

# From Digital Twins to Industrial Metaverse: Real Impact and Future Potential

Samuli Metsälä

3.5.2026

# Agenda

## Topic

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Who we are: Siemens today

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The value of simulation and digital twins

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Real value delivered to Finnish customers

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From Digital Twins to the Industrial Metaverse

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Q&A

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Our purpose has guided us  
for more than 175 years:

We create technology  
to transform the everyday,  
for everyone.



# Businesses and Services of Siemens AG

## Industrial Business

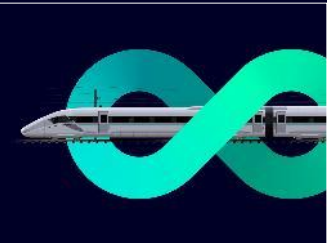
Digital Industries



Smart Infrastructure



Mobility



Siemens Healthineers<sup>1</sup>



Siemens Advanta



## Services

Siemens Financial Services



Siemens Real Estate



Global Business Services



Foundational Technologies



<sup>1</sup> Publicly listed subsidiary of Siemens; Siemens' share in Siemens Healthineers is 67%

Trusted by Industry. Powered by Siemens.

EVERY  
**3rd**

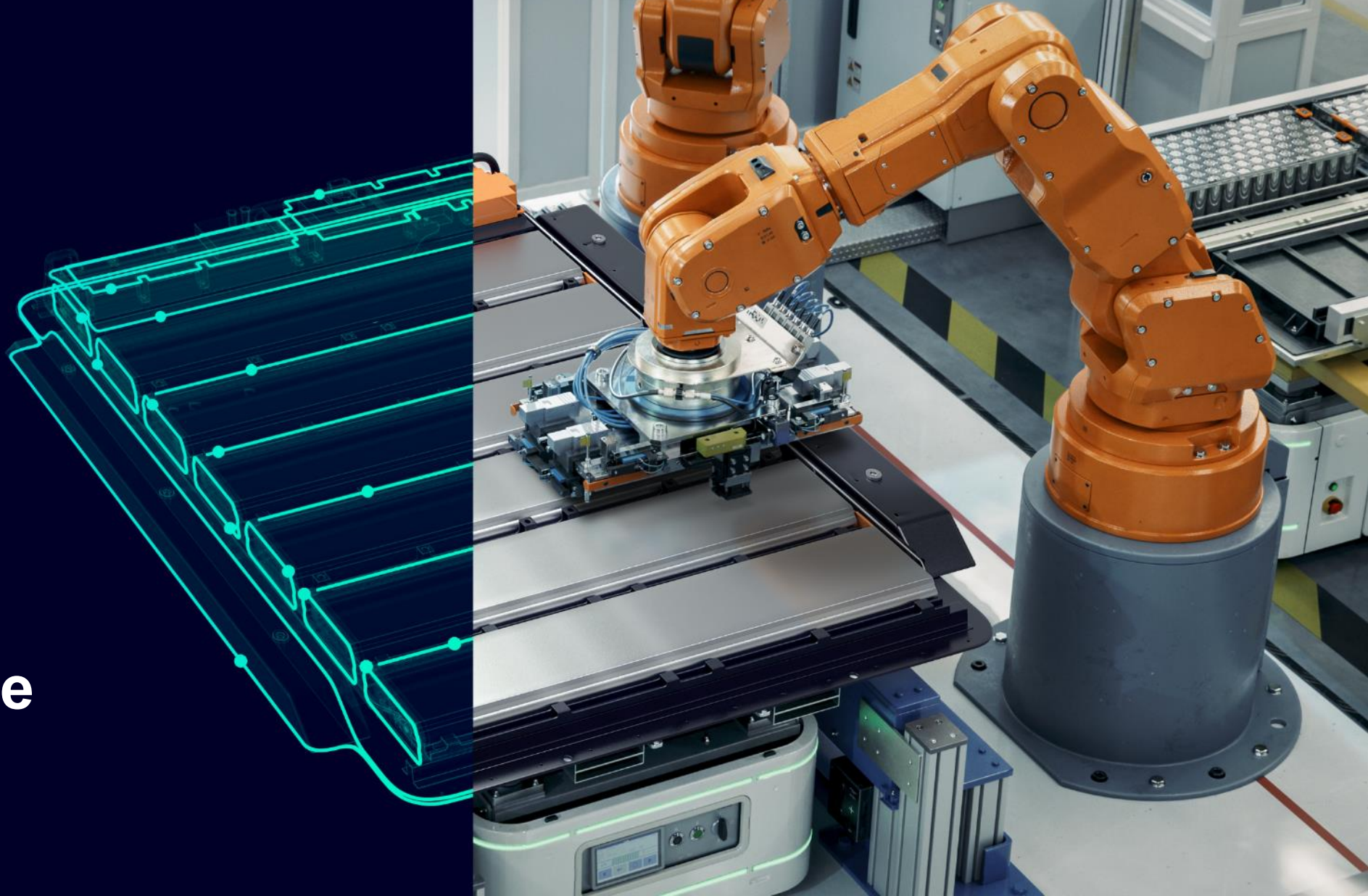
machine worldwide  
runs on a Siemens controller

**#1**

in automation and industrial  
software

**92%**

of **Fortune 500**  
industrial companies  
use our software

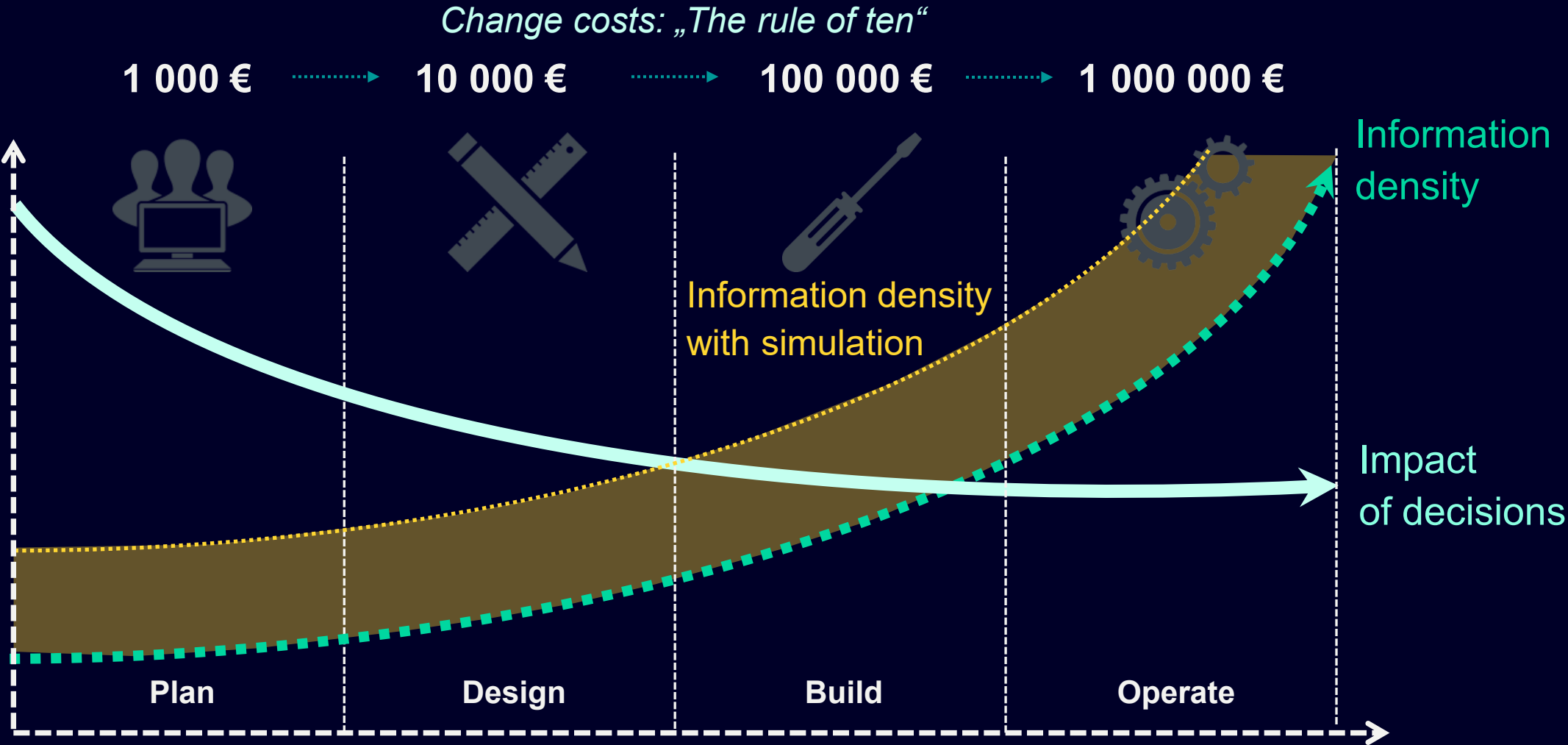


We fulfill our purpose  
through our strategy:

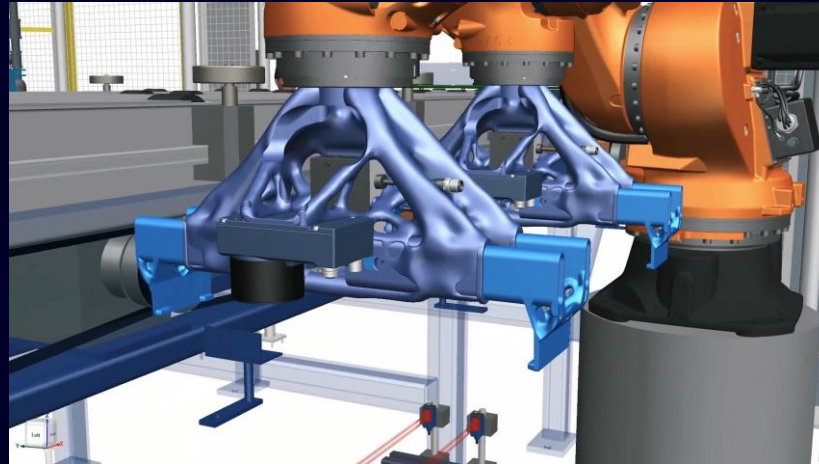
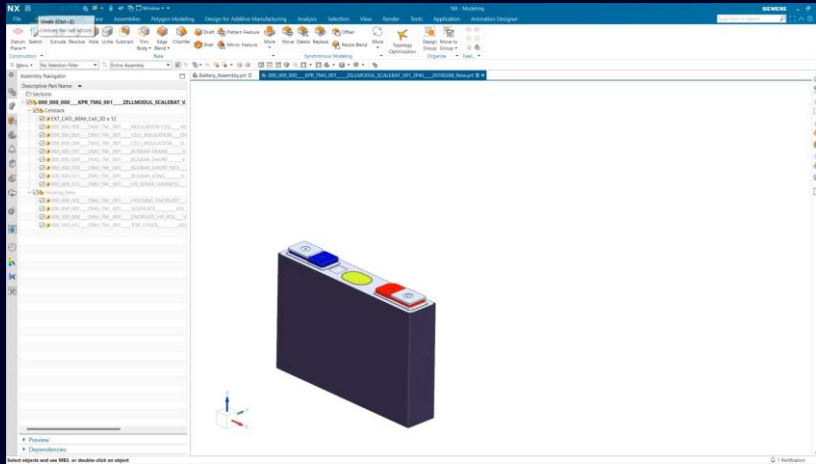
**We combine  
the real and the  
digital worlds**

# Machine & System Lifecycle

## The Planning Paradox



# Continuous optimization with the Digital Twin throughout the entire lifecycle



## Digital Twin for Products

The Digital Twin for Products assists in designing, simulating, and verifying a physical product and its manufacturing process from the development's early stages.

## Digital Twin for Production

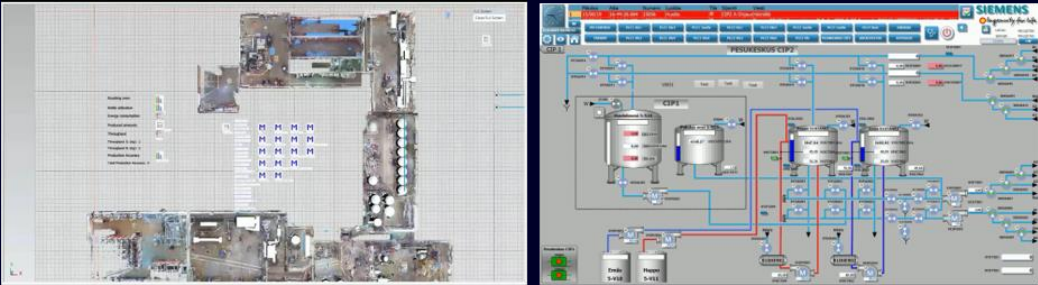
The Digital Twin for Production enables planning, simulation, and optimization of production processes, machines, and entire factories throughout their lifecycle.

## Digital Twin of Performance

During the operational phase, the physical asset and Digital Twin coexist, enabling continuous performance data analysis and optimization.

# Proven Value of Simulation & Digital Twin Success Stories from Finland

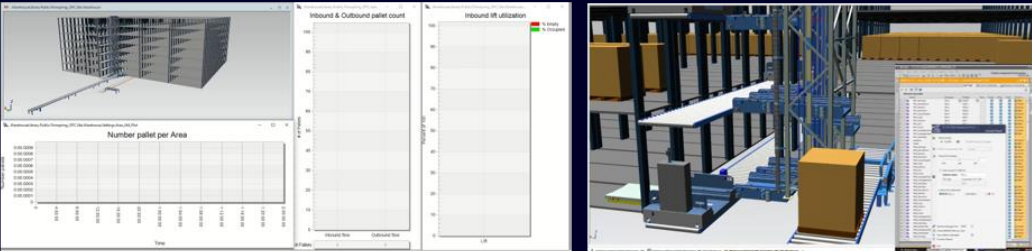
Nestlé – Virtual commissioning and digital twin of a food processing plant



Bottlenecks identified → Validated investment decisions  
23% decrease in median kettle heating time  
35 000 € cost reduction in water and chemical utilization per year

[LINK](#)

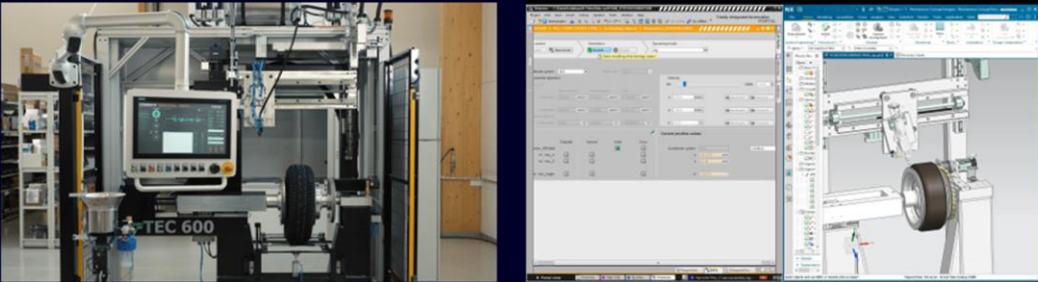
Finn Spring, KOVASAT – Simulation and optimization of a high-bay warehouse



Design validation  
Reduction in on-site commissioning time and costs  
Identified optimization potential

[LINK 1](#), [LINK 2](#)

A-Tekniikka – R&D of a tire studding machine



First time right, no physical prototypes  
Increased quality

[LINK](#)

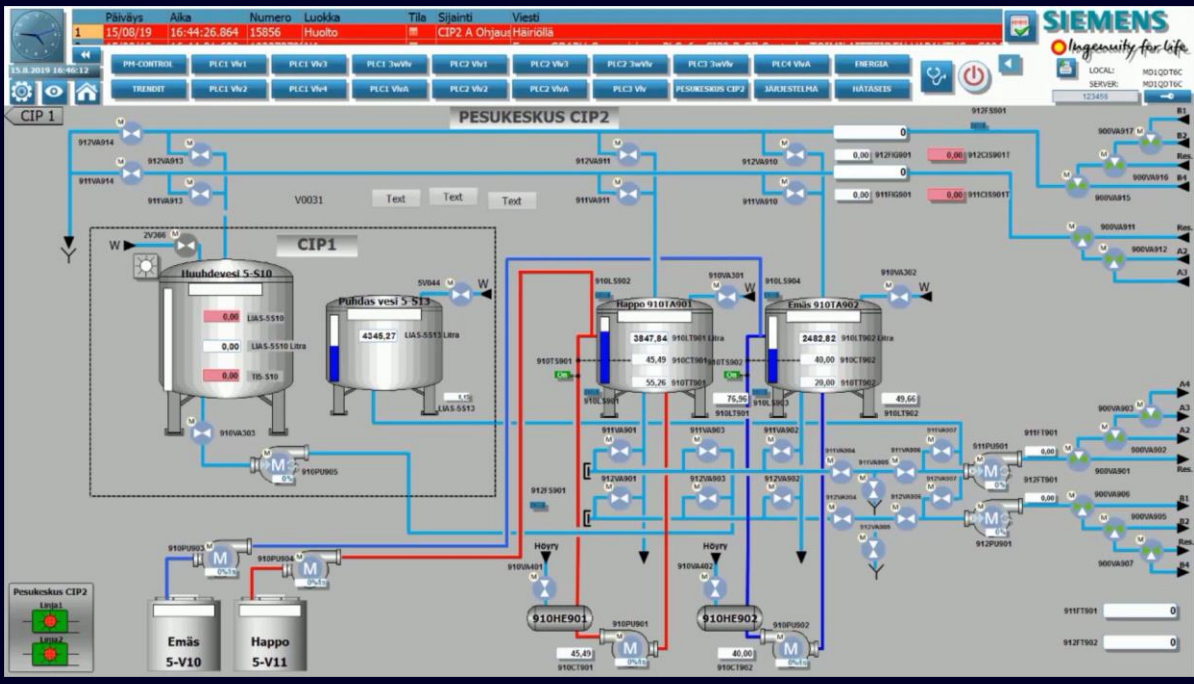
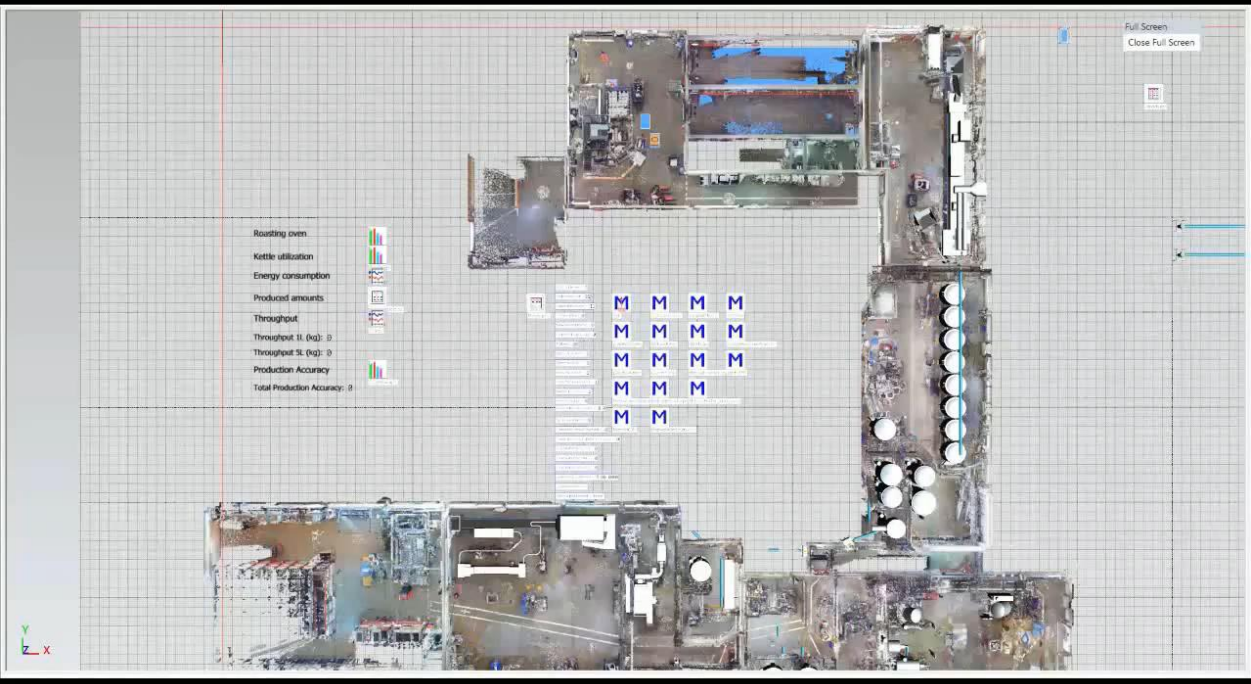
Raute – Virtual commissioning of a smart veneer patching line



Engineering and commissioning below the budget  
Risks identified before they occur

[LINK](#)

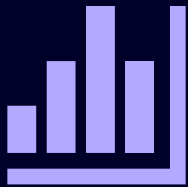
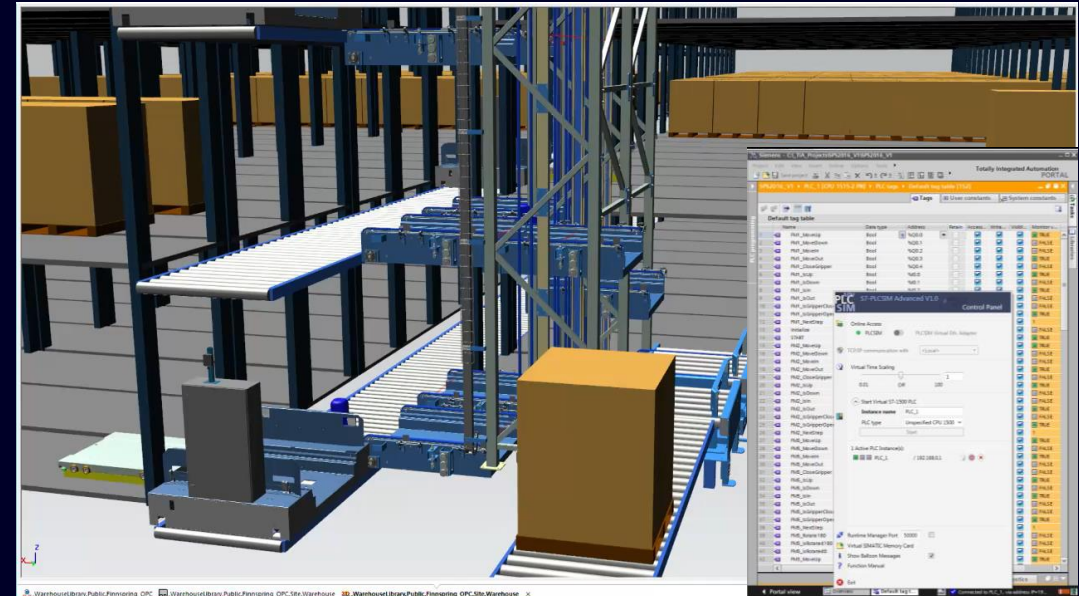
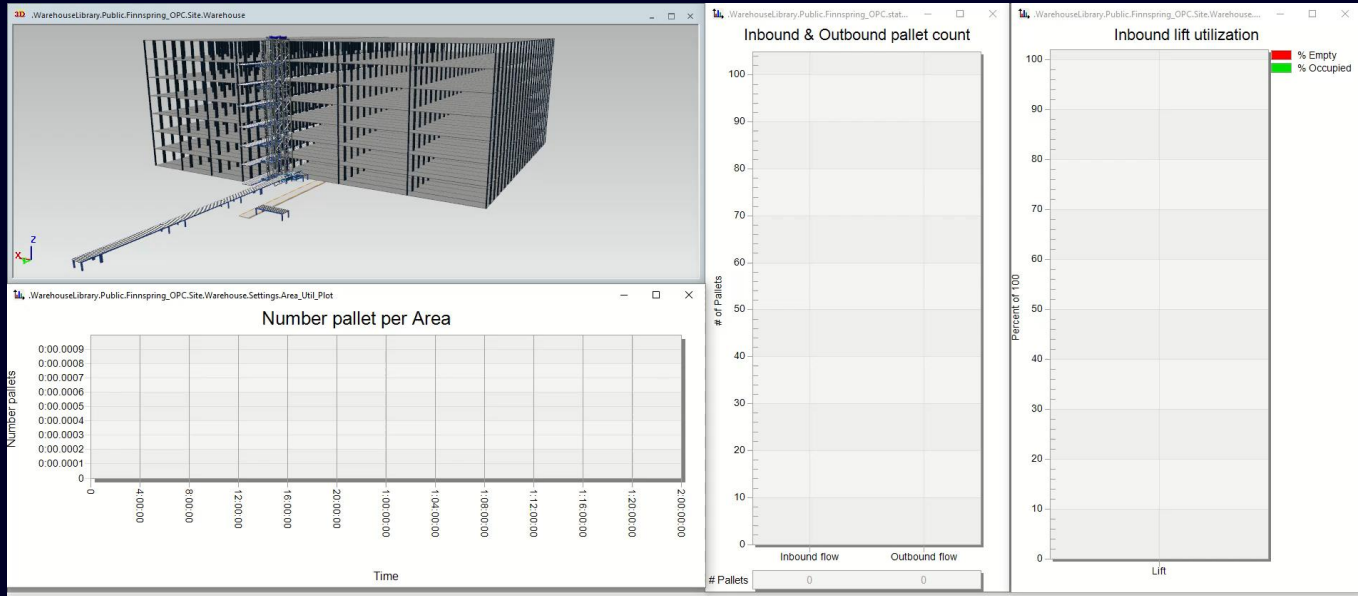
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# Finn Spring, KOVASAT – Simulation and optimization of a high-bay warehouse



Design validation  
Reduction in on-site commissioning time and costs  
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We want to bring the **industrial metaverse** to life, so that you can **solve real-world problems** in real time, in a collaborative environment and in an immersive way.

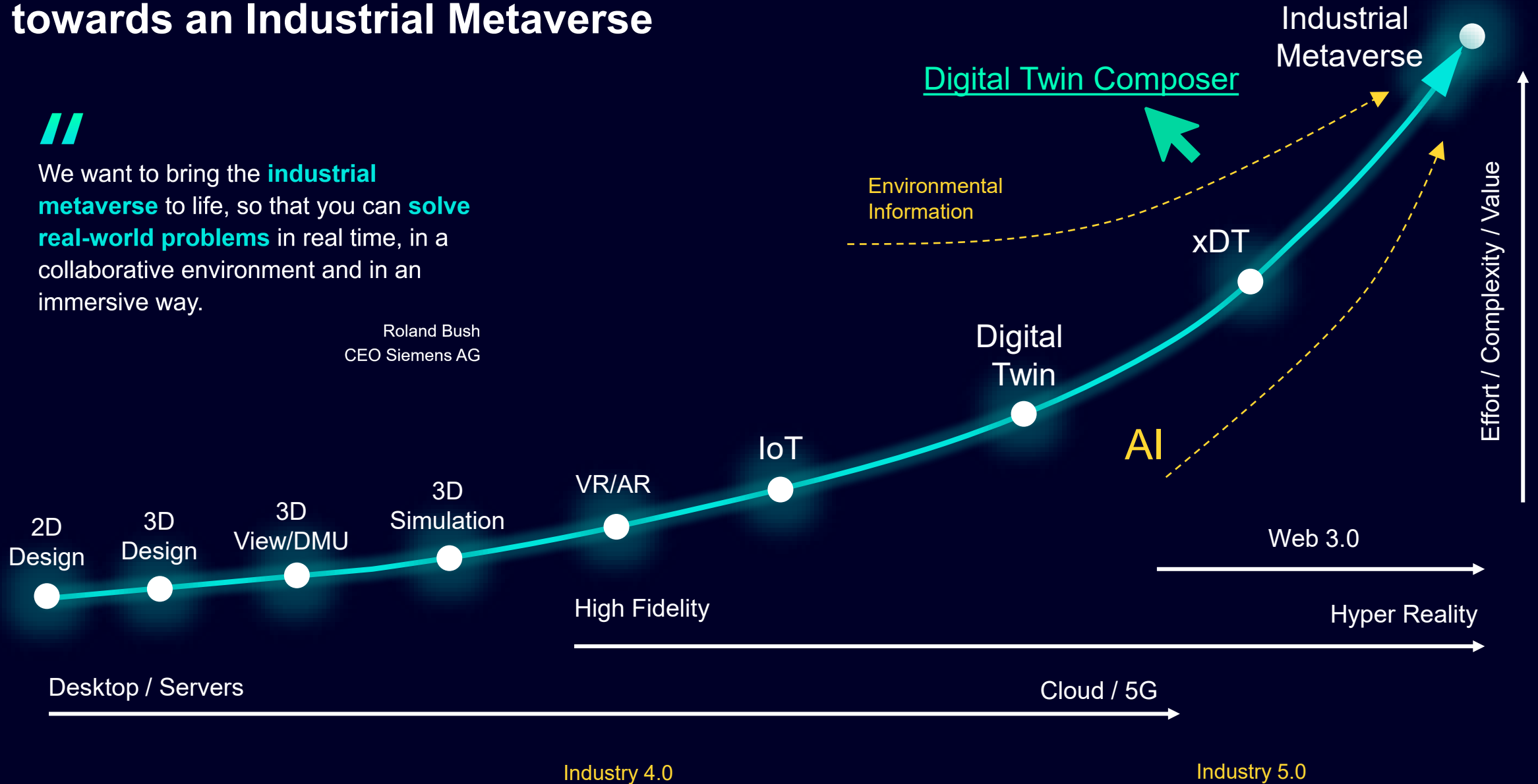
Roland Bush  
CEO Siemens AG

# Technology progression towards an Industrial Metaverse



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Roland Bush  
CEO Siemens AG



# Digital Twin Composer

a key building block to deliver the Industrial Metaverse at scale



[Announced at CES 2026 with PepsiCo – watch from the 31-minute mark of the keynote](#)



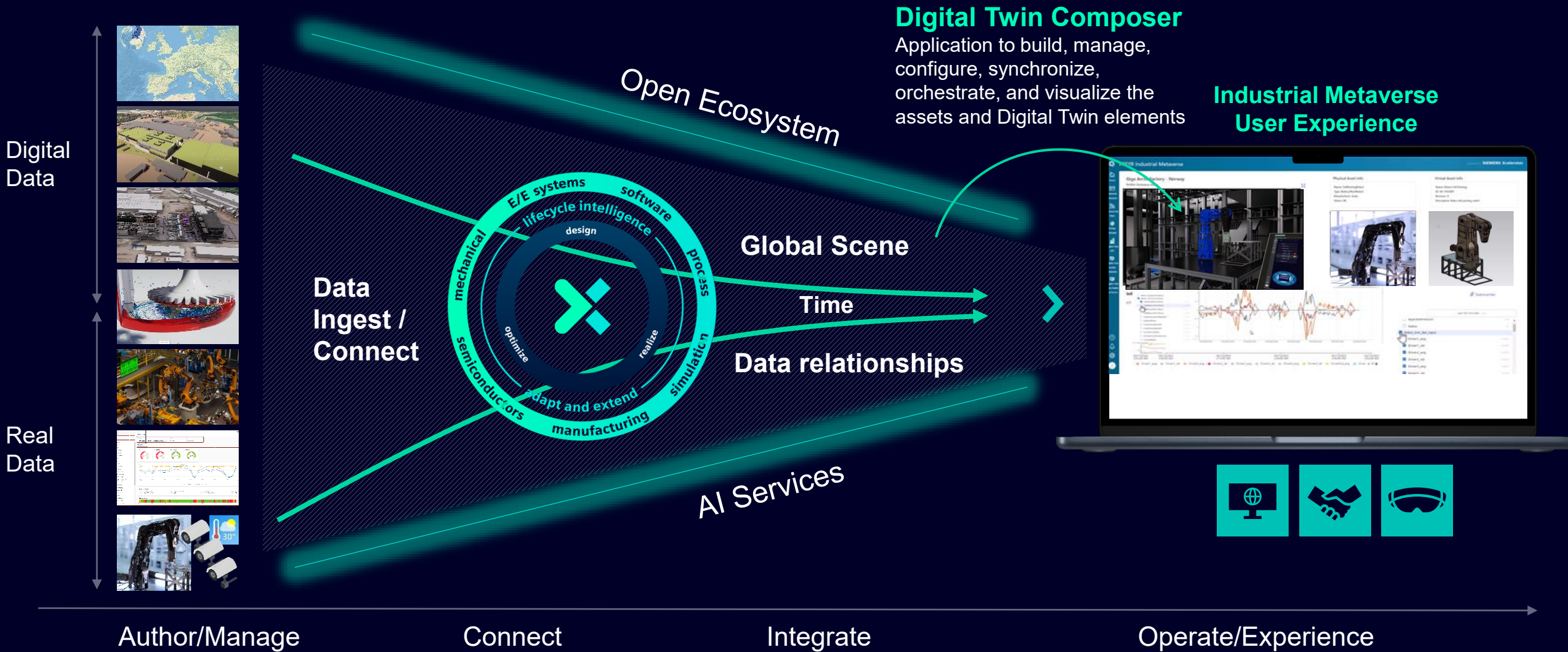
**20%  
increase in  
throughput**

**Up to 15%  
lower  
capital  
expenditure**

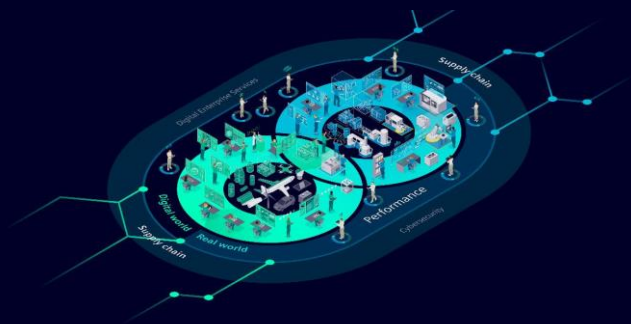
**90%  
potential  
issues  
uncovered**



# Composing the Industrial Metaverse from digital twin data



# Key take-aways



**Start from real needs and concrete use cases – not from technology hype.**



**Build digital twins that evolve through the lifecycle – not only one-off models.**



**Industrial Metaverse is the next evolution in solving real-world problems together.**

# | Contact

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