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Bosch opens IT campus in Stuttgart-Feuerbach Central hub for development of digital business models

October 18, 2017
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- ▶ IT campus is new headquarters of Bosch global IT
- ▶ Growth driver: IT goes from cost factor to core competence
- ▶ Campus provides highly attractive working environment for IT and software experts
- ▶ Prof. Asenkerschbaumer: “The new campus is a clear sign of our commitment to Stuttgart as a technological location.”

Stuttgart, Germany – With its new IT campus located in Stuttgart-Feuerbach, the Bosch Group has opened a center of competence that is dedicated to the coordination of global IT activities at Bosch. Around 2,000 of the operating unit's 7,500 associates work at the state-of-the-art campus, which is set to further accelerate Bosch's transformation process into an IoT company. “Web-enabled products and data-based services are making an ever stronger contribution to our growth. Accordingly, the role our IT plays is also changing. In the past, the unit's main focus was on expanding Bosch's global IT infrastructure, supporting users, and providing PCs and monitors. But today its tasks increasingly include promoting the advancement of innovative IT and software solutions,” says Prof. Stefan Asenkerschbaumer, deputy chairman of the board of management of Robert Bosch GmbH, who is also responsible for IT. “The campus is our new central hub for the development of digital business models. It combines the best of both worlds: the products and experience of a technology company that has been an established presence for decades, and the dynamism of a young IT company. The new campus is also a further clear sign of our commitment to Stuttgart.”

Transforming IT at Bosch: faster projects, shorter time to market

“Our IT is going from cost factor to core competence. It is becoming part of the product and its accompanying services,” says Dr. Elmar Pritsch, chief information officer and head of IT at Robert Bosch GmbH. The company has set itself the goal of making every new electronic product connected and developing related

services by 2020. To make it even easier to achieve this goal, every business sector will place its digital activities in the hands of a business chief digital officer in the future, who will work with his or her partner in IT at Bosch to launch new innovation projects that will subsequently be implemented by globally networked teams. The close relationship between IT and specialist departments will help further accelerate the development of data-based business models and reduce time to market.

Campus motto: customer, team, and associate focus

The architecture and equipment at the IT campus reflect a clear focus on customers, teams, and associates. “Everything is focused on developing the best solutions for our customers. This requires our campus associates to have access to an inspiring work environment, IT-specific facilities and methodologies, and state-of-the-art hardware and software,” Pritsch explains. “The campus also provides new associates with a highly attractive working environment. In my department alone, we have filled some 500 positions in recent months, many of them at the new center of competence.”

First key to success: an inspiring work environment

The five-story building with its striking curved glass facade was designed according to the inspiring working conditions (IWC) concept, which has already proven its worth at other Bosch locations. As a result, the campus features open-plan offices with zones for teamwork and working alone, including creatively designed workshop rooms (with simulated jungle, beach, or mountain environments), flexible group-work tables, and traditional meeting and conference rooms. For tasks requiring concentration, a variety of focus and phone spaces have been set up in addition to the desks, which are not assigned to individual associates. The IWC concept also calls for exchange and relaxation zones, as indicated by the presence of lounges, quiet areas, and a light and airy cafeteria with live cooking.

Second key to success: IT-specific facilities and methodologies

The lobby of the campus makes it immediately clear that the focus here is on bits and bytes: a big-screen display with facts and figures on IT at Bosch, along with 128 interactive mini-screens and exhibits, provide an insight into the innovative solutions that the IT and software experts are working on with colleagues from Bosch’s business sectors. Associates can make also use of a user experience (UX) studio for their projects. Using simple prototypes, the experts can work with

customers and users at a very early stage of the project to evaluate whether the planned solution is a step in the right direction based on the design thinking innovation method, which is common in the IT world and involves understanding customer needs in creative and structured processes, quickly generating a large number of ideas, and testing them directly with future users.

Third key to success: state-of-the-art hardware and software

At the new IT campus, Bosch has invested heavily in equipping workstations, which feature state-of-the-art equipment such as high-end laptops and smartphones, conferencing and desk-sharing tools such as Skype for Business, and the complete communication infrastructure for user-friendly teamwork across national borders, time zones, and divisions. The IT space gives associates an opportunity to gain an overview of the entire range of hardware and software and get expert advice.

Press photos:

#336959, #693288, #1243984, #1243985, #1243986, #1243987, #1243988, #1243989, #1243990, #1243991, #1243992, #1243993, #1243994, #1243995, #1243996

Video materials:

#940093, #949778, #940090, #1148209, #1148200

Factsheets:

PI 9840, PI 9841

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The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.

Bosch IT campus: central hub for development of digital business models

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Facts and figures

- ▶ Owner/builder Borsigstraße Immobiliengesellschaft mbH & Co KG
- ▶ Tenant Robert Bosch GmbH
- ▶ Total contractor investment 90 million euros
- ▶ Address Bosch IT-Campus
Borsigstrasse 4
70469 Stuttgart-Feuerbach, Germany
- ▶ Construction phase June 2015 to June 2017
- ▶ Move-in date and opening First move in date: January 2017 (section Fe 710);
Additional move-ins starting July 2017 (section Fe 701);
Official opening: October 2017
- ▶ Site 11,000 square meters between Borsigstrasse,
Siemensstrasse, and Kruppstrasse in Stuttgart-Feuerbach
- ▶ Building IT campus consisting of two building sections with five stories,
plus underground garage; building height: approx. 24 meters
- ▶ Net total area 38,500 square meters
- ▶ Functional areas Spaces tailored to IT associates' needs: user experience (UX)
studio, IT space (showroom, service room, and support room
for associates); lounge areas as well as rooms for creativity and
relaxation; cafeteria
(two levels with 650 seats and open-kitchen concept)

Working at the IT campus

- ▶ Associates 2,000 associates (as of: October 2017; more than 25 percent of Bosch corporate IT associates)
- ▶ Area of work The IT campus is the new headquarters of the corporate sector for information systems and services (Bosch IT) – a center of competence that is dedicated to the coordination of global IT at Bosch and pools all corporate IT functions that were previously located throughout the greater Stuttgart area
- ▶ Office concept Open-plan offices according to the inspiring working conditions (IWC) principle: open office concept with zones for teamwork and working alone in a concentrated manner; phone and focus rooms, as well as meeting and conference rooms; sharing rate: 30 percent of the fully utilized workstations will be shared
- ▶ Workplace design and equipment Total investment of around 2 million euros for state-of-the-art equipment such as high-end laptops and smartphones; complete communication infrastructure for easy teamwork across national borders, time zones, and divisions

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Die Bosch-Gruppe ist ein international führendes Technologie- und Dienstleistungsunternehmen mit weltweit rund 390 000 Mitarbeitern (Stand: 31.12.2016). Sie erwirtschaftete im Geschäftsjahr 2016 einen Umsatz von 73,1 Milliarden Euro. Die Aktivitäten gliedern sich in die vier Unternehmensbereiche Mobility Solutions, Industrial Technology, Consumer Goods sowie Energy and Building Technology. Als führender Anbieter im Internet der Dinge (IoT) bietet Bosch innovative Lösungen für Smart Home, Smart City, Connected Mobility und Industrie 4.0. Mit seiner Kompetenz in Sensorik, Software und Services sowie der eigenen IoT Cloud ist das Unternehmen in der Lage, seinen Kunden vernetzte und domänenübergreifende Lösungen aus einer Hand anzubieten. Strategisches Ziel der Bosch-Gruppe sind Lösungen für das vernetzte Leben. Mit innovativen und begeisternden Produkten und Dienstleistungen verbessert Bosch weltweit die Lebensqualität der Menschen. Bosch bietet „Technik fürs Leben“. Die Bosch-Gruppe umfasst die Robert Bosch GmbH und ihre rund 440 Tochter- und Regionalgesellschaften in rund 60 Ländern. Inklusive Handels- und Dienstleistungspartnern erstreckt sich der weltweite Fertigungs- und Vertriebsverbund von Bosch über fast alle Länder der Welt. Basis für künftiges Wachstum ist die Innovationskraft des Unternehmens. Bosch beschäftigt weltweit rund 59 000 Mitarbeiter in Forschung und Entwicklung an 120 Standorten.

Das Unternehmen wurde 1886 als „Werkstätte für Feinmechanik und Elektrotechnik“ von Robert Bosch (1861–1942) in Stuttgart gegründet. Die gesellschaftsrechtliche Struktur der Robert Bosch GmbH sichert die unternehmerische Selbstständigkeit der Bosch-Gruppe. Sie ermöglicht dem Unternehmen langfristig zu planen und in bedeutende Vorleistungen für die Zukunft zu investieren. Die Kapitalanteile der Robert Bosch GmbH liegen zu 92 Prozent bei der gemeinnützigen Robert Bosch Stiftung GmbH. Die Stimmrechte hält mehrheitlich die Robert Bosch Industrietreuhand KG; sie übt die unternehmerische Gesellschafterfunktion aus. Die übrigen Anteile liegen bei der Familie Bosch und der Robert Bosch GmbH.

Mehr Informationen unter www.bosch.com, www.iot.bosch.com, www.bosch-presse.de, www.twitter.com/BoschPresse.

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Bosch IT: Information Systems and Services corporate sector

Facts and figures

- ▶ **Main office** IT campus in Stuttgart-Feuerbach (official opening: October 2017)
- ▶ **Associates** roughly 7,500 (as of December 31, 2016); 77 nationalities; high proportion of women for the industry (23 percent globally, more than 30 percent in China); average age 42
- ▶ **Management** Dr. Elmar Pritsch, chief information officer (CIO)
- ▶ **Main locations** Europe (Stuttgart), Asia Pacific (Shanghai and Singapore), North and South America (Chicago and Campinas); 261 locations worldwide in total
- ▶ **From cost factor to core competence** Web-enabled products and data-based services are becoming increasingly significant for Bosch growth. Bosch IT's role is changing accordingly. While this was previously mainly concerned with extending Bosch's global IT infrastructure, user support, and providing PCs and monitors, the sector is now focusing more and more on driving innovative IT and software solutions.
- ▶ **Portfolio** The portfolio ranges from infrastructure services and consulting, software development, and software applications to the management and support of platforms, portals, and operating systems. Another central element is the Bosch IoT Cloud and the IoT ecosystem.

Bosch IT as an employer

- ▶ Associates 20,000 software engineers throughout the Bosch Group – a figure that is growing all the time
- ▶ Occupations These range from commercial occupations such as economists, business information specialists, and sociologists to more technical jobs such as software engineers, computer scientists, IT systems engineers, and specialists for applications development and systems integration.
- ▶ Work environment and equipment Highly attractive working environment: agile, efficient, and transparent tasks in globally connected teams; innovative formats such as hackathons; state-of-the-art IT equipment and communication infrastructure
- ▶ Partners IoT innovation hubs near global start-up communities (e.g., Connectory in Chicago, Bosch's Hub, and 1871, a network of roughly 500 technology start-ups and founders)

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Bits and bytes for more business IT is key element of Bosch's business strategy

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- ▶ Concept: even tighter IT integration at corporate and business-sector levels
- ▶ Benefit: faster development of digital business models
- ▶ Relevance: IT and software solutions are drivers of new Bosch products and services

Stuttgart – If washing machines and dryers automatically switch themselves on as electricity from the house's own solar panels becomes available, energy costs can be reduced. If the appliances can in addition be inspected remotely at regular intervals and serviced when needed, the result is significantly lower repair costs. "Services such as remote diagnosis and maintenance only work when products are connected via the internet of things (IoT)," says Dr. Elmar Pritsch, Bosch's chief information officer. The 48-year-old is responsible for the company's global IT infrastructure, and a workforce of 7,500. In recent months, the supplier of technology and services has developed and rolled out its new IT@Bosch concept. This novel approach involves more closely linking Bosch's corporate IT sector with its business sectors. "Information technology is evolving from a cost factor into a core competence. It will make a major contribution to Bosch's future growth, since it will be part of products and their accompanying services," Pritsch says. By 2020, Bosch has set itself the goal of making every new electronic product web-enabled, and developing accompanying services.

IT customer focus: accelerated projects, shorter time to market

Up to now, the corporate IT sector's primary task was to extend the company's global IT infrastructure, support users, and provide hardware such as computers and monitors. In the future, the sector will offer everything that comparable service providers in the market offer: from consultancy to software development and application, to the administration and support of platforms, portals, and operating systems. Its advisory activities will include more support for all Bosch units in developing digital business models. "The tight integration between corporate IT and individual units will help us develop and market data-based

business models more quickly,” Pritsch says. “In order to do this, we have to collaborate more closely, efficiently, and transparently within the company.” To enable this, in the future every Bosch business sector will transfer responsibility for its digital activities to a business chief digital officer (BCDO). The BCDOs will work together with their counterparts in Bosch’s corporate IT sector to launch innovation projects. A globally networked team will then be responsible for the project’s realization.

IT portfolio: cloud and ecosystem as cornerstones of new business models

One of the cornerstones of data-based business models and cross-domain applications is Bosch’s own IoT cloud. This encompasses the technical infrastructure, including a company-owned computing center, as well as platform and software offerings for connected mobility, industry, and buildings. Currently, some 70 Bosch applications are running in the company’s cloud. In the future, Bosch’s IT partners and customers will also be able to use the cloud. It is one further step toward an open IoT ecosystem comprising a wide variety of players. “We believe that collaboration with partners is the key to success on the internet of things,” Pritsch says. Bosch is now working on connectivity topics in over 60 partnerships and strategic alliances.

IT employer: help shape future technology in a state-of-the-art working environment

Bosch offers an extremely attractive working environment for IT and software experts, in which innovative formats such as hackathons and innovation hubs foster creativity and support agile ways of working. One example is the [Chicago Connectory](#), which opened in the U.S. city in May 2017. Bosch operates it in partnership with 1871, a consortium of some 500 technology start-ups. The Bosch Group currently employs more than 20,000 software engineers – a figure that is rising rapidly.

Press photographs: #987638, #693276, #693303, #988742, #499695

Video materials: #940093

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