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The future of energy is in our hands

The UK is at a turning point in energy management. Until recently, it was only industrial and commercial organisations, driven by economics and legislation, which had to address the issue of energy consumption. Energy Utilities have also been subject to external pressures that have influenced their approach to the market. The consuming public, meanwhile, with the exception of the very 'environmentally aware', has more or less used what it wanted, when it wanted. Yet, it is now clear that we cannot continue in this way. We as consumers of energy will also be challenged to change our behaviour and manage what we consume: whilst in parallel, the industry has to focus hard on improving efficiency, managing demand and increasing sustainability of supply. Siemens experts will share their vision and help address the difficulties posed by these demands at the [Future of Utilities](#) conference on 22-24 March 2011.

At present the UK is on a low carbon journey and government is acutely aware of the pressing need to accelerate the pace of this change. Yet, despite some very significant investments in clean energy we still lag behind other developed nations. The UK is starting from a lower base, both in terms of energy infrastructure, as well as public consciousness. Radical change to our thinking as energy suppliers and utilities, as businesses and as consumers is required. This new age means that the end game has also changed. Another key issue that the UK needs to address is how best to fill the supply gap. Is it Renewables, and if so, how will we mitigate or absorb the extra costs associated with this?

On Day Two of the Future of Utilities event, Martin Pollock, director of Metering Services at Siemens Energy, will challenge delegates to think about these issues, and decide what

is really important as we move forward. In Pollock's view: "The utilities market is entering a period of transformation. This will play a critical role in changing the way energy is perceived and will provide opportunities for Utilities to supply new services and diversify revenue streams. The future of Utilities will be defined by evolving relationships with consumers and government policies that can be driven forward with their support. Smart meters, for example are one way of empowering the consumer, giving greater control over energy data with the potential to revolutionise the way energy is consumed."

In recognising that practical change is also required, Siemens' second hosted session on Day Three will explore some of the actions that can be taken to develop a more sustainable future. What do Utilities want and need to do to address future markets? How can we all as suppliers and users of energy be encouraged to think more broadly and collaborate on areas, such as building management, e-mobility, renewable energy and smart grids?

Alexander Schoenfeldt, Siemens IT Solutions and Services' Sales and Solutions Director for the Energy Sector, will encourage discussion around areas such as smart metering and smart grids and how these can facilitate the power networks of the future. Innovation and business intelligence are key to this when applied to the right processes and offer the potential for transformation of energy management practices. At the same time, regulatory bodies will need to provide clear legal frameworks and standards to allow the market to quickly adopt and provide the smart grid of the future.

Schoenfeldt comments, "The utility sector is searching for intelligent and innovative solutions to improve efficiency, security and manage the demand for energy from a society that is increasingly dependent on electricity. IT will be the key enabler for the automation of complex machine-to-machine communication, or application-to-application data exchange. Businesses need rapid access to information in order for operations to run as smoothly and quickly as possible. New relationships will be developed with consumers, based on new information platforms and technologies, which can help optimise business processes and improved customer orientation."

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Notes to editors:

To meet with a Siemens representative at the Future of Utilities event, please visit Siemens Stand D on 22-24th March.

About Siemens in the UK

Siemens was established in the United Kingdom 168 years ago and now employs around 16,000 people in the UK. Last year's revenues were £4.1 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

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Siemens IT Solutions and Services is a European based premium player providing state-of-the-art IT solutions and delivering outsourcing services with global reach. Within the IT service chain, the portfolio of Siemens IT Solutions and Services ranges from consulting, software deployment and system integration to the comprehensive management of IT infrastructures. Through profound industry know-how and beneficial innovations, the business technologists at Siemens IT Solutions and Services enable customers to transform their business processes on an ongoing basis. With a workforce of more than 32,000 employees Siemens IT Solutions and Services had revenues of some 4.2 billion euro in fiscal 2010, which ended on September 30. Over 75 percent of this revenue came from outside of Siemens. Further information at: www.siemens.co.uk/it-solutions.

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