

Siemens Fire Safety Solutions

Cerberus FIT – Fire safety
for small-to medium-sized buildings



Maximize your
business potential

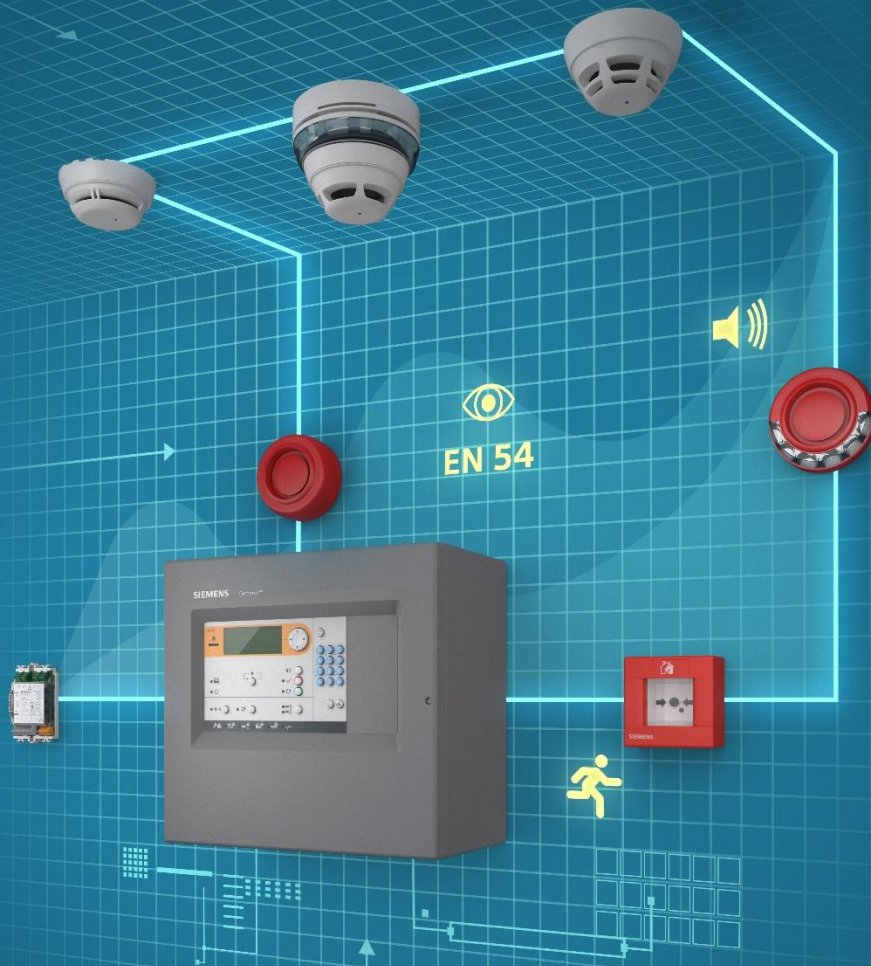


Provide high-quality
solutions



Collaborate for
maximum impact

Grow
your business
with Siemens



GROW YOUR BUSINESS

Maximize your business potential

- Growing market for **stand-alone** and **easy-to-use addressable** solutions
- Address customer needs for fire solutions in **small- to medium-sized** buildings
- Partner-up with Siemens, the **preferred manufacturer** brand for fire safety solutions in Europe for decades

Fire detection market

Potential for growth



From conventional to low-end addressable

- Growth opportunity for systems ranging from conventional to less-complex to stand-alone
- Fast growth for smaller buildings
- Non-networked panels c. €150 m in 2019

Building Type

M1: High-End Complex

Large infrastructure projects, premium hotels, large malls, medical campuses, universities, high-end buildings



M2: Mid-Complex

Standard hotels, Large schools, Shopping centers



M3: Less-complex

Retail stores, Supermarkets, Warehouses, Simple buildings



M4: Simple/Conventional

Shops, Restaurants, Cafeterias, Kindergartens, etc.



Typical system actualized at site

Addressable networked, PA & Voice Evac., DMS, Integration

Addressable networked, Voice Evac, Simple Graphics

Addressable Stand-alone System

Conventional Systems

Share of wallet

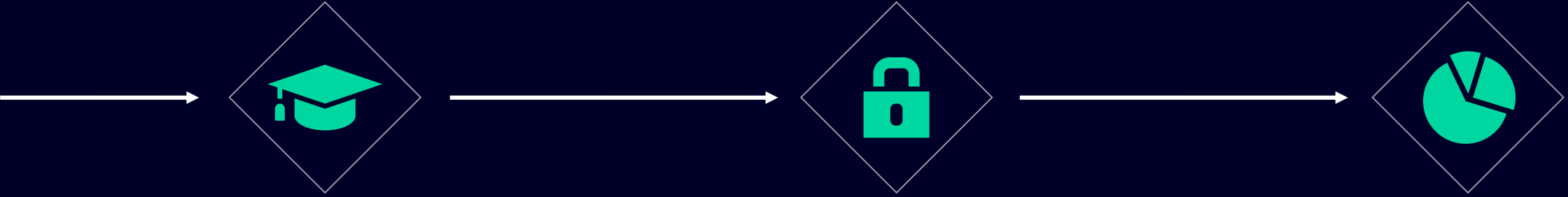
Value-added, service

Product Share

Unregulated/residential – Stand-alone fire detectors

Source: Omdia market report May 2020

Partner-up with Siemens and maximize your business potential



Expertise

80+ years of experience and proved excellence in fire detection with Cerberus

Trust

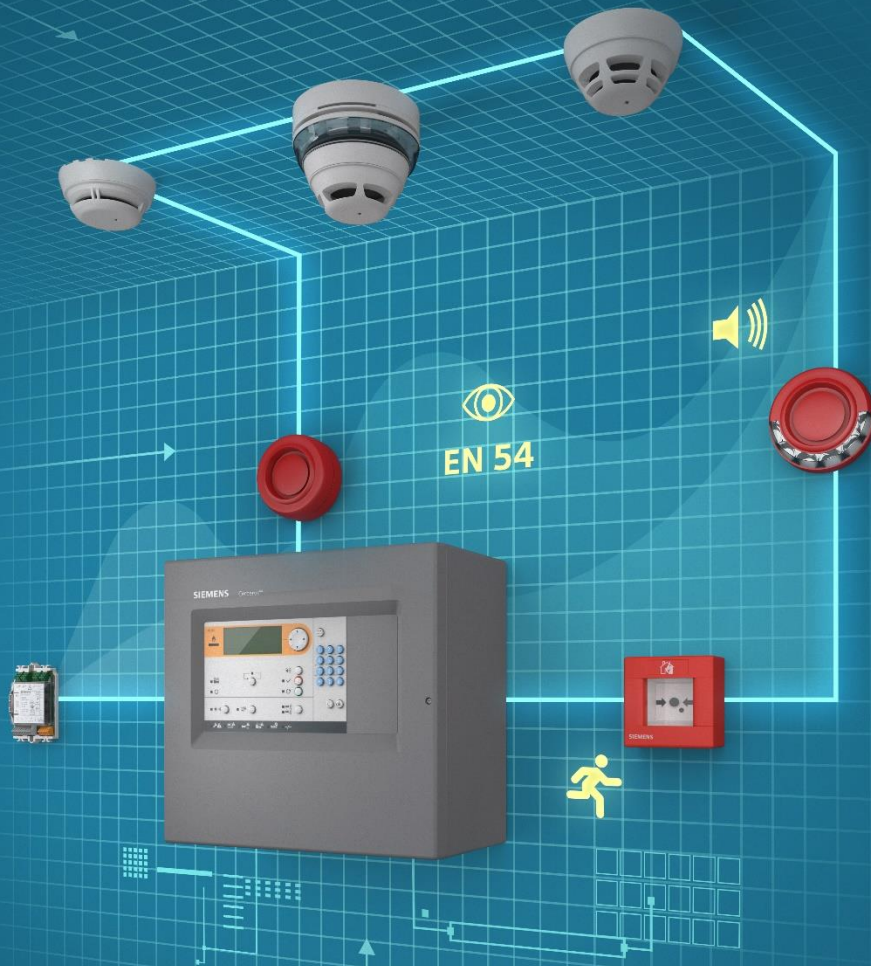
Preferred manufacturer brand in fire safety equipment in Europe

Guidehouse, 2020

Market Share

One of the largest fire detection suppliers with 10.6% global market share

Omdia, 2020



GROW YOUR BUSINESS

Provide high-quality and innovative solutions

- **Proven excellence** in fire safety and fire detection globally
- **Highly accurate and high-quality** products for maximized safety
- **Easy-to-use and innovative** solution to address the small- to mid-sized buildings

Cerberus FIT

A simple topology

Up to 252 devices

1 & 2 loop systems

Ready-to-go FIT devices



With your customers in mind

Compliance

- Earliest and most reliable detection
- Fast evacuation with clear instructions thanks to voice sounders
- Meets EU legal and regulatory standards

Ease of use

- Simple user-interface and easy operation even with basic fire system knowledge
- No extensive training needed
- Customized visibility of all essential information

Cost-efficiency

- Reduced complexity to enable customers to perform simple maintenance tasks
- Tool for configuration to save operational costs and time
- Just-in-time service with built-in reminders

Your benefits at a glance

Always hassle-free

- Simple steps for easy installation, commissioning and maintenance
 - License free tools such as embedded configuration tool, selection tool in HIT Portal, and desktop editor
 - Ongoing technical support and training openly available on Siemens online platforms to reduce your efforts
-

Everything from one single source

- Complete fire detection system with 1 and 2 loop panel options and ready-to-go devices
 - Wide range of peripheral devices to match all your customers' needs
 - Easy selection of products without cumbersome card selection
-

Confidence right from the start

- Early and most reliable detection thanks to outstanding quality of Cerberus C-Net
- Immune to deceptive phenomena with ASA technology
- Various engineering tools for testing the entire fire protection system
- Freely configurable system

Cerberus FIT

Meet the professionals on the field

Reseller

Remko

Reseller

Field services manager, Solar integrated solutions



Installer

Roeland

Project leader, E.T.B ronday bv



Technician

Dennis

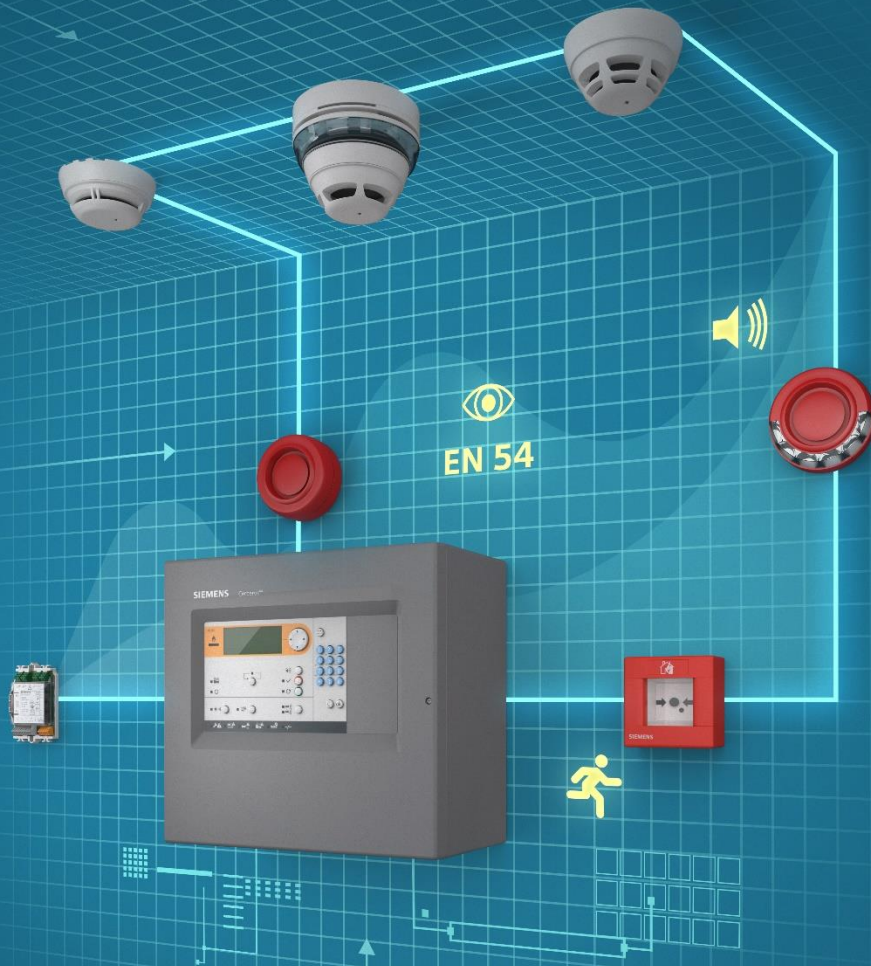
Technician, E.T.B ronday bv



“**Commissioning** was made easy by the system, which is **really simple to use**. This is also partly due to the fact that the software is included in the panel.”

“**Installing** the system was simple. Being able to rely on the support of our partner and the name of Siemens, **a token of quality**, gave us the confidence to make this project a success.”

“**Maintenance** checks are trouble-free. I **have never had any problems** since we installed the system two years ago. Not a single false alarm has been reported by the customer either.”



GROW YOUR BUSINESS

Collaborate for maximum impact

- Increase your customer reach by leveraging marketing and promotional efforts
- Benefit from Siemens **global marketing campaigns** and global presence
- Full **training and technical** support available online
- Profit from **Siemens network and community** to connect with new customers

Display ad/banner & SoMe posts

PR & Articles

Configuration tools

E-learning & live online training, how to videos

Pod-cast

Flyer

Cerberus FIT
Fire protection system for small to medium buildings
SMART CAN BE SIMPLE

Up to 252 devices | 1 and 2 loop systems | Ready to go fit devices

Sizing & selection tools

Webinar

Articles

Picture and videos

Point of sales

How 3 tools
Simplify operations and reduce remote control for all distribution networks

Sales & technical presentation

FAQ

SEA

Planning tools

Application guides

References

Blog posts

➤ **Co-marketing with our partners**



Siemens Marketing campaigns

Impact

Selling online

Everything at your fingertips

Online Product Data



All data available online to support web shops and open online marketplaces

Different formats available adapted to your needs

Marketing and Promotion



Broad selection of online promotional content to help you reach customers and support your activities

Online Training



E-learnings and videos for training and certifications available online

Open access and free platform for all customers

Online Support



SIOS platform for online customer support

FAQ and videos to answer most common questions

Cerberus FIT

E-learning

4 training videos with self-study material

1 Introduction

What is Cerberus FIT and what technology and uses does it offer?

2 Planning

How to plan a Cerberus FIT system?

3 Installation

How to mount the panel, cable the devices, etc.?

4 Commissioning and maintenance

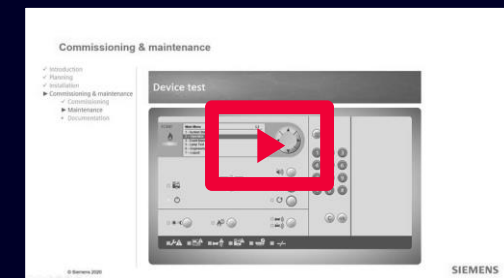
How to commission and test the system?

(estimated training time: Half day)



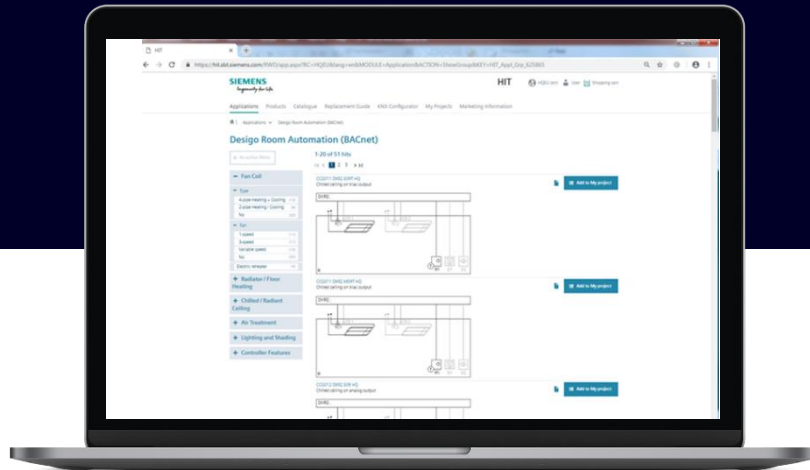
Cerberus FIT certificate

Pass the test and get a certificate after completion of training



Tools and support geared towards customer satisfaction

Selection tool

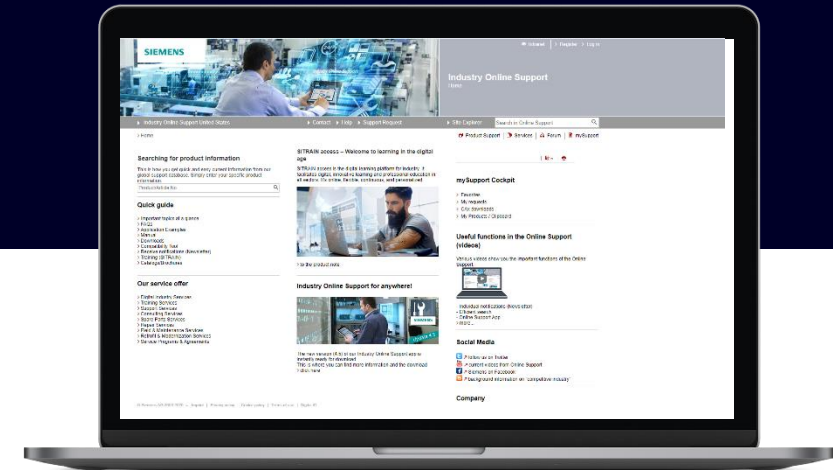


HIT Portal

makes your search for the right products or application easier and less time consuming.

[Link](#)

Customer support and training tool



SIOS Portal

provides online support through documentation and direct customer support services.

[Link](#)

Link TBD



Join the Partner Network

Connect.
Collaborate.
Succeed.

Partner Rewards

- Rebates and discounts based on yearly targets
 - Marketing and event support
 - Partner promotion (e.g., Partner Finder)
 - Flexible financing options
-

Partner Portal

- One-stop-shop for all sales and technical information, available 24/7
 - Exclusive access for partners
 - Early information about updates and new releases
-

Partner Network

- Siemens unique partner events and privileged access to content
- Strong and growing community of experts

| Contact

Published by Smart Infrastructure

Siemens Switzerland Ltd

Smart Infrastructure
Global Headquarters
Theilerstrasse 1a
6300 Zug
Switzerland

contact@siemens.com

For further information:

[siemens.com/smart-infrastructure](https://www.siemens.com/smart-infrastructure)