

Generatively Empowered

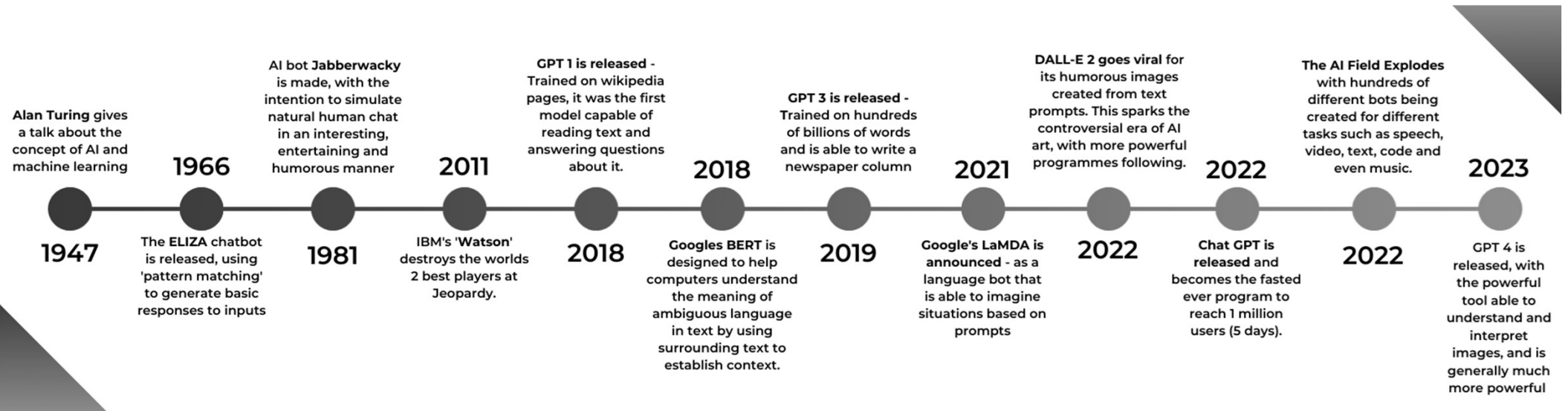
How AI supports content planning at Siemens



Any sufficiently advanced
technology is indistinguishable
from magic.

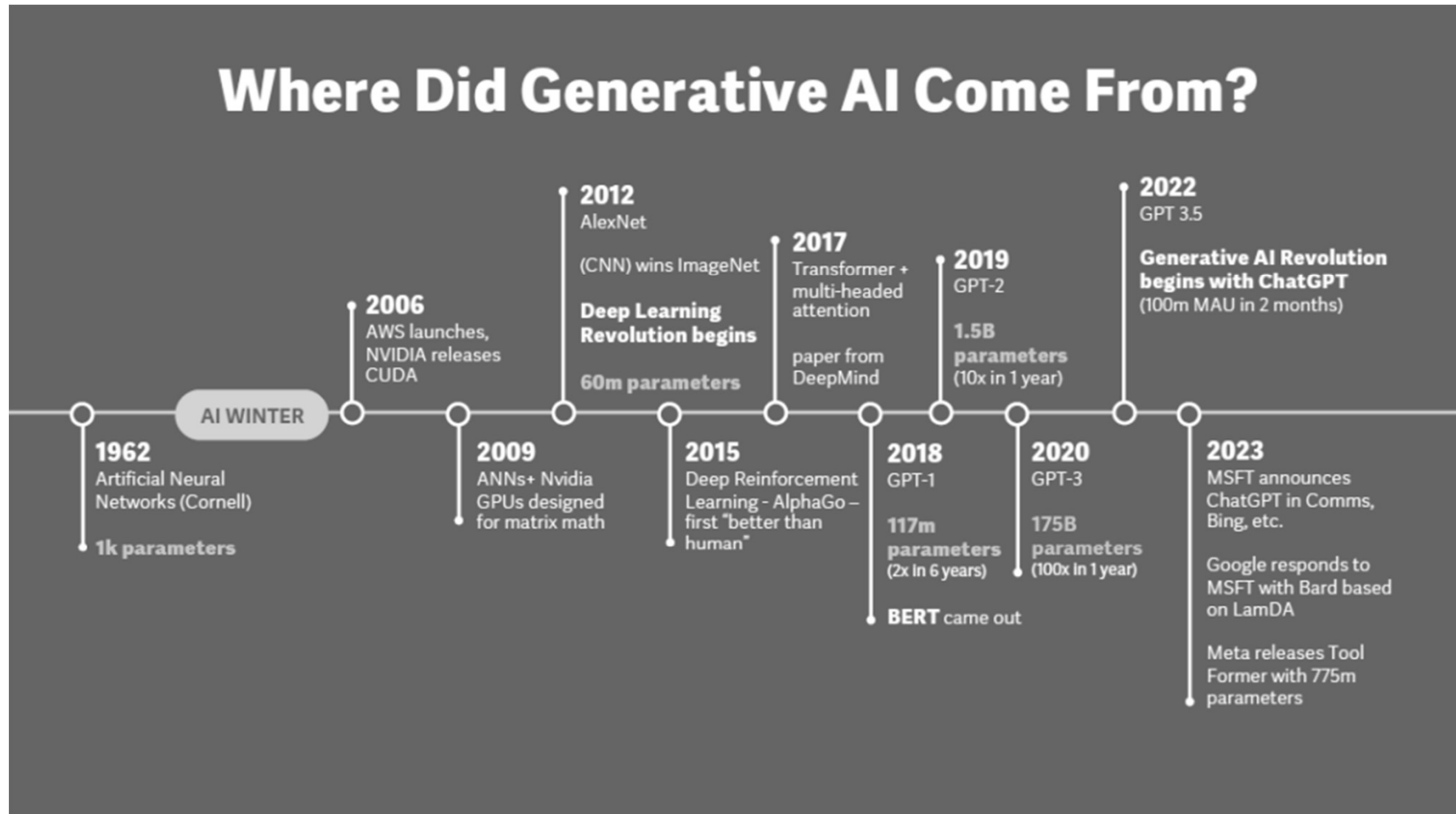
Arthur C. Clarke

A brief history of (Gen)AI



Source: Genmar blog

A brief history of GenAI



A brief history of AI @ CM 2019-2023



Questions we can answer:
Specific, practical problems that improve efficiency
and aid decision making

WHAT

Questions we can answer:
Explainability: natural
language-based questions

WHAT

HOW

WHY

Where we are now

Generative AI is Collaborative



Image: Daimler und benz Stiftung - Daimler und Benz Stiftung, CC BY-SA 3.0 de

Where we are now: GenAI as a sparring partner

TOPIC SETUP

Define your topic, audience and objectives

CONTEXT

Please describe your topic and context in a few words

Employment in an automated world

Please add up to 30 relevant topics/keywords:

✓ future of work

✓ employee empowerment

✓ training

✓ upskilling

✓ job design

Enter new topic/keyword...

AUDIENCE

Please describe your audience:

GenZ, digital natives

Select the language:

English

OBJECTIVES

Please describe the communication objectives:

Position Siemens as a dynamic and exciting employer in a fast-changing world, offering a wide variety of positions and career opportunities.

RELEVANCE VECTORS

Relevance of topics to the audience and objectives

SUGGESTED WEIGHT BASED ON DISTANCE

The analysis helps explain the extent to which each topic resonates with our audience and fulfill the goals.

ANALYSIS BASED ON TOPIC DISTANCES

Topic	Audience Distance	Objectives Distance
Continuous Learning	2.5	9.0
Career Development	4.0	7.0
Employee Empowerment	1.0	2.0
Future of Work	2.0	4.0
Training	4.0	1.0

RECOMMENDATIONS

TopicsContent StrategyFormat & Channels

RECOMMENDED TOPICS

Topic recommendations based on similarity scores, content volume, SEO scores and social engagement. Recommendations are designed to be most impactful in achieving the stated objective for the communication and audience.

* Metric is based on content volume, SEO and engagement score

Topic	Content Volume	SEO	Engagement
Continuous Learning	6.5G	3.3G	230M
Career Development	6.2G	3.3G	370M
Employee Empowerment	1.5G	770M	24M

HOW TO TALK ABOUT TOPICS

Recommendations are derived from tracing the path through the conversation graph between the topic and the objective and audience and are designed to provide key talking points and rationale.

* Metric is based on content volume, SEO and engagement score metric

Topic	Recommendation	Reason for recommendation
Continuous Learning	Highlight Siemens' commitment to providing ongoing learning opportunities and emphasize the importance of staying up-to-date with the latest technologies and trends in the industry. Showcase examples of employees who have taken advantage of these opportunities and have grown within the company.	Continuous learning is a highly relevant topic to the objective of positioning Siemens as an employer that offers ample opportunity to grow and learn future skills. Emphasizing Siemens' commitment to ongoing learning opportunities will help to reinforce this positioning.
Career Development	Highlight the various career paths and opportunities available at Siemens, and emphasize the company's commitment to helping employees grow and advance within the organization. Showcase examples of employees who have advanced within the company and the opportunities they have had to develop new skills and take on new challenges.	Career development is a highly relevant topic to the objective of positioning Siemens as an employer that offers ample opportunity to grow and learn future skills. Emphasizing the various career paths and opportunities available at Siemens will help to reinforce this positioning.
Employee Empowerment	Highlight Siemens' commitment to empowering employees to take ownership of their work and make a meaningful impact within the organization. Showcase examples of employees who have been given the freedom to innovate and make a difference within their roles.	Employee empowerment is a highly relevant topic to the objective of positioning Siemens as a dynamic and exciting employer. Emphasizing Siemens' commitment to empowering employees will help to reinforce this positioning.
Future of Work	Highlight Siemens' forward-thinking approach to the future of work and the company's commitment to staying ahead of the curve when it comes to new technologies and trends in the industry.	The future of work is a highly relevant topic to the objective of positioning Siemens as an employer that offers ample opportunity to grow and learn future skills.

Where we are now: GenAI as a knowledge base

PROJECT DOCUMENTS

Add the documents that you want to extract insights from.

Upload new files

Add Hyperlink

Import from other projects

ADDED DOCUMENTS

We processed your documents, and extracted the following summary and tags.
Select the tags relevant for the insights you want to generate, or add your own tags:

siemens.com/global/en/company/digital-transformation/industrial-metaverse/go-on-short-journeys-and-take-small-suitcases.html#RecordingfromHannoverMesse2023

LINK EXTERNAL YES

The document discusses the transformative potential of the industrial metaverse, particularly in manufacturing, by digitally optimizing processes for cost-efficiency, as demonstrated by Siemens. It highlights the role of game theory and gaming principles in providing safe and efficient training and testing environments. The importance of developing skills through platforms like Unreal, Epic Games, Unity, and FrameVR.io is emphasized, as is the need for human-centric design to harness technologies like AI, machine intelligence, extended reality, blockchain, and crypto. The...
[see more](#)

Training Environments

Unreal

High Capital Expenditure Industries

Cost Efficiency

Gaming Principles

Unity

Partnerships

Game Theory

Industrial Metaverse

Human-centric Design

FrameVR.io

Manufacturing

Epic Games

Siemens

Digital Optimization

Industrial Metaverse_Playbook_Main_v1.0 (2).pdf

PDF INTERNAL YES

Siemens is delving into the 'Industrial Metaverse', creating a playbook to guide its strategy and highlight opportunities. The playbook is designed to help Siemens understand the metaverse's potential impacts and assist in formulating strategies, developing new products, and planning technology roadmaps. Siemens defines the Industrial Metaverse as a space for experiencing the Digital Twin of industrial assets. The company sees potential in photorealistic, physics-based digital twins in the industrial metaverse, which can transform industries by providing a...
[see more](#)

Collaborative Technologies

Interactive Technologies

Extended Reality

Metaverse Technologies

Siemens

Industrial Metaverse Playbook

Digital Twin

Metaverse Use Cases

Metaverse Marketplaces

Immersive Technologies

Digital Exchange

Metaverse Strategy

Metaverse Infrastructure

Industrial Metaverse

Decentralized Economy

The-Emergent-Industrial-Metaverse.pdf

PDF EXTERNAL YES

The industrial metaverse, as discussed in a report by MIT Technology Review Insights, is a digital interface that mirrors and simulates real-world systems, potentially revolutionizing how we work, live, and interact. It leverages technologies like digital twins, AI, machine learning, extended reality, blockchain, and cloud and edge computing. The metaverse is divided into industrial, enterprise, and consumer sectors, each with unique applications. The industrial metaverse could transform industries by enabling real-time modeling, prototyping, and testing, thereby increasing

The-Emergent-Industrial-Metaverse.pdf

PDF EXTERNAL YES

Digital twins offer practical benefits in terms of cost and time efficiency, enabling a 10% increase in commercial efficiency, a 60% reduction in time to deploy new AI, and a 15% reduction in capital and operating expenses.

Partnerships will be crucial for bringing the industrial metaverse to life. This will require substantial cross-industry collaborations on standards and infrastructure. Organizations may partner with suppliers, competitors, or customers to assemble the complex technology stacks underpinning metaverse participation. Metaverse players, ranging from established companies to startups and from governments to individual enthusiasts, will bring new ideas and voices into the industrial metaverse.

Interoperability and openness of digital solutions are essential for building and participating in the industrial metaverse. Ziegler warns that companies that try to lock others out will only lock themselves in.

The interconnection of the real and digital worlds through the metaverse will significantly alter the consumer, employee, industrial, and human landscapes.

The industrial metaverse will merge the digital and real worlds, facilitating a constant exchange of information, data, and decisions. This could empower industries to solve complex real-world problems digitally, transforming how organizations operate and unlocking societal benefits.

Digital twins, digital replicas of physical systems, could support smarter and faster decision-making in real life, allowing the optimization of processes to reduce costs and result in substantial reductions in wasted energy and physical resources.

Siemens, a multinational conglomerate company, views partnerships as a crucial component in building a robust metaverse ecosystem. The company's representative, Hauptvogel, emphasizes the need for collaboration and openness in every digitalization strategy.

The digital twin, a virtual model that simulates real-world objects in detail, is a core building block of the metaverse. The next generation of digital twins will be photorealistic, physics-based, AI-enabled, and linked in metaverse ecosystems.

Metaverse technologies are rapidly gaining mainstream acceptance. Companies can start leveraging these advances today by assembling the necessary talent, technologies, and strategies to participate in the industrial metaverse.

A wide array of application areas for the industrial metaverse are emerging, relevant for a variety of industries, including manufacturing, transportation, utilities, and urban development.

The global digital twin market, a key building block of the metaverse, was estimated at \$6.5 billion in 2021 and is projected to reach \$125.7 billion by 2030 according to Allied Market Research. Gartner offers a similar projection, expecting the market to grow to \$183 billion by 2031.

The industrial metaverse is expected to reshape the economy and transform the day-to-day experience of people worldwide, impacting how we experience the physical environment, work, and our activities' impact on the planet.

The industrial metaverse can support sustainability by assisting the transition towards less use of environmentally harmful and nonrecyclable materials, reducing physical waste in construction and

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SIEMENS

Where we are now: GenAI as CMS

BRIEFING

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REVIEW CONTENT

Generated Article

Expert Feedback

Inference Writer has determined that the quality of this article could be improved if the following additional insights could be provided. Please consult your experts and add the answers, then feed the results into Insight Miner again.

Download

What specific examples of Siemens' digital twin solutions can be highlighted?

Copy

What are some of the specific industries that Siemens' industrial metaverse solutions have been applied to?

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How has Siemens' Xcelerator digital business platform been received by customers, developers, and service providers?

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What are some specific ways that Siemens' industrial metaverse solutions have contributed to sustainability?

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How does Siemens ensure the security and privacy of data within the industrial metaverse?

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What are some of the specific partnerships that Siemens has formed in the development of the industrial metaverse?

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How does Siemens plan to further develop its industrial metaverse solutions in the future?

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Use cases: what question are you trying to solve?

Business

1. Are we focusing on the right topics? Are there tangential topics that we should be considering?
2. What do our customers really care about?
3. How do we avoid getting locked into topics and year-long content cycles, and listen to our audience and stay agile.

Event Production

1. How can we speed up content processing & creation?
2. Can we create new offerings that enrich the existing service?
3. How do we enhance event production package: content planning, execution, etc

Corporate Communications

1. How do we position ourselves as thought leaders in emerging topics?
2. What have we already said and how do we build on it?
3. How can we develop Q&As for exec briefings and media briefings?

What we've learned (so far)

Generative AI needs context.

Human decision-makers must be in the mix. We can't expect magic from nothing – we have to take an active role in building it ourselves

Generative AI is making us rethink the content creation process.

AI isn't taking away our jobs, it's making us better at our jobs by helping us make smarter decisions faster and create better content faster.



Best Practices

1. Encourage open discussion and collaboration
2. Create best practices and keep iterating based on community feedback and use cases
3. Pick the right tool for the job
4. Foster a culture of exploration and curiosity

Thank You.

Connie Hwong

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