

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)

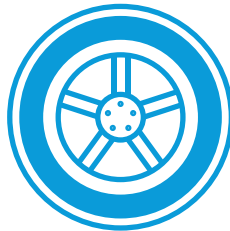


Improved product and warranty management

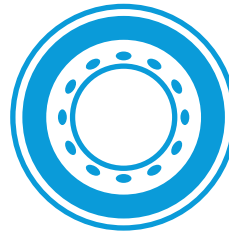
What if, tyres could talk ?



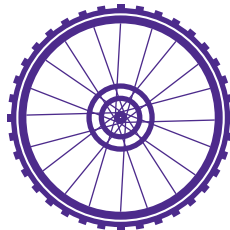
Hi there, I am T352186A462 born in India at Plant X6542 on D2M3Y12-B9452 I am right now on the FR of Scorpio XUV500 in Chennai belonging to ZoonCars, Bangalore branch



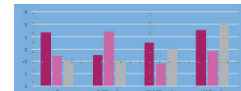
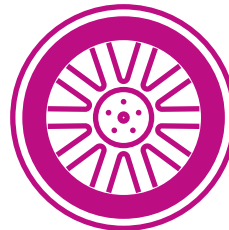
Guten Tag, ich bin T352186A462, geboren in Muenchen on D17M5Y10-C3741 I have travelled 18348 kilometers. 5276-FL, 4842-RR, 6391-FR and 1923 till date on RL



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



 Tyre Manufacturer	 Vehicle OEM	 Fleet Owner	 Dealers/Retail	 Friends
Product Improvements Tyre as Service Model Customer Stickiness Warranty Management Value-Added Services	Vehicle Dynamics Fuel Consumption Safety and Reliability Warranty Management Customer App	Diagnostic Information Fuel Consumption Tyre Maintenance Safety and Alerts Insurance Premiums	Customer Connect Value added Services Inventory Management Predictive Diagnostics Product Traceability	Information Share Spares Network Tyre Sharing Road Indexing Gamification