

PHILIPS

sense **and** simplicity



Brilliance is knowing
Philips CT

Global Engineering

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Agenda

- High level overview of Philips & Philips healthcare
- CT in a nutshell and system challenges in CT (not included in this slide deck)
- Overview of the system approach in CT (not included in this slide deck)
- Globalization challenges and trends

PHILIPS

Philips

Simply focused on health and well-being



We can help improve the quality of people's lives through the timely introduction of meaningful innovations.

1 million

Customers purchase our products every day

A leader in healthcare for over 100 years

80,000+

Technology patents

€26.3

Billion in sales

Depth and reach of Philips Healthcare

What we do. Where we are.



* Approximate

€7.6

Billion in sales
in 2008

30,000+

People employed
worldwide in 100 countries

11%

of system sales
invested in R&D

450+

Products and services
offered in over 100 countries

Key products and service of Philips Healthcare

Providing comprehensive support



Healthcare's current reality

The issues

We're getting older and sicker

Demand for care is growing

We don't take good care of ourselves

We expect better choices

The rate of change is accelerating

The consequences

By 2050, 50% of the developed world is projected to be chronically ill.

There are simply not enough nurses and doctors to cope with our growing (and aging) population. Rising healthcare costs are unsustainable.

Obesity, heart disease and cancer are global health issues that are worsened by the way we live.

We have higher expectations about care and will demand more choices in healthcare.

Innovation introduces both complexity and promise.



Driving the standard

Simply focused on clarity



Philips is committed to staying one step ahead of the curve - providing you with the most advanced image acquisition technology and processing software to support the growth and evolution of our your organization.

#1

In interventional and diagnostic CV imaging

#1

In ultrasound for 15 years in a row

#1

In X-ray

#1

In overall manufacturer satisfaction

PHILIPS

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Philips CT

CT BU & Haifa CT

Can not share CT technology &
methodologies slides....

Challenges in Global Engineering – Example 1

- Remote:
 - Travel budget / video conf & telecom equipment
 - Time difference (8 AM East cost / 3 PM Israel / 5.5 PM India / 8 PM China)
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- Updates: Update employees in the corridors / cafeteria / walk to office
 - Consulting: Looking for information / point of view / feedback
 - Decision making: Meeting first with locals (rest are not in work yet), etc...

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- Communication and synchronization issues
- Local agenda
- Mistrust

Challenges in Global Engineering – Example 2

- Language:
 - Accent
 - Wording / expression
 - Communication skills

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- Meetings: Not sure what was said, what are the concerns, decisions, next steps, etc...

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- Communication and synchronization issues
- Mistrust
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Challenges in Global Engineering – Example 3

- Cultural differences:
 - Well documented
 - Yes, Done, Now
 - Listening & constructive confrontation

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- Quality: Need to test every deliverable
- Documentation: Need to do the work for them
- Schedule & content: Need to micro manage

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- Accountability
- Counter productive team work
- Mistrust

My ten commandments as a global leader

1. Go global only for a good reason (overhead)
2. Define clear responsibilities, accountability, and interfaces (encapsulate)
3. Set clear expectations from teams and people (measure them regularly)
4. Give higher priority to the remote teams (update the remote first,...)
5. Documentation, planning, tracking
6. Listen carefully and understand the nuances
7. Over communicate, phone calls, emails, meet F2F as much as you can
8. Do not jump to conclusion (you will need to talk to all to understand the full picture) and until then do not take side
9. Be transparent (share your thoughts, directions, concerns, decision reasoning, etc...)
10. Leverage the strength of the other cultures (do not force your culture on others)

Global trends in System Engineering

- Globalization of engineering and manufacturing will continue to grow:
 - Low cost manufacturing
 - Low cost engineering
 - Affinity to markets / customers
 - The need to demonstrate local volume of activity
- Interfaces, encapsulation, standards, will become more important
- Harmonized methodologies, processes & tools will be critical
- Simplicity will rule (complexity will not scale globally)
- The global system engineers will need to strengthen the following skills:
 - Multinational communication skills & the ability to network globally
 - Cultural awareness
 - Process orientation and documentation skills (but strongly balanced with common sense)

The need for system engineers will grow!



