

# FROM THINGS TO THE INTERNET OF THINGS

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PRESIDENT, BOSCH OCEANIA

# BOSCH GROUP

## FOUR BUSINESS SECTORS

Mobility Solutions



Industrial Technology



Energy and Building Tech.



Consumer Goods



132 Years

making and selling “things”

\$122 Billion

in sales (AUD)

Rank 76

Global Fortune 500

400,500

employees (incl. 62,500 in R&D)

280

manufacturing sites

Private

92% owned by a charitable trust

# BOSCH OCEANIA

## DIVERSIFIED LOCAL COMPANIES



111 Years  
making and selling “things”

\$890 Million  
in sales (AUD)

Clayton HQ  
manufacturing site

1,400  
employees incl. 200+ engineers

Centre of Competence for  
Power Diodes, Vehicle Security and Trailer Safety

2 Countries, 10 operating divisions, 6 legal entities, 3 internal start-ups, 2 joint ventures, 1 direct investment

## THE FUTURE – FASTER DISRUPTION



“If the *rate of change*  
on the outside exceeds  
the *rate of change*  
on the inside,  
then the end is near.”

Jack Welch, Ex CEO GE

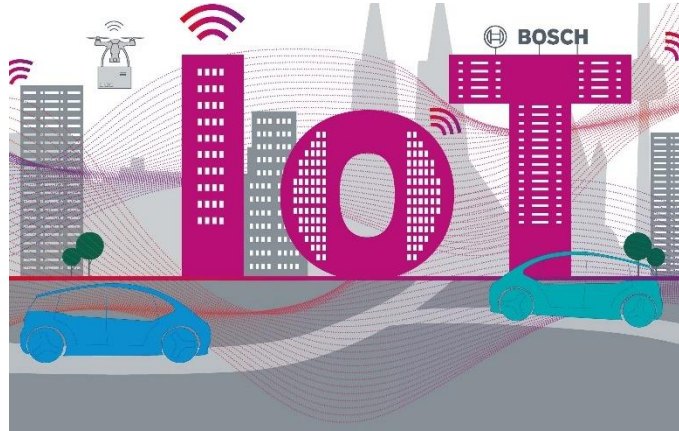
# BOSCH GROUP

## MAIN AREAS OF TRANSFORMATION



### Mobility

- ▶ Connected, automated, electrified, multimodal
- ▶ Cars as mobile sensor platforms
- ▶ Be a leading provider of mobility solutions



### Internet of things

- ▶ Connect products and domains to generate extra benefit for user
- ▶ Be a Leading provider of IoT solutions

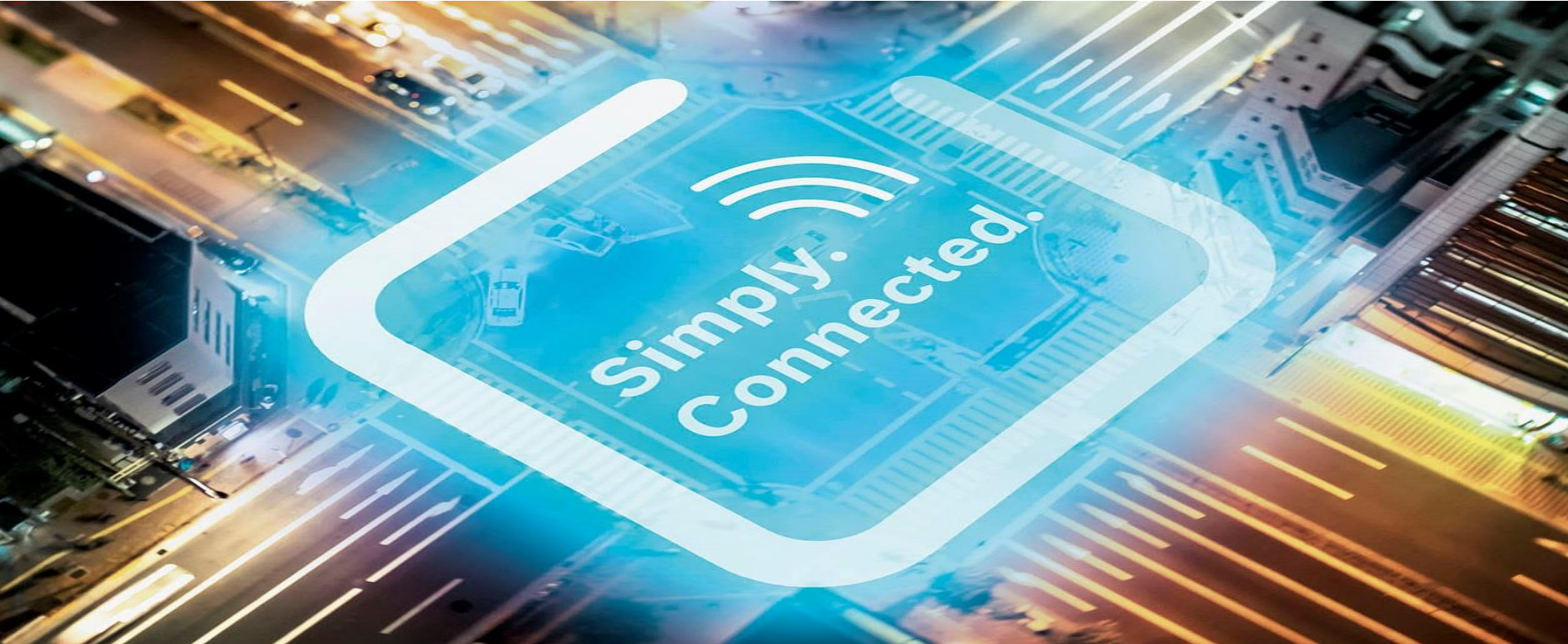


### Cultural change

- ▶ Benchmark Performance
- ▶ New forms of leadership and collaboration
- ▶ Create a culture of innovation

# IOT @ BOSCH

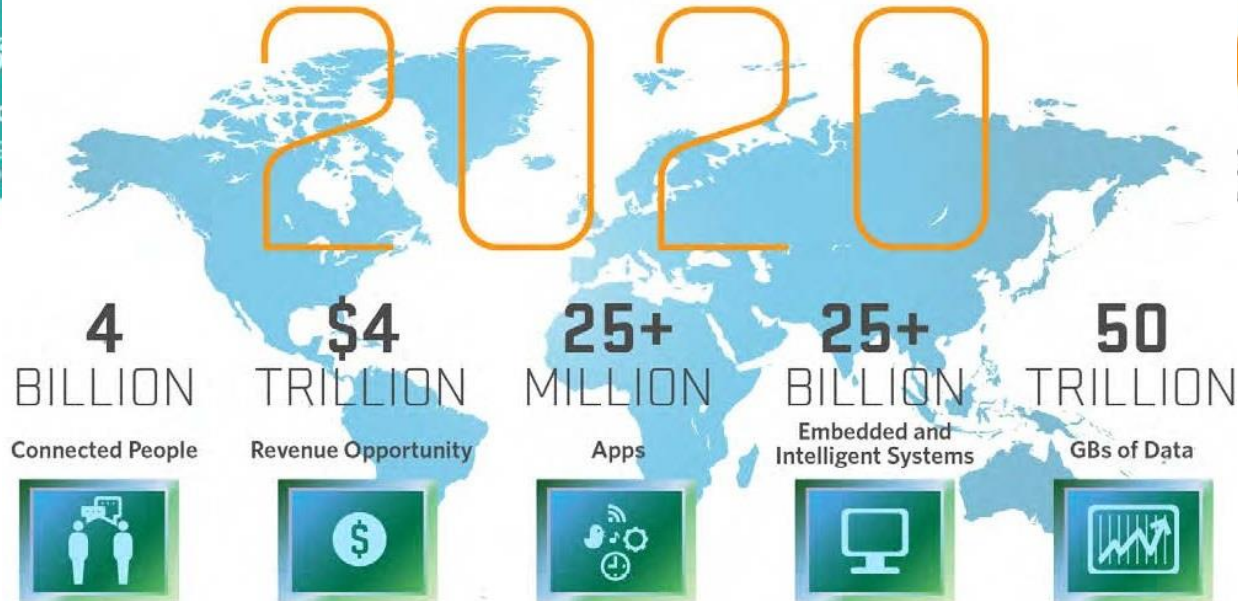
## VISION



# IOT

## BIG PREDICTIONS

### IoT Predictions 2020



SOURCE: Cisco Systems, Gartner and International Data Corp.



*“Our strategic target is for all our  
Electronic product categories to be  
IoT enabled by 2020”*

Bosch CEO Volkmar Denner,

December 2011



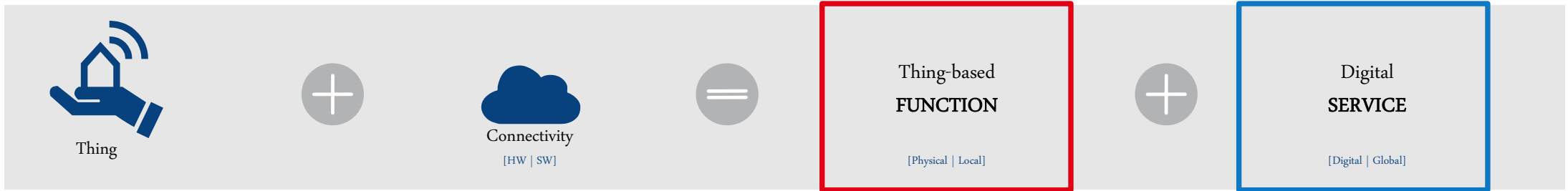
There will be a **million** devices  
that **connect to the Inter**  
**by**  
**Twenty** **teen**

There will be a Gazillion devices  
that could connect to the Interweb  
by  
Twenty Umpteen

*There are no role models for digital transformation. In order to prepare for a connected future, companies have to simultaneously reinvent themselves while staying true to their DNA and collective experience.*

# IOT @ BOSCH

## EMBRACING DIGITAL SERVICES

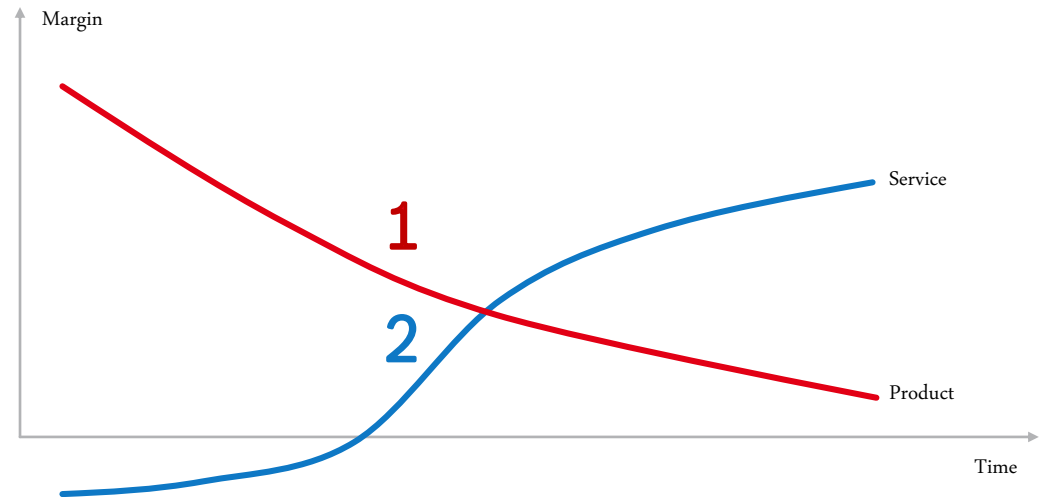


**1** Complement and strengthen traditional hardware product business

Higher margins and differentiation through product-related services

**2** Grow with potentially disruptive business models

Will everything become a service?



Prof. Elgar Fleisch, 2010

# THE BOSCH STRATEGY

## SERVICES, SOFTWARE, SOLUTIONS

Services



Software



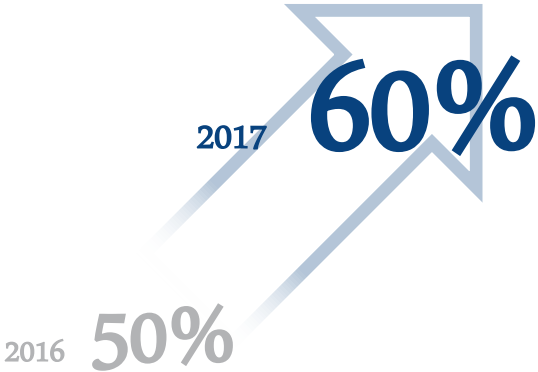
Sensors



# IOT ENABLEMENT @ BOSCH

## EMBRACING CONNECTIVITY

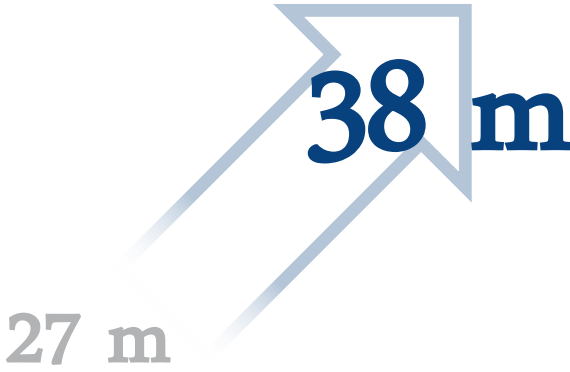
IP-enabled product classes at Bosch



IoT solutions powered by Bosch IoT Cloud



IP-enabled products sold



# WE CONNECT EVERYTHING

## BOSCH IOT SUITE IN PRACTICE



Device management for connected filters



Smart heating: intelligent networking of heating systems



IoT Gateway: easy connection to Industry 4.0 environments



'The Yield': micro climate sensing systems



TrackMyTools: a smart inventory management system



Indego Connect: intelligent device management



Connected asset intelligence system for rail freight



Firmware and software updates over the air

# HOW IS BOSCH DOING THIS?





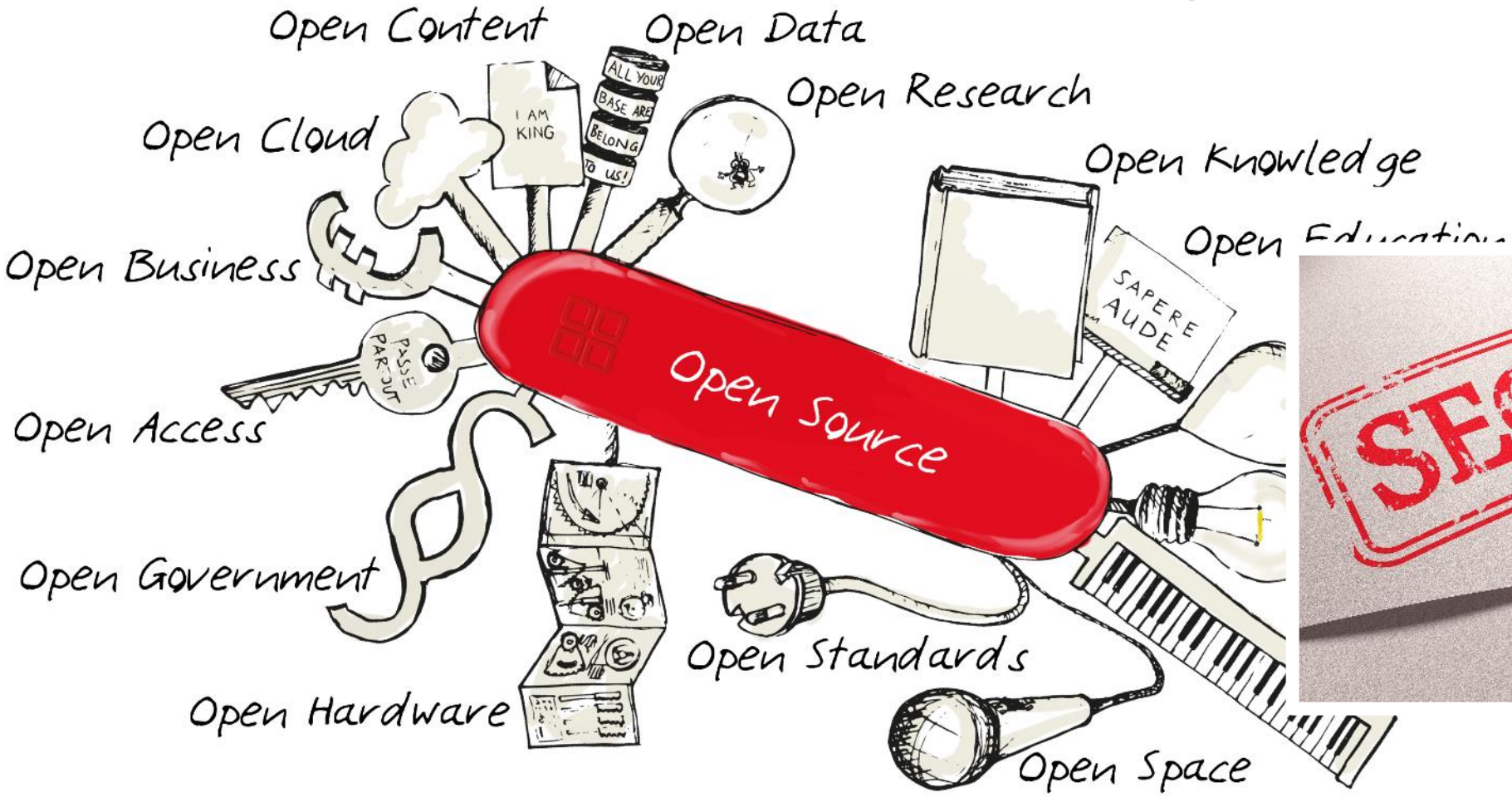
## We need to pursue new business models

First establishment of new division in 18 years: Bosch Connected Mobility Solutions

600 associates develop and market digital mobility solutions and services

# OPENNESS

NOT secrecy



# BUSINESS PLATFORMS

NOT individual products



# Co-Creation

NOT silos

NOT hierarchies

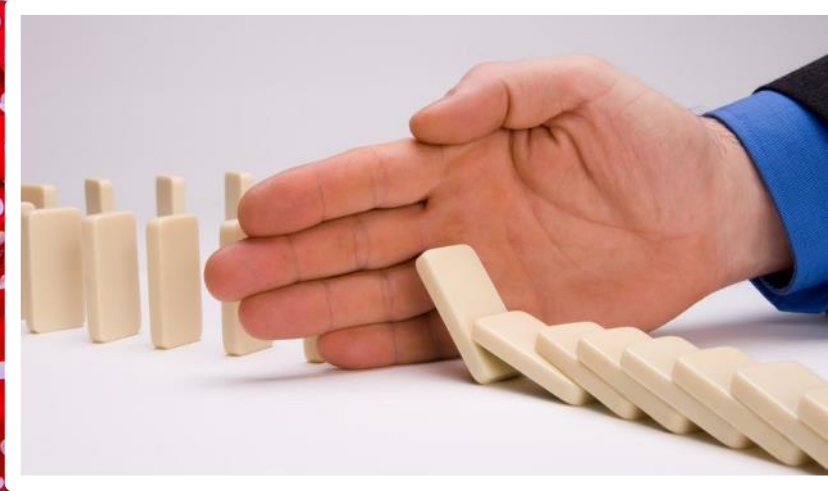




## **PARTNERSHIPS**

NOT suppliers

NOT competitors



# ASPIRATIONAL PLANNING

NOT bottom up



*THANK-YOU*



**BOSCH**

