

Bosch Software Innovations introduces software suite in Asia-Pacific

Singapore, July 18, 2013 – Bosch Software Innovations today announced the introduction of its integrated software suite in Asia-Pacific. Comprising the company's core products for Business Process Management (BPM), Business Rules Management (BRM), and Device Management (M2M), the holistic suite creates the foundation to address connectivity needs in a networked world, allowing businesses to successfully implement new business models today.

"We expect a worldwide internet penetration rate of around 75 percent by 2015, and over 6.5 billion IP-ready devices to be connected over the internet by then. This number is projected to increase exponentially to an estimated 50 billion devices, appliances and systems that exchange data and synchronize with one another without human input by 2025," said Thomas Jakob, Managing Director Asia Pacific, Bosch Software Innovations.

"By making these systems compatible with one another and connecting them intelligently, a whole new range of services can be created. That will not only change the way people live but also how they do business," added Jakob. "Our software suite is based on open standards that make it highly scalable and therewith particularly suited for dynamic business applications."

New business models

Bosch Software Innovations already offers various innovative use cases and projects based on its core products, for instance:

- **Predictive maintenance:** knowing in advance when machinery faults will occur means the appropriate measures can be initiated well before production comes to a standstill.
- **Connected mobility:** communication between vehicles and fleet operators allows fleet planning to be optimized using real-time vehicle data.
- **The virtual power plant of the future:** intelligent management of a large number of decentralized energy generation plants and their connection to users.

Software suite components

The Bosch Software Innovations software suite includes three core products, namely BPM, BRM and M2M, and is available in two editions for different application scenarios. The BPM+ Edition encompasses the BPM and BRM components for process- and rule-based enterprise applications such as risk assessment, claim processing and workflow management. For complex and future-oriented projects pertaining to the Internet of Things and Services (IoTS), all three products make up the IoTS Edition that provides the backbone for the effective implementation of such solutions and new cloud services to be built upon.

The newest addition to the software suite is the M2M component. It connects and manages all kinds of devices to achieve intelligent control in IoTS projects, with the software supporting a flexible authorization model. Since the product is based on an advanced security architecture, end customers can feel safe in the knowledge that nobody can access sensitive data without their permission.

About Bosch Malaysia

Bosch has been present in Malaysia since 1923, represented by Robert Bosch Sdn Bhd, with offices located in Selangor and Penang. In Malaysia, Bosch is active in the areas of Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, Solar Energy and Thermotechnology. The company has two manufacturing arms in Penang providing car multimedia systems and power tools. Bosch also operates joint ventures in Malaysia including BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd and ZF Steering (Malaysia) Sdn Bhd. In 2012, Malaysia contributed sales of RM 528 million (132 million euros) and employed more than 2,400 associates. Additional information can be accessed at www.bosch.com.my

About Bosch worldwide

The Bosch Group is a leading global supplier of technology and services. In fiscal 2012, its roughly 306,000 associates generated sales of 52.5 billion euros. Since the beginning of 2013, its operations have been divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing and sales network are the foundation for further growth. Bosch spent some 4.8 billion euros for research and development in 2012, and applied for nearly 4,800 patents worldwide. The Bosch Group's products and services are designed to fascinate and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life." Additional information