



## **Bosch.IO: new company pools the Bosch Group's IoT and digital expertise**

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- ▶ Bosch.IO GmbH employs more than 900 IoT and digital experts.
- ▶ Bosch CDO Michael Bolle: "Bosch.IO is bringing the internet of things to everything from roads and factory floors to homes and fields."
- ▶ Interdisciplinary customer support teams possess broad sector and software expertise.
- ▶ The focus is on the retail, energy, building, manufacturing, consumer goods, agriculture, and mobility sectors.

Berlin, Germany – Bosch has consolidated its activities centered on the internet of things in a new subsidiary. With some 900 associates, Bosch.IO GmbH is now one of the driving forces for IoT (internet of things) solutions, covering everything from consulting to implementation and operation. "With Bosch.IO, we are strengthening our position as a leading IoT company," says Bosch board of management member Michael Bolle. What sets this new Bosch subsidiary apart is that its software and hardware developers work with cloud specialists and user experience designers on IoT projects of future importance. "With Bosch.IO's new setup, we are combining the I and T in IoT to bring the internet of things to everything from roads and factory floors to homes and fields," says Bolle. The core element of the Bosch subsidiary's product portfolio is the Bosch IoT Suite. It is the central technical platform for IoT solutions.

Bosch.IO is a new Bosch subsidiary created by combining the former Bosch Software Innovations GmbH with other specialized IoT and digital teams at Bosch. Its executive management comprises Dr. Stefan Ferber, Dr. Aleksandar Mitrovic, and Yvonne Reckling. The company is headquartered in Berlin. Further locations are in Germany, Bulgaria, China, Japan, Singapore, Spain, and the United States.

### **Even closer to the customer**

By creating Bosch.IO, Bosch has, for one, adopted a more sector-centric stance in its IoT business. For the other, customers' requirements figure even more prominently. "Our goal is to realize IoT projects faster and more efficiently," says Dr. Aleksandar Mitrovic, member of the Bosch.IO executive management. To this end, the company relies on interdisciplinary and agile teams that work together in ever-changing constellations. These include hardware and software developers, cloud specialists, solution architects, project managers, UX designers, business model innovators, and trainers. "We bring together people with the right skills for each IoT and digitalization project to meet customer requirements in the best possible way," says Mitrovic. These associates also have extensive experience in various sectors such as retail, energy, building technology, agriculture, manufacturing, consumer goods, and mobility. For its projects, Bosch.IO collaborates with Bosch's roughly 30,000 software developers and AI experts. "Together, we develop sustainable digital business models, seamless technical integration, and connected ecosystems for and with our customers," says Mitrovic.

Alongside highly specialized solutions for individual segments, certain services of the Bosch IoT Suite can be used for a multitude of applications. This increases efficiency in development and operation, since complex and labor-intensive basic tasks need only be performed once. This includes, for example, a service to connect and manage devices as well as update software and firmware over the air, which enables everything from vehicle fleets and security cameras to machinery to stay continuously up to date.

### **IoT projects with the help of artificial intelligence**

With the new Bosch subsidiary and Bosch engineers collaborating closely, AI technologies are set to feature more prominently in future IoT and digital projects. One example is the use of data mining methods to derive rules for machine learning from big data. The knowledge gained can serve to conveniently and securely control different manufacturers' household appliances, among other things. Image comparison tools also benefit from AI: Bosch.IO uses them as part of Secure Product Fingerprint, an anti-counterfeiting solution. It identifies product surfaces, which offers consumers and business customers effective protection against counterfeit goods. AI-assisted methods also reliably detect when a two-wheeler has been involved in an accident and can automatically trigger an emergency call.

### **More than 10 million connected things**

Bosch.IO can draw on many years' experience gained in more than 250 IoT projects for international customers. The core product of Bosch.IO is the Bosch

IoT Suite. It already connects more than ten million sensors, devices, and machines with their users and business applications, and it is Bosch's central software platform for IoT solutions.

**Press photos:** #2944460, #2944461, #2944462

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*Bosch.IO GmbH combines the full set of consulting and implementation skills to deliver IoT and digital projects, focusing on the retail, energy, building, industry, consumer goods, agriculture, and mobility sectors. Bosch.IO has 900 experts on board, including consultants, coaches, cloud software developers, digital marketers, UX and business model designers, solution architects, and project managers. The interdisciplinary team works together at locations in Germany, Bulgaria, Spain, Japan, China, Singapore, and the U.S. to serve customers around the world. Drawing on a broad base of industry knowledge and a deep well of software expertise, this Bosch company has proven its merits in more than 250 IoT projects.*

Learn more at [www.bosch.io](http://www.bosch.io), [www.bosch-iot-suite.com](http://www.bosch-iot-suite.com), [www.blog.bosch.io](http://www.blog.bosch.io)

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 403,000 associates worldwide (as of December 31, 2019). According to preliminary figures, the company generated sales of 77.9 billion euros in 2019. 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 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 72,000 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](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).