

Information Letter from Siemens

# Creating more sales with new business models

July 2017

Dear customers,

As discussed in our workshop in Frankfurt, digitalization offers completely new business opportunities. Under topic number 7, you can find many articles about how customers use Siemens products to improve their operations. But I would like to draw your attention to the article about the horse treadmill. Not only because the solution is so special, it is the unique business approach which could be used as a role model for the transformation to the digital age. Not the technical features of the solution made the difference, the new booking system, offering the horse owners more flexibility and transparency, was the key success factor.

Enjoy reading!



## Product Information

- ✓ Openness is obligation also for SITOP power supplies
- ✓ LOGO!Power ready for sale!
- ✓ Test the new communications solution for field and control cabinet: SIRIUS ACT with PROFINET
- ✓ Brown field: Digitalization of existing plants with SIMATIC IO-shield
- ✓ Faster data processing – extending the SIMATIC RF200 family
- ✓ One package, multiple benefits: SINAMICS C20 Starter Kit

## Promotion and Tools

- ✓ Applications with Siemens LOGO! and S7-1200 – GO! For it
- ✓ Aspirating smoke detection: Calculation Tool Asyst V2

## Information about Events and Trainings

- ✓ German Wholesalers – watch out!

Questions or queries?

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## ■ Product Information

### Openness is obligation also for SITOP power supplies

The communication availability of automation components gains pace. Therefore, also SITOP power supplies do not only have the opportunity to communicate via Profinet/Ethernet but do also use server functionalities for OPC UA. Of course, this is a further step for the SITOP power supply systems PSU8600 and UPS1600 in order to integrate in to vendor independent automation data networks.

How does this work?

Read the article and attached interview which was published in the automation magazine A&D.



> Additionally you can have look at our new brochure!

### LOGO!Power ready for sale!

In one of the last Information Letters we've already presented our new generation LOGO!Power with its highlights at a glance. Now it's becoming true. The small power supplies can be ordered at the beginning of July 2017.

You need further information for customer presentations?

No problem! The following video and brochure show the most important technical features. We are sure, that your customers will be convinced!



> To the video

> Find here the brochure about the new LOGO! Power

### Test the new communications solution for field and control cabinet: SIRIUS ACT with PROFINET

Do your customers need a fast and easy connection to the controller and HMI devices for your push buttons and signaling devices, but don't wish to go without safety functions and high-speed diagnostics?

Then SIRIUS ACT with PROFINET is the perfect communication solution for them.

With our two different starter kits, your sales team or even your customers can try by themselves, how easily the devices can be wired – without the need for any special tools:

- SIRIUS ACT with PROFINET "**Standard**" Starter Kit : Siemens article no. 3SU1900-0XA10-0AA0
- SIRIUS ACT with PROFINET "**Safety**" Starter Kit : Siemens article No. 3SU1900-0BA10-0AA0

Additionally we would like to support your sales team with the following video and manual:

- The > [Unboxing Video](#) shows: it's so easy to assemble!
- The > [system manual](#) offers detailed information on assembly



> On our website you will find all important information about SIRIUS ACT with PROFINET [^](#)

#### **Brown field: Digitalization of existing plants with SIMATIC IO-shield**

Your customers are asking, how they can start to digitalize their plants without investing big sums?

SIMATIC IOT2000 in combination with the input/output module is a cost-efficient entry-level solution for easy retrofitting of plants. The open data gateway allows an easy integration of additional sensors and actuators and is therefore particularly well suited for digitalization of existing plants. Various sensors and actuators can be connected cost-effectively to the IOT2000 by means of 5 digital inputs, 2 analog inputs and 2 digital Outputs!



> More details about SIMATIC IOT2000 IO-shield [^](#)

#### **Faster data processing – extending the SIMATIC RF200 family**

Companies must increase the efficiency of their value-adding chains in production control, asset management and tracking & tracing. Automatic identification of products and material is becoming the basis for today's requirements. Siemens offers with SIMATIC Ident a scalable range of RFID and optical identification systems to fulfill these requirements.

The compact RFID starter system in the HF range SIMATIC RF200 is ISO15693 compliant and comprises cost-efficient RF readers and tags ideal for the use in small assembly lines and intralogistics.

#### **New: SIMATIC RF200 with IO-Link**

For simple identification tasks, e.g. reading the ID number only, the RF210R, RF220R, RF240R, RF250R and RF260R readers with the open interface IO-Link are available.

The IO-Link interface allows the SIMATIC RF200 readers to be easily connected to the automation system either to a SIMATIC S7 controller or to controllers of many well-known suppliers of automation solutions.

The newest extension of SIMATIC RF200 includes readers in compliance with IO-Link standard V1.1. The new readers process data more than ten times faster as previous series.



> Further details, like areas of application and benefits, are available on our website

> Find here more information on practice



### One package, multiple benefits: SINAMICS C20 Starter Kit

The SINAMICS V20 Starter Kit is a special offer package, containing the converter, a basic operator panel, V20 smart access and additional components to operate the SINAMICS V20 most efficiently throughout every phase – from commissioning and operation through to diagnostics and maintenance.

SINAMICS V20 is suitable for basic applications of your customers, like roller conveyors, treadmills or mixers.

You can find the complete overview about the SINAMICS V20 starter package > [in our brochure](#).

The package will help your customers to get easily started with SINAMICS V20 and to run their application efficiently. You can order it with part number 6SL3200-0AE50-0AA0.



> You wish to have more information on SINAMICS V20, then just click here



## Promotion and Tools

### Applications with Siemens LOGO! and S7-1200 – GO! For it

Installers and manufacturers often have to select from a huge range of different controllers and control systems. Siemens offers solutions for a wide variety of applications. LOGO! is well suited to smaller-scale projects while Simatic S7-1200 is the optimal solution for more complex tasks. More than one solution is often needed, however. Thanks to the Totally Integrated Automation platform and TIA Portal, customers can exploit the benefits of multiple products.

Our customer magazine GO! provides insights about applications with LOGO! and S7-1200 and might give you an impression how these small solutions can also help your customers.



> Your way to the latest issue of our customer magazine GO!



### Aspirating smoke detection: Calculation Tool Asyst V2

Aspirating smoke detection (ASD) ensures reliable fire detection in demanding application areas, where very early fire detection is required and business continuity is paramount. ASDs continually draw samples of air from the areas requiring protection and evaluate these samples for the presence of smoke. Siemens offers two smoke detectors FDA221 and FDA241, which are able to differentiate between dust, steam and smoke particles, thanks to the use of two wavelengths. As a result, they offer highest detection reliability and immunity to deceptive phenomena, thereby preventing downtimes and costs caused by false alarms.

To support you and the installers in the planning phase of a smoke detection system, we offer our pipe calculation tool Asyst V2. Additionally a video provides an overview about all features and shows how to set up and use the tool easily.



> Get an overview about ASD products of Siemens, their benefits and the pipe calculation tool Asyst V2 in our brochure

> Click here for the direct link to the video manual




## Information about Events and Trainings

### German Wholesalers – watch out!

Siemens Germany is launching several events regarding our hot topic “digitalization” – from roadshows to workshops – under the motto “What makes digitalization successful”. The events have different focuses and are taking place in various locations. Find the overview on our event website (only available in German) and learn which challenges your customers will face tomorrow and how they can compete in a world of changes.



> Find here the series of events on digitalization in Germany (only available in German) 

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**Have a relaxing summer break,**

**Valentin Dinkelbach**

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