

BSH Home Appliances Group

B/S/H/

Operational excellence and creativity beats crisis

01. Oktober 2020
Thomas Zimmermann

Have you ever heard about BSH?

Our purpose is to improve quality of life of people across the globe with our products & services

By providing the entire range of modern home appliances for daily use and by serving the markets with a variety of world-class brands



B/S/H/

Global brands



BOSCH

SIEMENS

GAGGENAU



EFF

Local Hero brands

Thermador★

Balay

Coldex

Constructa

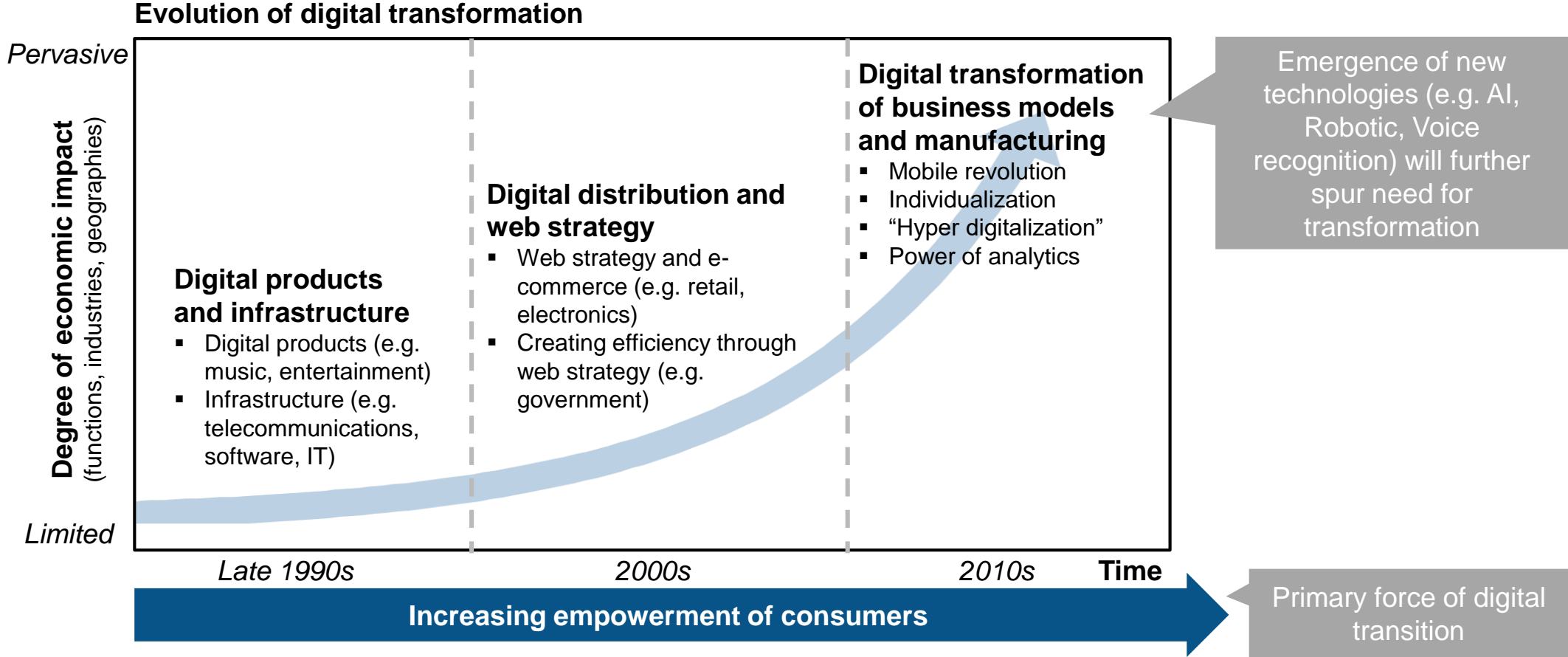
PITSOS

PROFILO

zELMER

The BSH Hausgeräte Group is a trademark licensee of Siemens AG and Robert Bosch GmbH for the Siemens and Bosch brands.

Digitalization comes with a technology push that has strongly accelerated transformation of our business...



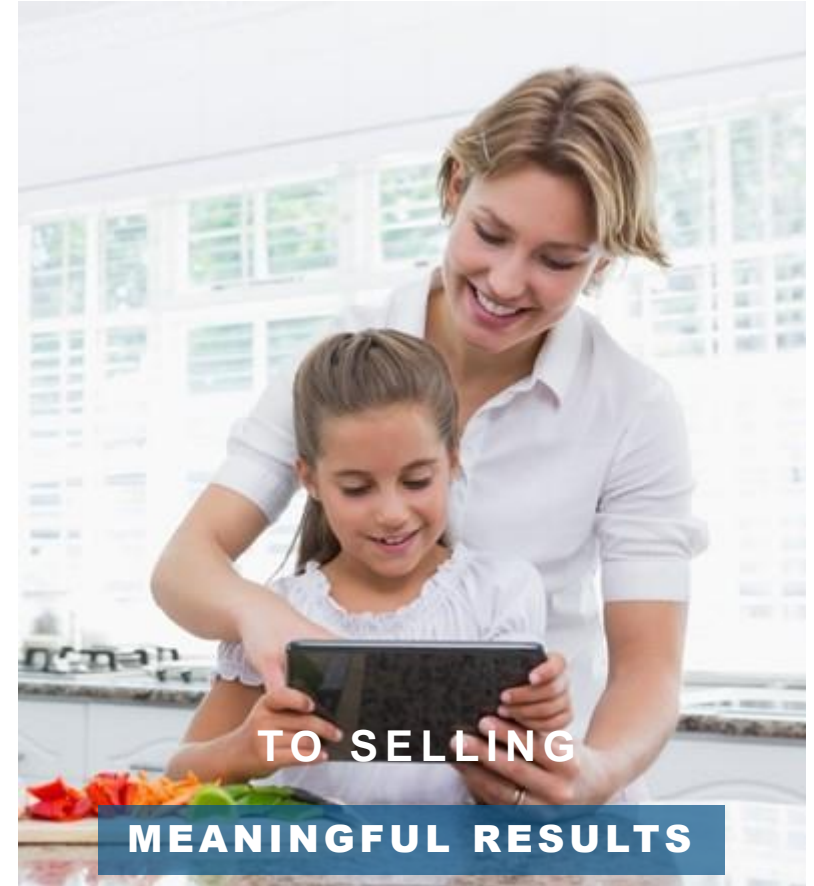
Source: Berman (2012) Digital transformation: opportunities to create new business models, Strategy & leadership 40(2)

As a consequence, we have changed our “Question zero”

PRODUCT centricity



CONSUMER centricity





SYSTEMMASTER

The SystemMaster is a major milestone for BSH's goal of becoming the industry leader in digital services...



SYSTEMMASTER

... enables faster and more flexible development and production.

... turns home appliances into platforms for digital services with personalized content.

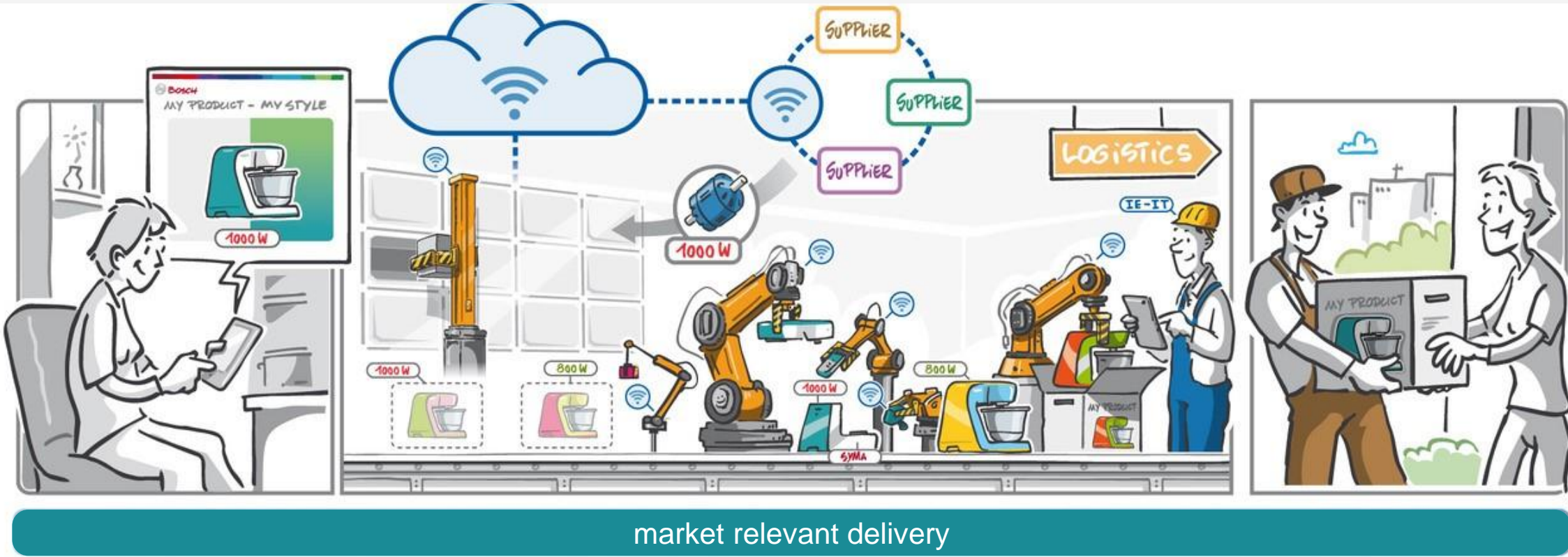


...opening up new dimensions of consumer experience

SYSTEMMASTER



Factories of the future survive only by Excellence: EXCELLENCE = CUSTOMER BENEFIT - COSTS



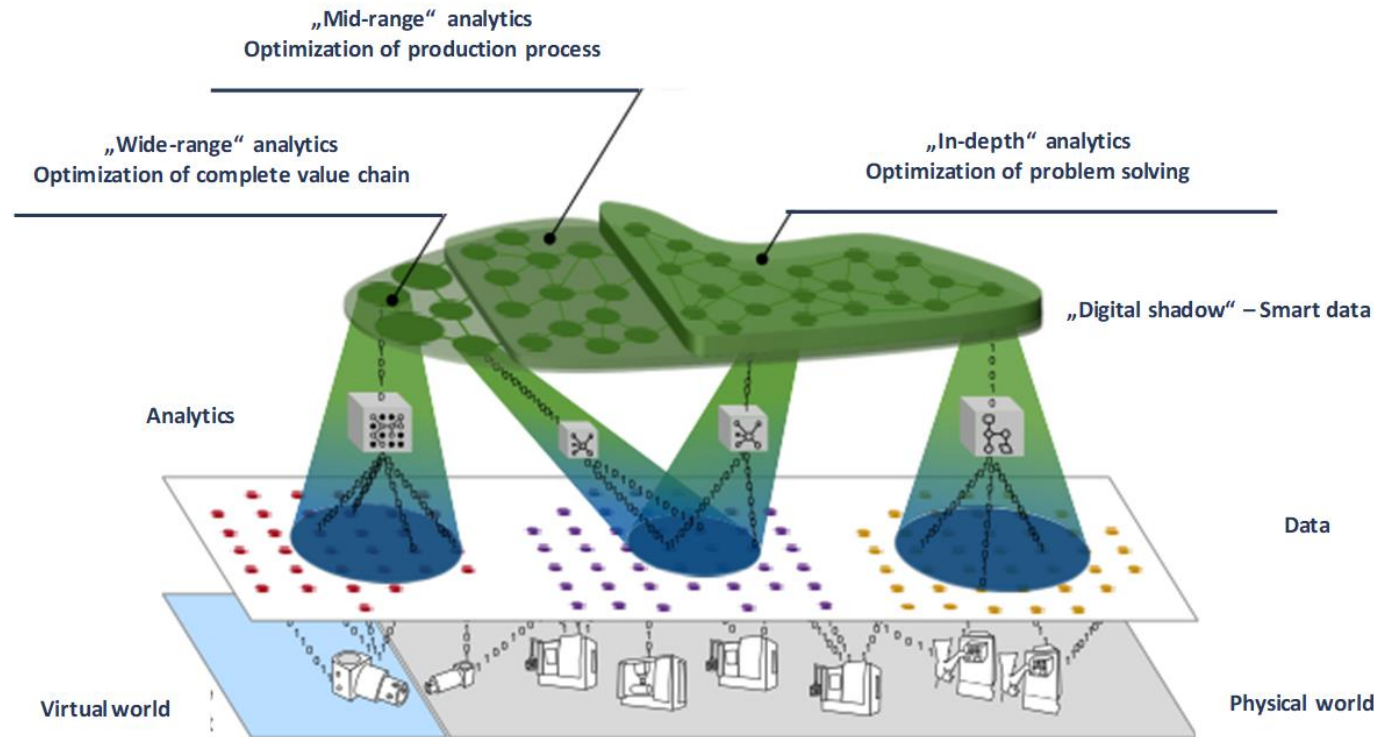
market relevant delivery

Pillars

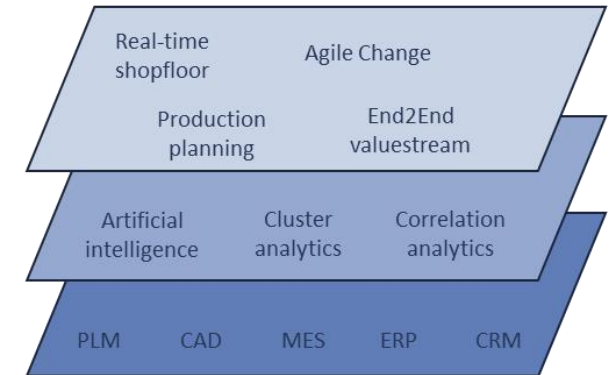
Best cost	Digitalization	Production on demand	Mass customization	Competence
Cost competitiveness - be on benchmark level in overall costs	Vertical and horizontal connected factory	Sustain flexibility from volumes, in portfolio & in supply chain	Individualized, customer specific products in mass production	Manufacturing processing

The factory of tomorrow uses IoT and i4.0 for operational excellence contributing to value added for our customers...

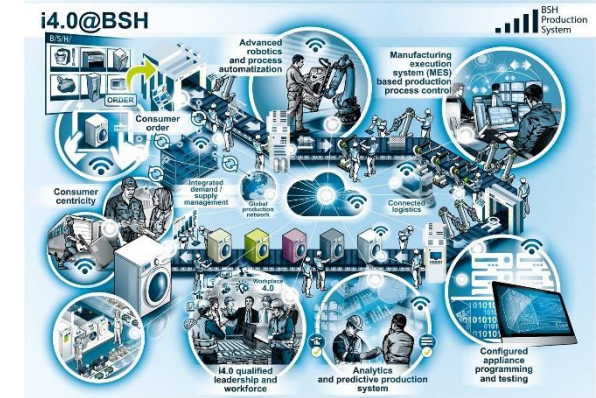
The „digital shadow“ will empower us to take the right decisions. We can close the complete ValueStream E2E.



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Our way in i4.0, digitalization and creating value added along the entire value chain from supply to customer...



1 **Digital Supply Chain and Logistics**

Digitize business processes and increase supply chain transparency in order to achieve improved productivity and services

AGV

Warehouse Visualization

2 **Smart Operational Excellence**

Execution

Achieve cost savings along our value-streams and increase productivity

In Factory Programming (SMM programming)

Mobile Plant Maintenance V2

Worker support

3 **People, Qualification Leadership**

Motivate and qualify people to drive digitalization across the value stream

Connected Shop Floor Mngt. and Operations

Big Data / Data Mart

4 **Environment & Safety**

Increase work safety for our employees with latest technology & reduce carbon footprint

5 **Digital Factory Planning**

Support factory and ergonomic work place planning with digital tools

PLM to MES (e.g. Support for Worker Data Supply)

Our goal is to become more adaptive, more innovative and faster to be successful



There are 3 types of companies

—

Those who wonder what happened

Those who watch things happen

Those who make things happen

Make things happen!



BYSYHY

Thank you!