Microsoft

Partner Case Study: Bosch

Rebecca Christiansen
Americas Azure IoT Co-Sell Lead
Microsoft

IoT in Action

Microsoft
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DIGITAL TRACEABILITY IN SUSTAINABLE SUPPLY CHAIN MANAGEMENT

Speaker : Srinivasulu Nasam

General Manager – Centre of Excellence: Cloud and IoT

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Including sales and service partners, Bosch's global manufacturing and sales network covers nearly every country in the world.

Bosch Group

Four business sectors

- Mobility Solutions
- Energy and Building Technology
- Industrial Technology
- Consumer Goods

We connect everyThing & everyThing becomes a service

- **Sensor**
- **Software**
- **Services**

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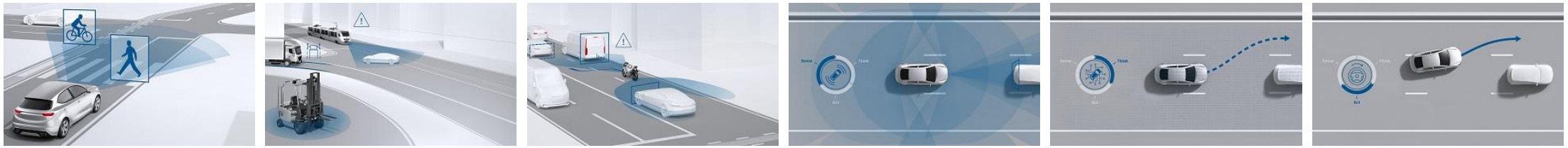
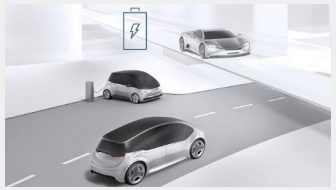
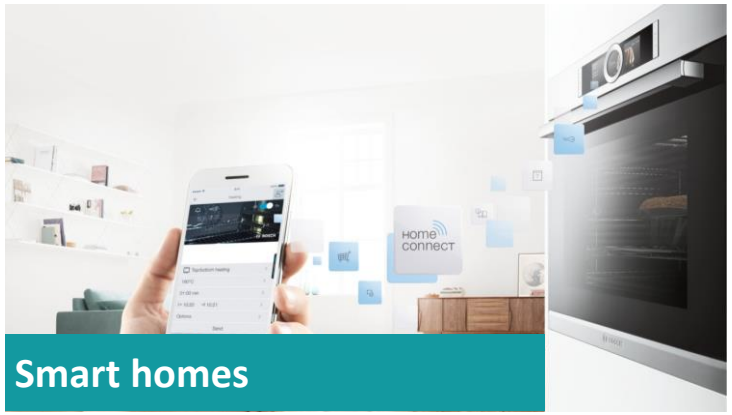
Technology to enhance quality of life

Driver assistance and automated mobility - Sense, think, act

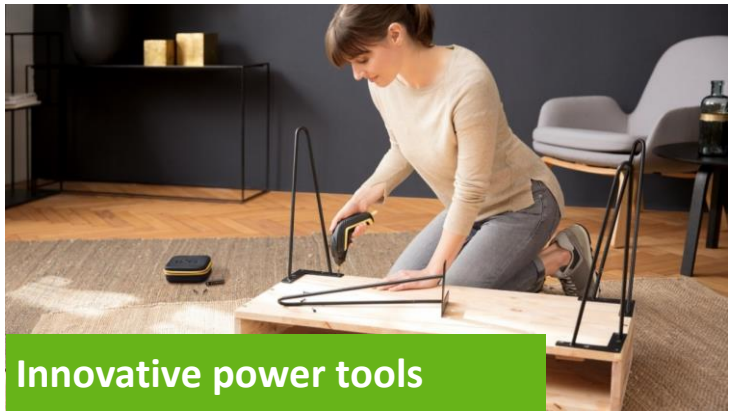




Electrified mobility



Smart homes



Innovative power tools

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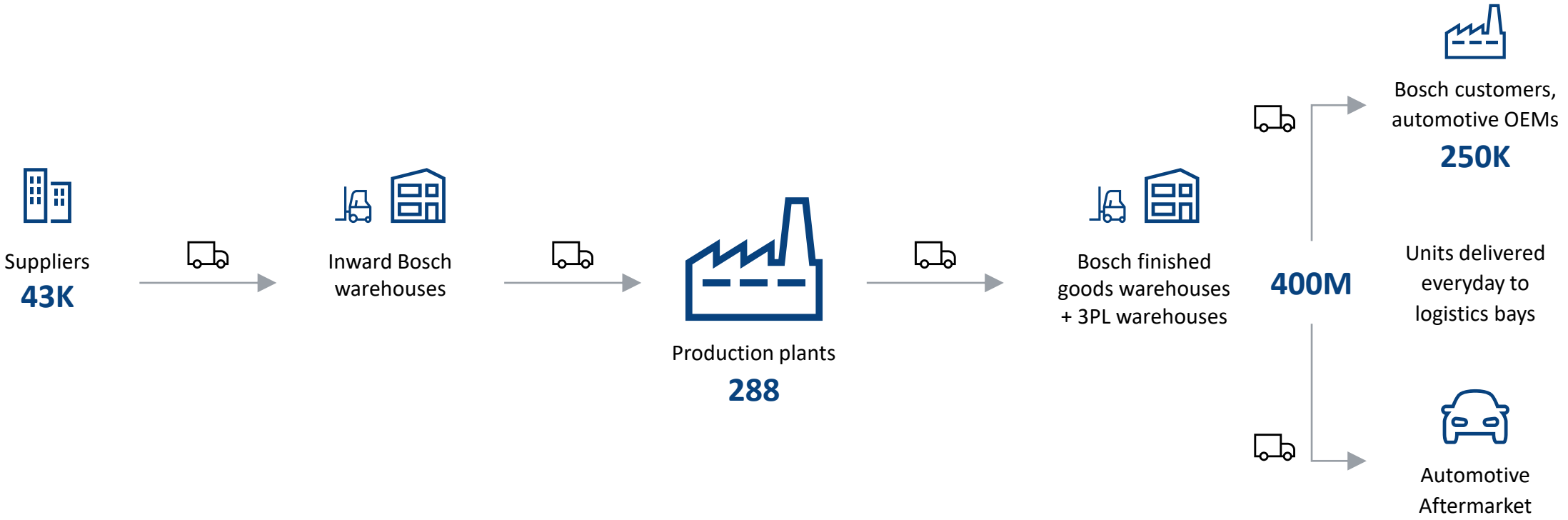
We are a globally operating company



100 Countries

42.1B Purchasing volume

280 Manufacturing sites

800 Warehouses worldwide

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Optimizing a supply chain starts with traceability

$1.5T

American businesses spend every years on shipping logistics, almost 8% of US GDP[1]

69%

Best–in-class businesses have on-line visibility into in-transit shipment status[2]

60%

Best–in-class businesses have end-to-end supply chain data, process, and distribution visibility for decision making[3]

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Market and supply chain challenges we faced

1,000
unique parts

17
OE customers

18,000
dealers

21
warehouses

550,000
SKUs / month

126,000
inventory buffer

4 logistics
service providers

25,000
trips / month

20%
premium freight trips

$ High penalties charged due to standstills in JIT production

Skewed inventory levels reduce efficiency and increase holding costs

$ High costs sustained in loss of bins every year

Lack of visibility and limited capability to locate parts

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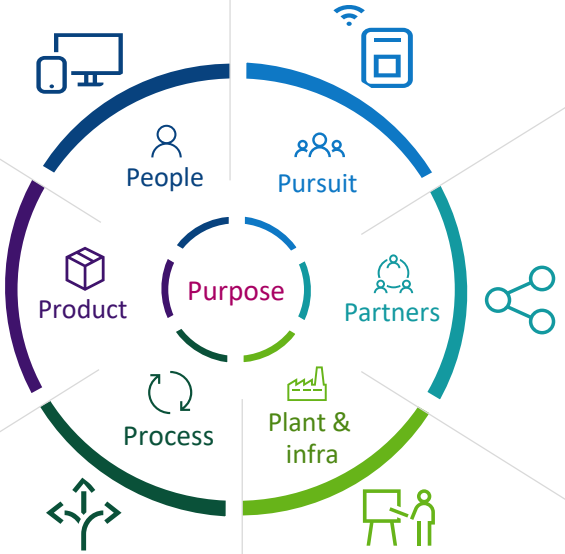
#JumpStartDigital

Structure & leadership
- Stakeholders from all areas
- Leadership commitment and involvement

Channel & customer engagement
- Cycle time reduction
- Customer relationship



Products, services, business models
- Prototyping
- Value demonstration

Suppliers & ecosystem partners
- Partners' digital readiness (LSPs)
- Minimal or controlled changes

Digitization of functional workflows
- Lean and agile
- Productivity improvement

Connected industry
- Operational efficiency
- Digital infrastructure
- Continuous improvement

Purpose:

Ensure delivery of right parts in the right quantity at the right time, Every time!

P7 framework

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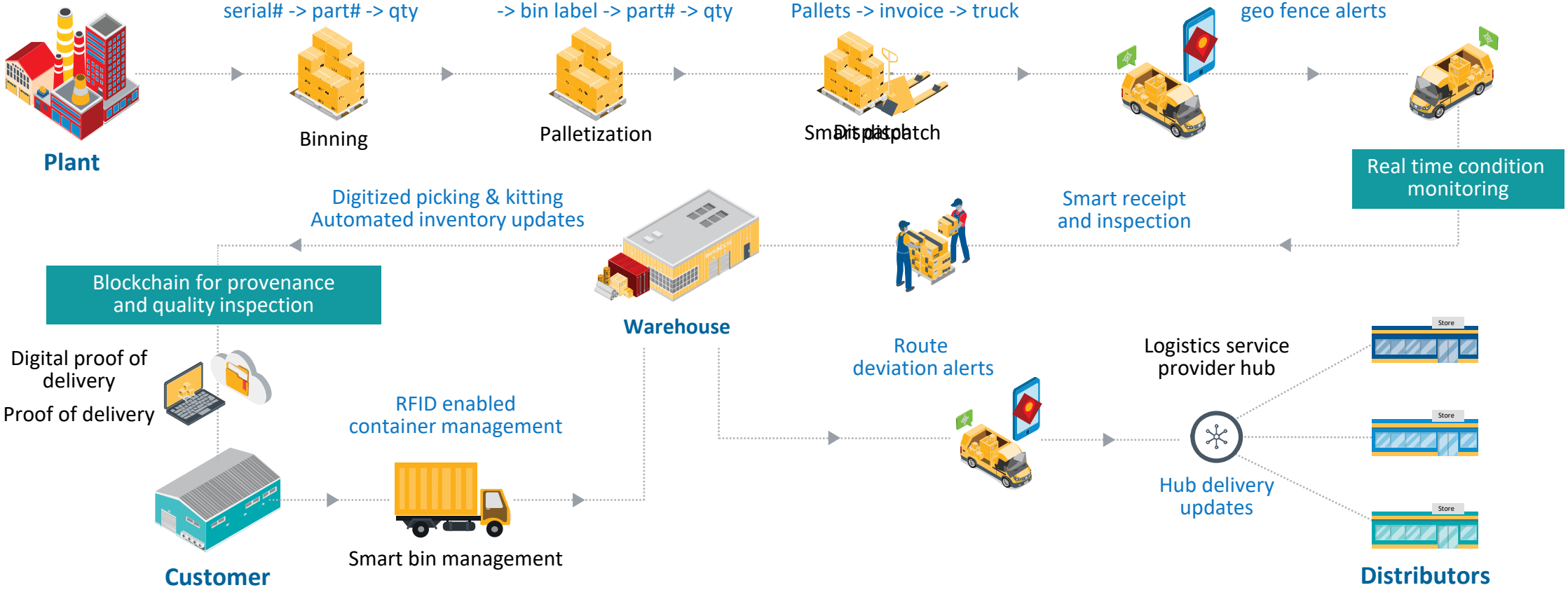
String it all together, an integrated value chain



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Trac360 – Azure platform for traceability

Over a period of two years

Trac360
Right Parts, Right Quantity at the Right Time

Harnessing Azure services

Enable granular tracking of goods, carriers, and processes across the supply chain

Microsoft Azure

02 Plants	**05** Warehouses	**17** OEMs	
1000 Parts	**12M** SKUs	**25000** Trips	**18000** Dealers

- **100%** On-time delivery since rollout
- **10%** Reduction in warehouse inventory
- **30%** Reduction in premium freight expenditure

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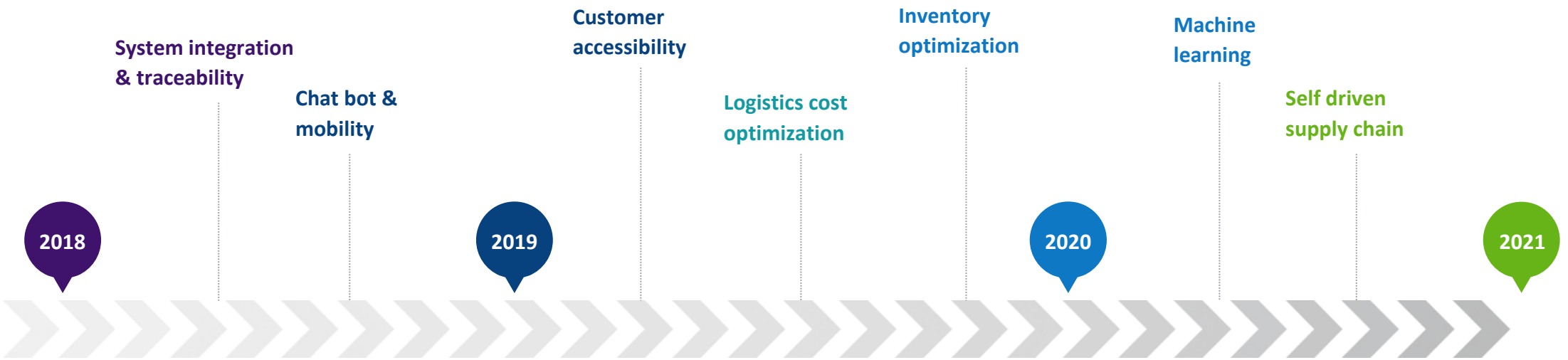
Trac360 continues to evolve



DIGITIZATION

DATA ANALYTICS

ARTIFICIAL INTELLIGENCE

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Bosch Trac360 Platform

Trac360
Right Parts, Right Quantity at the Right Time

Bosch Trac360 is an innovative IoT platform to enable customers to track and smartly manage the shipment of their parts and products in real-time, using integrated technologies.

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