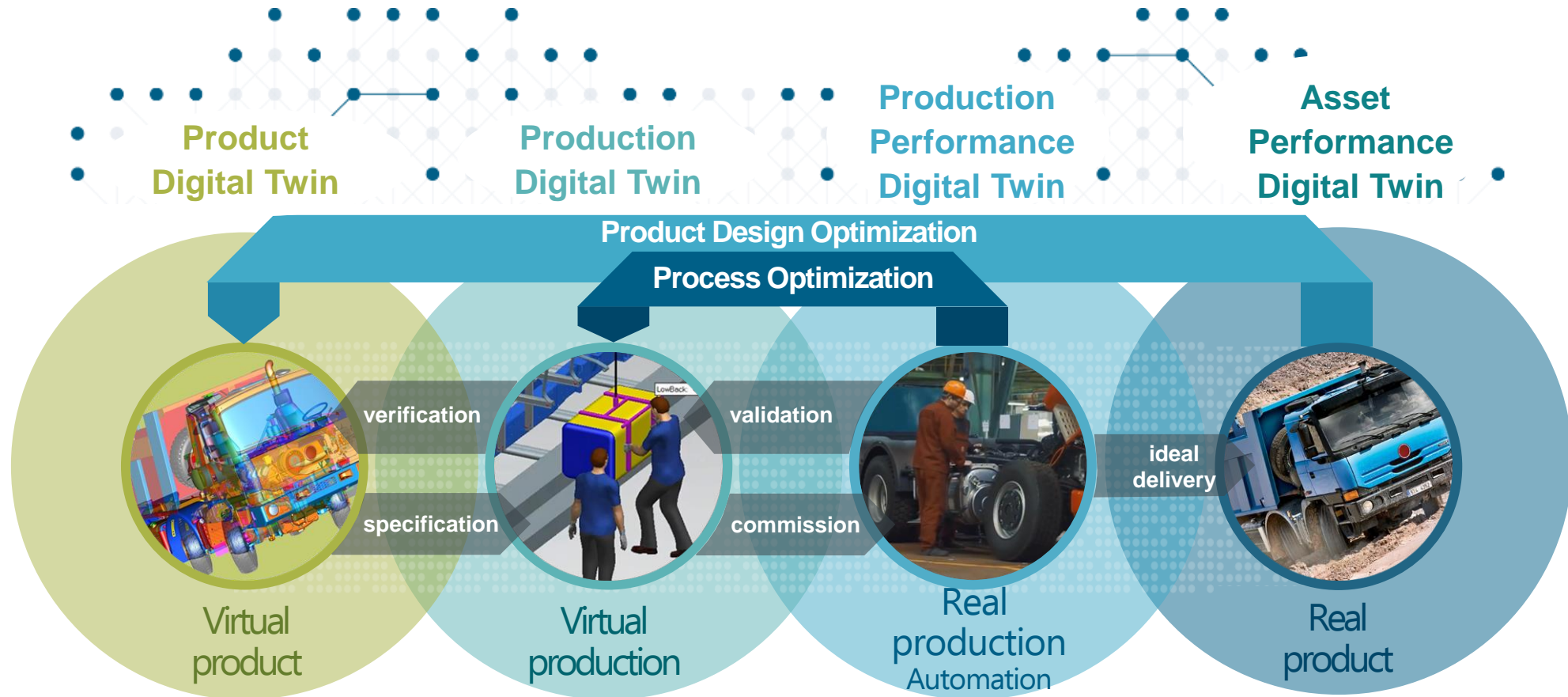
Changing the way  
products come to life

Changing the way  
products are realized

Changing the way  
products evolve



# The Twins



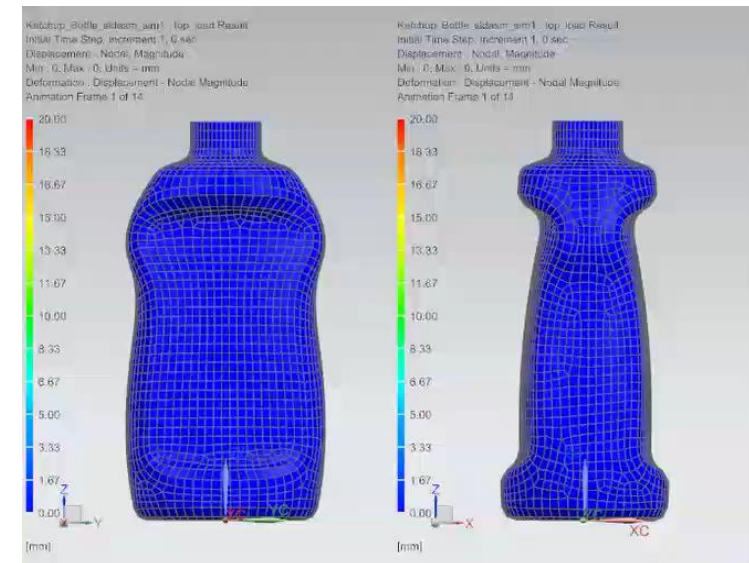
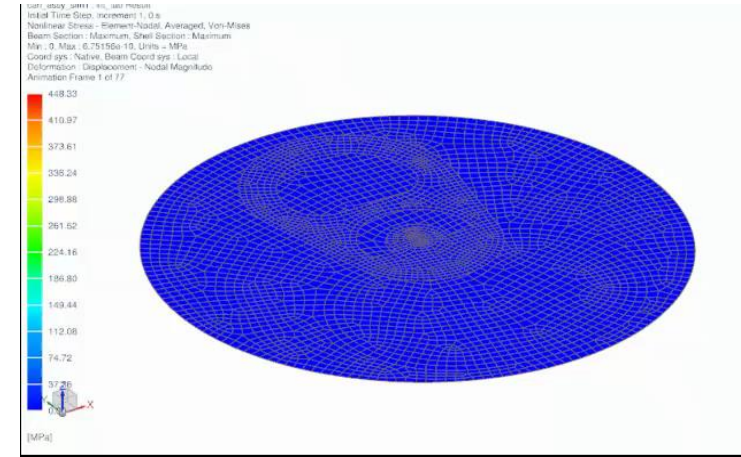


## BUSINESS PROBLEM

- How do we harvest the disruptive innovations ?

## BENEFITS

- Explore a wider range of ideas
  - Bio Degradable containers
- Early validation of Technical Feasibility
- Less proto-types to test





**What does it take  
to realize disruption?**



# Are you ready to be next?

**SIEMENS**  
*Ingenuity for life*

“Realizing Disruption” means  
being tolerant to new ideas

Use A Digital Platform to Test  
the ideas

Realize the ideas leveraging  
Digital tools

