

## **The Bosch Group and Vodafone form a global strategic partnership on ‘the Internet of Things’**

- ▶ The partnership will draw on both companies’ strengths to simplify development of more intelligent devices

Stuttgart, Düsseldorf and London, 01.03.2011 - The Bosch Group and Vodafone have announced a global partnership that will see them integrate their respective Machine to Machine (M2M) platforms to offer businesses a simple way of wirelessly connecting products to the Internet.

Under the partnership, The Bosch Group, a leading global supplier of technology and services and Vodafone, one of the world's largest mobile communications companies will offer global companies a joint solution aimed at making it easier to manage products with embedded SIM cards. It aims to simplify the management of workflow business processes in a variety of industrial domains in an intuitive, integrated and cost efficient way.

Examples of products that could benefit from embedded SIMs include lifts, air conditioning systems and escalators with automatic warning systems that alert maintenance staff in case of problems by sending messages over Vodafone’s mobile network.

The collaboration will combine Bosch’s experience in designing sensors and automated work flow processes, based on Bosch’s Multi-Service Platform, with Vodafone’s expertise in providing excellent network quality and management tools that take the stress out of global deployments. Bosch’s Multi Service Platform, which allows firms to develop automated processes, will integrate with Vodafone’s Global Data Service Platform (GDSP) which enables businesses to manage the connectivity of thousands of embedded SIM cards across the world.

The combined offer will enable firms to deliver a seamless, integrated, end-to-end service leading to more cost efficiencies. Customers will benefit from less complexity and a shorter time to market as well as the ability to develop and adjust business processes to changing market demands.

“Partnering with Bosch means that we will be able to offer manufacturers a simple way to wirelessly enable and manage a range of different devices across the world,” said Nick Jeffery, Chief Executive Officer, Vodafone Global Enterprise. “Devices that have mobile capabilities can give higher levels of customer satisfaction as well as lead to greater efficiencies across sectors including energy, automotive, security, healthcare and construction.”

“Thanks to the rapid progress in technology, many everyday items are becoming more intelligent. Our task now is to combine the potential of web applications and cloud computing with analysis methods and miniature sensors. Bosch plans to develop and offer completely new, highly networked, products and services,” said Dr. Siegfried Dais, Executive Member of Board at Bosch Group. “Global customers are set to profit from the experience of a global automotive and technology provider such as Bosch as well as from Vodafone’s expertise in telecoms. This partnership shows that we are making huge progress in this segment of the future.”

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*The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 283,500 associates generated sales of 47.3 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some four billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*Bosch is celebrating its 125th anniversary in 2011. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as a “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 up-front 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.*

Additional information can be accessed at [www.bosch.com](http://www.bosch.com), [www.bosch-press.com](http://www.bosch-press.com) and [www.125.bosch.com](http://www.125.bosch.com).

**About Vodafone Global Enterprise**

Vodafone Global Enterprise provides managed communications services to many of the world's leading global companies. It operates across five regions: Northern Europe; Central Europe; Southern Europe; the Americas; Asia Pacific and Africa, with teams based in 21 countries across the globe. Vodafone was positioned by Gartner in the leaders' quadrant in its 'Magic Quadrant for Pan-Western European Mobile Service Providers' report 2009, and Vodafone Global Enterprise won the 'Best Mobile Enterprise Service' category at the 2009 Global Mobile Awards at Mobile World Congress. [www.vodafone.com/globalenterprise](http://www.vodafone.com/globalenterprise)