

Case Study



BOSCH

Invented for life

Leading Indian Auto component Manufacturer From selling tyres to selling mileage

Bosch partnered with a leading auto-component manufacturer to implement IoT product strategy that resulted in:



New As-A-Service business model



Value-added services to consumer



Better value-chain management (Dealer and Retail network)

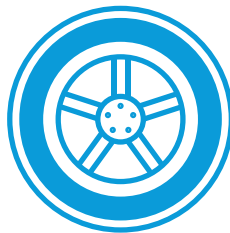


Improved product and warranty management

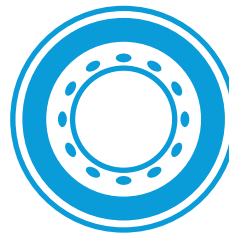
What if, tyres could talk ?



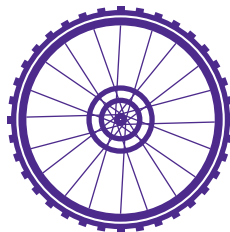
Hi there, I am T352186A462 born in India at Plant X6542 on D2M3Y12-B9452 I am right now on the FR of Scorpio XUV500 in Chennai belonging to ZoonCars, Bangalore branch



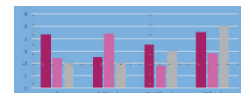
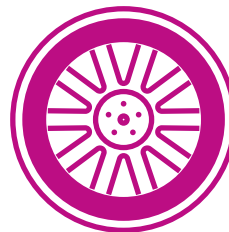
Guten Tag, ich bin T352186A462, geboren in Muenchen on D17M5Y10-C3741 I have travelled 18348 kilometers. 5276-FL, 4842-RR, 6391-FR and 1923 till date on RL



Am feeling low and feverish My Tyre Pressure has dropped to 20psi, Temperature has shot up to 90°C



Am feeling GREAT! My health index is currently 3.75 on a scale of 1-5 and my tread depth is at 80% My usage for the past months was as follows



<p>Tyre Manufacture</p> <ul style="list-style-type: none"> Product Improvements Tyre as Service Model Customer Stickiness Warranty Management Value-Added Services 	<p>Vehicle OEM</p> <ul style="list-style-type: none"> Vehicle Dynamics Fuel Consumption Safety and Reliability Warranty Management Customer App 	<p>Fleet Owner</p> <ul style="list-style-type: none"> Diagnostic Information Fuel Consumption Tyre Maintenance Safety and Alerts Insurance Premiums 	<p>Dealers/Retail</p> <ul style="list-style-type: none"> Customer Connect Value added Services Inventory Management Predictive Diagnostics Product Traceability 	<p>Friends</p> <ul style="list-style-type: none"> Information Share Spares Network Tyre Sharing Road Indexing Gamification
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