



Manufacture #LikeABosch Campaign kicks off Nexeed Industrial Application System provides the proof

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- ▶ New Bosch campaign raises awareness for industrial digitalization
- ▶ Bosch Connected Industry launches second release of Nexeed Industrial Application System
- ▶ More than 100 customers across the globe already rely on software and services from Bosch Connected Industry

Stuttgart/Germany, June 9, 2020 – “[Manufacture #LikeABosch](#)”, the new campaign from Bosch, playfully shows how the company is making its own factories and those of its customers ready for Industry 4.0. Shawn, the well-known hero from the #LikeABosch videos, dances and raps his way through the connected factory and demonstrates how digitalization is improving production and logistics. An important pillar is NEXEED, the software from [Bosch Connected Industry](#). Parallel to the "Manufacture #LikeABosch" campaign, the business unit is now launching the advanced [Nexeed Industrial Application System](#).

Nexeed: combination of experience, lean management and digitalization

The Nexeed Industrial Application System combines many years of manufacturing experience, lean approaches of the Bosch Production System (BPS) and state-of-the-art technology for the digitalization of factories.

"Manufacturing lives from its employees. This includes their individual experiences, tasks and specific knowledge," says Sven Hamann, Senior Vice President of Bosch Connected Industry.

Quality engineers, for example, are interested in the adherence to millimeter-precise gap dimensions; production managers have the highest possible overall system effectiveness in mind; material flow planners want to design their transport routes most efficiently. The Nexeed Industrial Application System provides the necessary information. "From the very beginning, we have incorporated the challenges and needs of our employees and customers into the development of the Nexeed Industrial Application System. The result is a software that is geared to practical requirements".

The factory at a glance

With the Nexeed Industrial Application System, Bosch Connected Industry offers sophisticated software that records, processes and visualizes data from production and logistics. "The system makes data available in a compatible and standardized way, provides valuable information at a glance and generates new knowledge, for example in the digital morning round," Hamann explains.

Production managers and employees can see the status of production and upcoming tasks. In addition, production processes can be monitored live and administrators can centrally manage devices for the IIoT (Industrial Internet of Things) such as sensors and gateways. Orders are automatically assigned, and components are localized in real time.

Basic functionalities make work easier for users and administrators through simple operation, clear master data management and individually defined access rights. Depending on requirements, the Nexeed Industrial Application System can be expanded with additional applications or packages for specific user groups such as plant and production managers, quality and process engineers or material flow planners. Thanks to Nexeed, it is possible to increase productivity at individual sites by up to 25 percent. "The Nexeed Industrial Application System is more than a mere App store for production and logistics. All applications are developed, tested and tailored to user needs by experts," says Hamann.

Digitalizing the entire value chain

With the NEXEED portfolio, Bosch Connected Industry digitalizes the entire value chain and ensures a continuous flow of data – from the machine builder to the plant operator and logistician to the end customer. With solutions validated and used in the Bosch plants, more than 100 customers from a wide range of sectors already rely on software and services from Bosch Connected Industry. Among these customers are BMW and the sensor manufacturer Sick. Logistics companies such as nox NachtExpress also use NEXEED to digitalize their supply chains. "Step by step, all solutions from the NEXEED portfolio will be transferred to the new Nexeed Industrial Application System, which we are constantly developing further in an iterative and agile manner together with customers," says Sven Hamann.

Press photos: #1846404, #2893022, #3063793, #3063794

Contact Bosch

Dennis Christmann

phone: +49 711 811-58178

Twitter: @BoschPresse

Contact Bosch Connected Industry

Sabina Kentsch

phone: +49 711 811-30503

Twitter: @BoschBCI

The business unit Bosch Connected Industry offers software and services for Industry 4.0 in a comprehensive portfolio under the name NEXEED. Based on the needs of its own Bosch plants and warehouses, NEXEED optimizes manufacturing and logistics processes in terms of transparency, agility, costs, quality and time and supports employees in their daily work. With NEXEED, Bosch Connected Industry enables the digitalization of the entire value chain. Employees at locations in Germany, Hungary and China are continuously developing the portfolio. In addition to the interoperable Nexeed Industrial Application System for connected manufacturing, customers also receive solutions for specific applications, retrofit solutions for existing plants and a wide range of services such as consulting, technical support, employee qualification, and implementation assistance. For further information: www.bosch-connected-industry.com, twitter.com/BoschBCI, linkedin.com/company/bosch-connected-industry

The Bosch Group is a leading global supplier of technology and services. It employs roughly 400,000 associates worldwide (as of December 31, 2019). The company generated sales of 77.7 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 provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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. Bosch employs some 72,600 associates in research and development at 126 locations across the globe, as well as roughly 30,000 software engineers.

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.

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