

# FOCUS WORKSHOP – SITE VISIT MANAGEMENT COCKPIT WAR ROOM

JUNE 29, 2011 IN BRUSSELS, BELGIUM  
KINDLY HOSTED BY SIEMENS BELUX



## The Background

**Siemens Belux** started a project to improve the effectiveness of management processes within Siemens Belux. A new Policy & Strategy process has been introduced, which is serving as the foundation for the steering and control process.



The Management Cockpit room, the physical representation of the new steering system at

Siemens Belux (a “**Corporate War Room**”), has brought more strategic focus in the management dialog and the quarterly controlling meetings and has increased efficiency (e.g. by significantly reducing the time needed for a quarterly “controlling meeting” with a business unit). Please have a look at the interview with Guy Bourdon.

## Objective of the Meeting:

- Information about the Management Cockpit War Room and about its implementation and use at Siemens Belux
- Exchange of experiences between the participants

**Workshop Moderator:** Juergen Daum, Chief Solution Architect, SAP

## Organizational Questions

SAP Executive Value Network Group  
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## Content-related Questions

SAP Executive Value Network Group  
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## Date

The meeting starts on June 29, 2011 at 10:00 am and will end at 04:00 pm.

## Meeting Location

**Siemens**  
Sq. Marie Curie, 30  
Siemens Business Park  
1070 Brussels, Belgium

The meeting will take place in the building 63 (main entrance) in the Forum.

The location is best suited to come from the airport – directly on the ring.

## Hotel

For those who would like to arrive the evening before, we recommend:

## Hotel Manors Premier

Chaussée de Charleroi, 100-106  
1060 Brussels, Belgium  
T +322 537 96 82  
F +322 539 36 55  
[www.manorshotel.com](http://www.manorshotel.com)

Please make your reservation directly with the hotel and ask for special Siemens rates.

