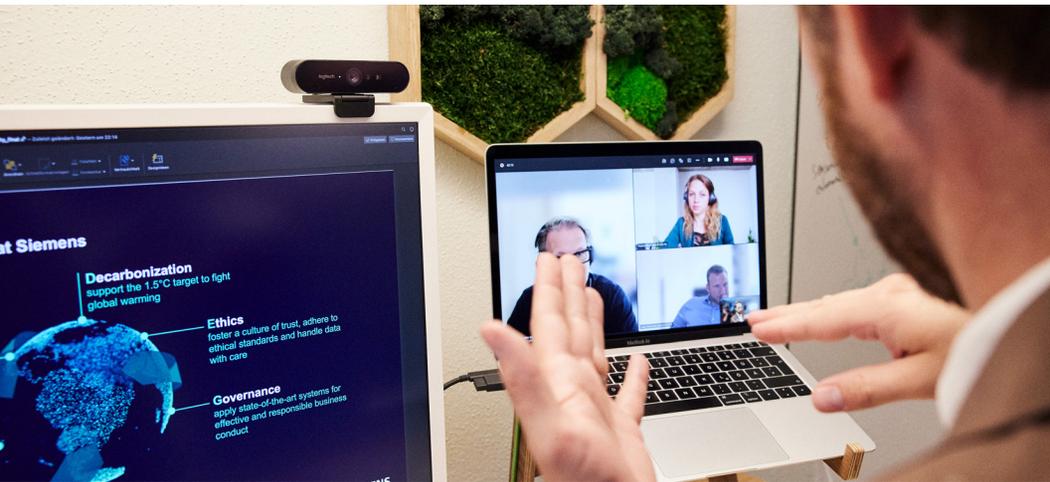




CUSTOMER STORY

# SIEMENS REIMAGINES CITIES OF THE FUTURE WITH LOGITECH VIDEO COLLABORATION



“I’m proud to be part of a company like Siemens that is committed to diversity and sustainability. Logitech is focusing on the same values. This is why they are our preferred partner for communication.”

— **Rainer Karcher**  
Global Director IT Sustainability, Siemens

## SIEMENS

With more than 500 cities worldwide declaring a climate emergency, Siemens saw the need for an adaptable sustainability solution that could help both developed and emerging cities meet sustainability targets. Working throughout the pandemic, the globally distributed team created the City Performance Tool in response.

INDUSTRY **Sustainability**

LOCATION **Munich, Germany**

WEBSITE **siemens.com**

SOLUTIONS **Rally Plus, BRIO, Scribe, Logitech Tap, Zone Wireless**

SOFTWARE **Microsoft Teams**

**100+**

employees collaborate at any time from home and office



Largest energy research project in Europe



# SIEMENS

“I am working with around 100 people I have never seen in person, and this feels like we have worked together for a long time.”

— **Klaus Heidinger**  
Sustainable City Solutions, Siemens Advanta

“Why should we take a flight for three hours to participate in a meeting which takes one hour?”

— **Klaus Heidinger**  
Sustainable City Solutions, Siemens Advanta

## OVERVIEW

The Siemens team used Logitech Room and Workspace solutions to collaborate across continents as they developed the City Performance Tool. Now up and running, the tool guides cities in achieving environmental targets and indicates how infrastructure-related decisions will affect job creation and infrastructure sector growth.

### CHALLENGE

Creating comprehensive and intricate solutions like the City Performance Tool requires close collaboration. With the team spread across four countries, Siemens needed a way to share complex ideas, design a first-of-its-kind product, and connect with city officials — all within the parameters of hybrid and remote work.

### SOLUTIONS

- Rally Plus: A premier modular video conferencing system for large rooms that uses AI to adapt to meeting dynamics.
- BRIO: an ultra HD business webcam certified for Zoom, Google Meet, Microsoft Teams, and more.
- Scribe: an AI-powered whiteboard camera for Microsoft Teams Rooms, Zoom Rooms, and other leading video conferencing services.
- Logitech Tap: Video conferencing room solution that delivers one-touch join, calendar integration, instant content sharing, and always-on readiness.
- Zone Wireless: Bluetooth headsets featuring noise-cancelling microphones, clear audio, and 14-hours of battery life.

### RESULTS

Logitech’s fully-integrated video conferencing tools helped Siemens collaborate virtually on a global scale, and the City Performance Tool now helps cities like Vienna, Seoul, Mexico City, and more find sustainable paths forward.

- Rally Plus fostered a meaningful hybrid work environment by bringing clear video and audio into conference rooms.
- BRIO webcams ensured everyone could be seen and heard clearly during meetings.
- Scribe helped the team workshop complex ideas in a hybrid environment by delivering a clear feed of the whiteboard to video calls.
- Logitech Tap made it easy to join the right meeting at the right time without technical difficulties or confusion.
- Zone Wireless headsets equipped the team to speak and be heard clearly from anywhere.

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