



3rd Annual Market Transformation Conference

July 29-30, 2014

Crowne Plaza Hotel, St. Paul, MN

“One Day my
Grand Kids will
.....Love ESPC!”

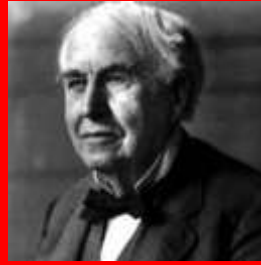
Bob Dixon
Vice President, Industry Affairs
Building Performance & Sustainability
Siemens Infrastructure & Cities
Building Technologies Division



Alan Kay



Thomas Edison



Michelangelo



Lilliana Heiring



Rocky Martin
Olsen III



Isabella Koza



1

1

15X

1

15.3

45X

1900

900
Mio

36.8

??X

1

1950

4.5
Bio

44.4

206,550,000,000

2014

7.1
Bio

14,281,650,000,000

7,452,000,000,000

2050



Megatrends

SIEMENS



Climate Change



Population Growth



Aging Population



Urbanization



Globalization



Digital Transformation



A MYTH



ENERGY COSTS



ENVIRONMENTAL REGULATIONS



SILVER BULLET



BIG DATA SOLVES EVERYTHING



INVESTMENT DILEMMA



Energy Efficiency Improvements in Buildings.... *Which Approach?*

SIEMENS

Approaches to Energy Efficiency

Strategic

Tactical

Operational

Do Nothing

Funding and Payback Criteria

Capital Project
Paybacks > 5 Years

Paid from Operational and
Maintenance Budgets
Paybacks 1 to 3 Years

No cost, Low cost

Examples

Technology Replacement

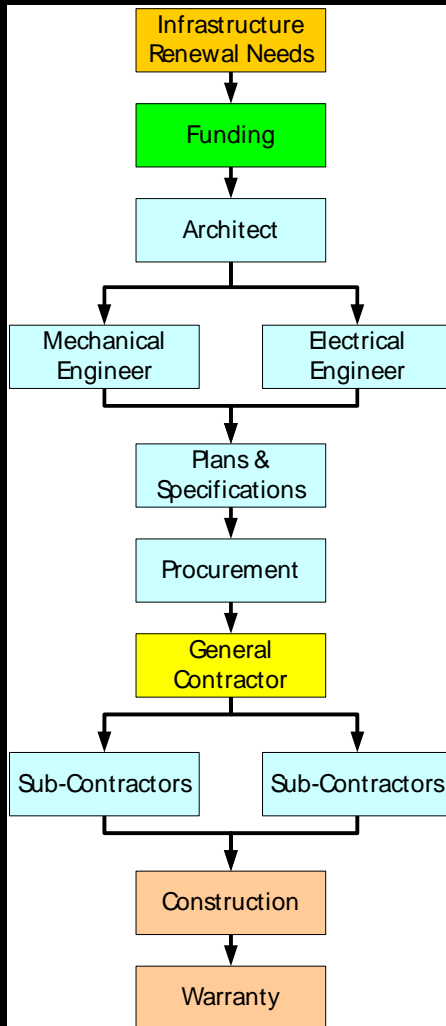
Repairs, systems
enhancements, upgrades

Adjust time schedules,
change temperatures

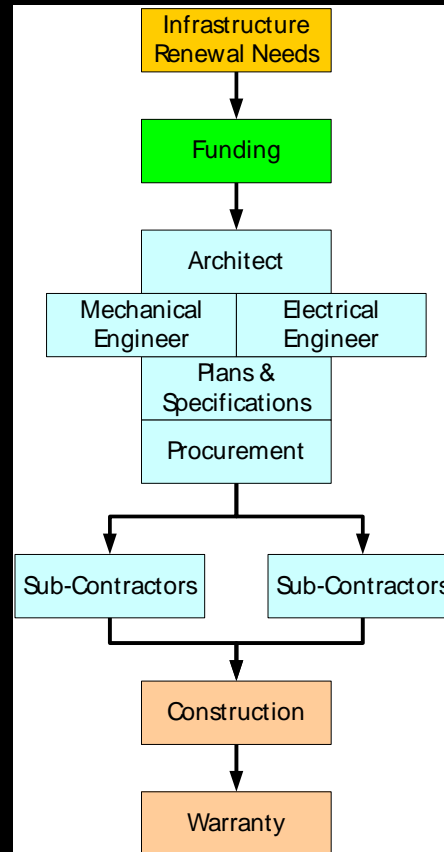


Infrastructure Procurement & Delivery Models

Traditional

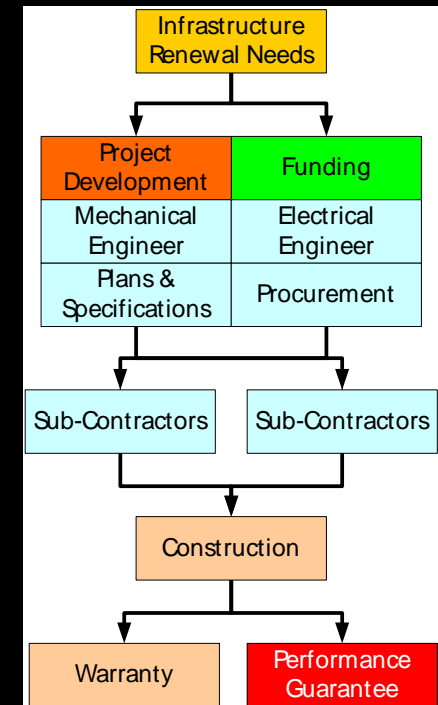


Design & Build



Time & Cost

ESPC



Time, Cost, Funding, & Performance



A couple things learned along the way....





Climate change, global warming, and the economies





The Evolution of the ESPC Model

SIEMENS

A partnership with our customers where we help them achieve their business goals by custom designing and implementing energy efficiency improvements with guaranteed financial and performance results

A partnership with our customers where we help them achieve their business goals by custom designing and implementing **major building technology, energy efficiency, infrastructure, and operational** improvements with guaranteed financial and performance results

A partnership with our customers where we help them achieve their business goals and **have a positive effect on the environment** by custom designing and implementing major building technology, energy efficiency, infrastructure, and operational improvements with guaranteed financial and performance results

The future ???



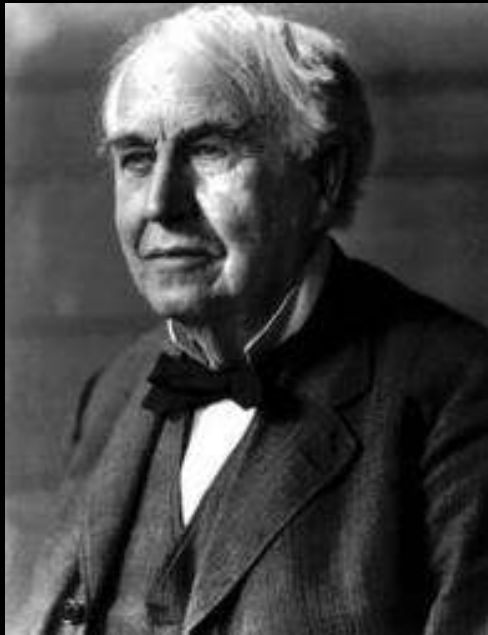
Alan Kay

The best way to predict
the future is to invent it.



Michelangelo

The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it



Opportunity is missed by most people as it is dressed in overalls and looks like work

Thomas Edison

