Alan Wood
Chief Executive
Siemens plc

On the strategy behind Siemens' growth in the UK in the last 20 years.

"Growth has been a mixture of organic growth – by which I mean businesses simply growing through their own efforts. Naturally you have to look very carefully at the markets where you're active because if you start off with a very small position in a particular market where there are very strong entrenched players, then it may simply not be possible to establish a satisfactory market position through organic growth alone.

So in those cases we've contemplated acquisitions and over the last 20 years have made a number of acquisitions."

Ian Moyes
Managing Director
Siemens Information and Communication Mobile

On Siemens' collaboration with Vodafone to reduce mobile phone theft.

"I think that's really something where again we can contribute with our technology. We're working again with all of the recognised bodies and the working party that's been set up by the DTI [Department of Trade and Industry] and a good example of what we can do is the work we've been doing with Vodafone.

Every phone has got a unique chassis number. We have developed an application with Vodafone whereby a register and a database is kept of all of the phones that are on the network. In the event of a phone being stolen, the consumer rings in and says 'my phone is gone', and then that phone is fully disabled by Vodafone, rendering it useless."

Günter Dombrowe
Group Managing Director
Siemens Medical Solutions

On the long-term benefits that the government's Private Finance Initiative (PFI) strategy brings to healthcare planning.

"One of the big drawbacks of traditional healthcare investment has been the lack of planning. You may have had a new hospital, say, in the 1980s, and 15 years later when the medical equipment is up for replacement or is long overdue for replacement rather, no one has a particularly good idea how to do it and where to fund it from.

PFI gives you the complete roadmap and also puts performance criteria in place to ensure that the initial good work that is done by building and opening the hospital is maintained through its life."

Rebecca Clarke
Graduate Liaison Manager
Siemens plc

On how the perceptions graduates have about Siemens change after they join the company.

"We conducted some research last year with a new group of graduates that joined us and I think the typical thought of a graduate who doesn't know much about Siemens and is looking from the outside is really that we're a German giant and the perceptions that go with that.

But the feedback we had last year is that their views have very much changed since joining and we're seen as a global, innovative organisation that is really customer focused. They're keen on the level of responsibility they get and the diversity of the business and we've had some very positive feedback."

Paul Stein
Managing Director
Roke Manor Research

On the balance of work currently being undertaken by Roke Manor Research.

"Right now if I were to tell you that we have over 250 contracts with over 100 different clients, I think you might get the impression – I hope – of the breadth of what we do.

Ninety-five per cent of what we do is work done for our clients and is confidential for our clients. When a client comes to us to develop a product, we won't talk about that with other people. Sometimes, invariably, it's up to our clients to decide when they want to publicise that technology.

Five per cent of what we do is when we spend some of our profits back in the business again – reinvesting in new technology in order to excite new clients into the business by showing them what we could do for them if they came to us to have their products developed."

Gordon Lovell-Read
Chief Information Officer
Siemens plc

On what he would like IT to be doing in five years' time to help Siemens' employees and customers.

"If I could wave a magic wand in five years' time I think the biggest think the IT department could do to be helping staff and customers is essentially just governance.

Everything should be so embedded in the culture, everything should be so integrated that our role should simply be to make sure it's running smoothly, securely and in the most cost-effective way."