

# **2016 Siemens: Global Challenges, Strategic Direction, Marketing Tactics, and Technological Capabilities in the Global Medical Device Sector**

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## **Abstracts**

The strategic assessment of Siemens, one of the world's leading diagnostic imaging companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The new report from VPGMarketResearch presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global diagnostic imaging market.

Contains 111 pages and 5 tables

## Contents

### **SECTION I: EXECUTIVE SUMMARY**

A 3-15 page synopsis of key sections.

### **SECTION II: BUSINESS ORGANIZATION**

History of the company's diagnostic imaging business evolution, which is important to understanding the corporate culture, management mentality and strategies.

Recent acquisitions, divestitures and major organizational changes.

Current organizational structure.

### **SECTION III: SENIOR MANAGEMENT**

Names, titles and background of key executives.

### **SECTION IV: FACILITIES AND EMPLOYEES**

Administrative, manufacturing and R&D facilities in the U.S. and abroad.

Manufacturing practices.

New plants under construction.

The U.S. and international work force size and distribution.

### **SECTION V: TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

### **SECTION VI: PRODUCT PORTFOLIO**

Placements and installed base of major systems in the U.S. and abroad, by modality.

Review of major product lines.

Applications, advantages and weaknesses of leading products.

### **SECTION VII: MARKETING TACTICS**

Promotional tactics.

Distribution approaches.

Product service and support.  
Customer relations.

## **SECTION VIII: FINANCIAL ANALYSIS**

Estimated sales and operating profit by division, geographic region and product line.  
Five-year sales and operating profit performance.

## **SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS**

Estimated R&D budget.  
Research facilities and staff.  
New technologies, systems and applications in development.

## **SECTION X: COLLABORATIVE ARRANGEMENTS**

Joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.  
Terms of collaborative agreements and specific products involved.

## **SECTION XI: STRATEGIC DIRECTION**

Specific business, new product development and marketing strategies.  
Anticipated acquisitions, joint ventures and divestitures.

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