**Read below and write at least one paragraph comment**

**Technological Trends**

 Siemens is mainly known for its Corporate Technology. Siemens has many technological trends going for them. For example, Automation and Drives, Industrial Solutions and Services, and Power Transmission and Distribution to name a few (Hitt, Ireland, & Hoskisson, 2017). In 1999, the Simodrive Posmo A was developed. This was a positioning drive that was presented by Siemens in the year of 1999. This drive made it possible to set up electronic shafts. The Simodrive A allows individual motors to communicate with each other. For example, this allows various motor speeds to communicate with each other in the paper mill (Drive Technology). The Automation drive technology was a huge success. “In 1970, all the factories were connected together which they called a “bus system. In the 1990’s Siemens developed the concept of “Totally Integrated Automation” which combined all the phases into one automation system which is known as SIMATIC” (Automation Technology). Siemens Industrial services helped boost and strength competitiveness in many sectors. They developed a wide range of different divisions. For example, this helped their water system it was the forefront when it comes to the environmentally friendly solutions. Their different software programs increase the production flexibility, reducing cost, managing quality, and improving energy efficiency. The type of software they have is LIMS, R&D, and MES to name a few. Yes, technology is always a positive to a company. Technology is already growing as such a fast rate.

**Demographic Trends**

Siemens offers many demographics to all ages of life. Siemens has many demographics to consider. For example, they have many cities to look after. Siemens wants to offer any help with infrastructure and smart solutions for their city to be more environ-mentally friendly which will offer better quality of life to the residents. They also offer affordable healthcare. “Today, there are 550 million aged people that are 65 or older. The people that are over the age of 65 account for 40 percent of all healthcare costs. Siemens try their best to make the diagnoses early to smart senior projects which provides a healthier and longer living. Siemens is also very energy efficiency for natural resources. The world’s population uses nature’s resources 50 percent faster than nature can regenerate – already now we would need 1.5 Earths. Lastly, is the globalization and industrial productivity. They mainly do trade by air and sea cargo. Siemens intelligent technologies make industry customers more competitive. Innovative technologies help them to be more efficient, more flexible, and to reduce their energy footprint (Siemens Megatrends). Yes, it is great that Siemens can help all kinds of demographics and especially all ages of life.

**Economic Trends**

Siemens has had many economic trends happen to them. For example, during the low oil prices really hurt Siemens in a big way. “that profit fell 25 percent in its first quarter as sales to the energy industry slumped, a sign of falling fuel prices’ having repercussions beyond the main oil-producing countries. Profit fell to 1.1 billion euros, or about $1.23 billion in the last three months of 2014. In the division that provides equipment and services to the oil, electricity and gas industries, profit fell 39 percent to €325 million as customers cut back on investment in new production capacity. The company had to cut many jobs because of this happening to them. Many higher up people in the company had to leave including the head of power and gas divisions” (Ewing, 2015). This created a very bad image for the company and negative impact on them as well.

**Political Trends**

Siemens biggest political set-back was the scandal that occurred in bribery. Many workers at Siemens arranged a torrent of payments that eventually got around the world. Mr. Siekaczek, “says that from 2002 to 2006 he oversaw an annual bribery budget of about $40 million to $50 million at Siemens. Company managers and sales staff used the slush fund to cozy up to corrupt government officials worldwide. These payments were very important to keep the competitiveness of Siemens overseas by selling telecommunication equipment. They just wanted to keep the business going” (Miller & Schubert, 2008). This scandal put a very negative impact on the company.

**Social Cultural Trends**

Siemens is a well diverse company. They are very concerned and lends a helping hand in many different cities and communities. They try to be energy efficient and use natural resources as much as possible. They also have to help and communicate with many people around the world. By doing this stuff that Siemens does this helps them stay ahead of their competitiors and helps keeps their customers focused on them. This a great atmosphere for the company and customers (Hitt, Ireland, & Hoskisson, 2017).

**Global Trends**

Siemens has many global trends. For example, they started the top+ program and also the Fit4more program. The top+ program was to increase the economic value added of the different operating groups and also the overall firm. The Fit4more which is now known as the Fit42010 program was also a great success as well. This program focused on the profit and growth of the company. It focused on the performance and portfolio, Operational Excellence, People Excellence, and Corporate Responsibility (Hitt, Ireland, & Hoskisson, 2017). Overall, Siemens in my opinion is a great company and has many benefits and also some set-backs as well.

**Read below and write at least one paragraph comment**

**Strengths:**

Culture of collaboration and teamwork - their management and culture emphasizes the importance of collaboration between employees and managers across business units and markets, as well as geographical borders, with the belief that the best results don’t come from one employee working alone, but working with peers and employees.

They have a powerful and widely known brand, with over 400,000 employees in over 190 countries, and joint ventures with many internationally reknowned companies.

Their Top+ program focuses on innovation, customer focus, and global competitiveness for the issues of management programs.

Matrix organizational structure in which operating groups are largely autonomous, but are still influenced by central top management and central organizational functions.

**Weaknesses:**

Tarnished past reputation to overcome, including a long history of bribery and corrupt business practices. Bribery was not criminal in Germany until 1999, and was in fact accepted as a normal business activity at Siemens. As a result of an investigation in 2005, Siemens paid a total of about $1.6 billion, about $800 million each to US and Germany, the largest bribery fine ever paid at the time. Further back in history, before and during World War II, the company owned a plant in Auschwitz concentration camp, and supplied parts to other Nazi death camps as well.

**Opportunities:**

Pushing to be a leader in the growing new market of Digitalization, in the areas of manufacturing technology, intelligent infrastructure, sustainable energy, digital services, and cybersecurity.

**Threats:**

Vulnerable to political instability and terrorist attacks due to Siemen's large and wide global presence.

Vulnerable to changes in regulations and compliance measures in the healthcare, energy, and cloud computing industries.