



# Schatz, das WLAN ist weg!

Wie mache ich nochmal ein grilled Cheese Sandwich?

Thomas Holfelder | BSH Hausgeräte GmbH | 14. November 2018

1. About BSH
2. Changing markets
3. Changing user experience: Hardware+
  - i. Consumer relationships
  - ii. Product as a platform: Home Connect
  - iii. Digital services
4. What the future holds: Digital business models

## Global brands



 **BOSCH**



**SIEMENS**



**GAGGENAU**



 **EFF**

## Local Hero brands

**Thermador**★

 **Balay**

**Coldex**

**Constructa**

 **PITSOS**

**PROFILO**

**zelmer**

# B/S/H/

# 61,800

## Employees

At the end of 2017, BSH employs more than 61,800 people worldwide (including apprentices).

# 13.8

bn

## Euros in Revenue

With revenues of €13.8 billion, BSH succeeds in surpassing the excellent growth figures of the previous year.

# 4.5%

## Research and Development

At 4.5 percent of revenue, spending on research and development is at a record high in 2017.

# 42

## Factories

BSH has 43 factories around the globe.\*

# Nr. 1

## in Europe

BSH remains the leading home appliance manufacturer in Europe in 2017.

\* As of March 2018





# Maslow's hierarchy of needs

Self-actualization

Esteem

Social Needs

Safety and Security

Physiological Needs

Wi-Fi



# User experience around home appliances is changing due to connectivity and digitalization.

## Old world



Consumer Relationships

Product as Platform

Digital Services

Change in home appliances

Change in consumer behavior and needs

## New world

Appliance getting connected



Integrate to Smart Home

Automatic Replenishment



Service Integration (e.g. food delivery)



Connected Devices (e.g. voice control)  
amazon alexa

Digital Content  
Hello FRESH Kitchen Stories.

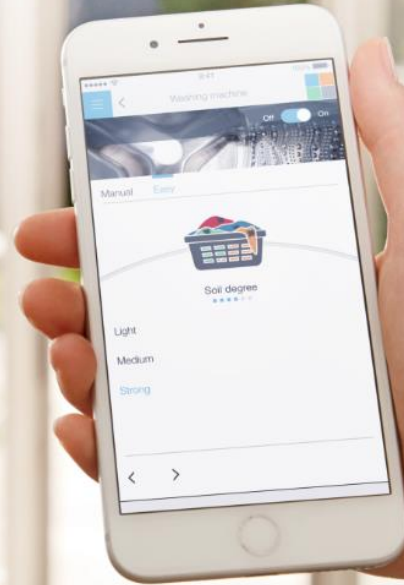
Multi-channel support 24/7



„I'm always washing with the same three programs“

Easy Start

Always find the ideal  
wash program





“I have never time to vacuum my apartment”



## Cleaning Schedule

Schedule the cleaning  
of individual rooms



“I’d like my dishwasher to start when the sun is shining on my solar panels”

## Energy Management

Use the solar power that  
has been generated





“Error code E17 – I have no clue what that means.”

## Remote Diagnostics

One call and we'll  
analyse your appliance

„Was there still butter and milk in my fridge?“

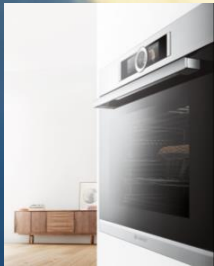
## Camera in the fridge

One glance at the app and  
you know what's missing.





BSH's Home Connect platform works with different product categories, brands and functionalities.



Oven



Washer & Dryer



Fridge-freezers



Dishwasher



Hob & Hoods



Coffee-machines



Vacuum-robot

Today the Home Connect rollout covers all BSH's major markets.

Countries launched  
since Nov. 2014:

DE, AT, FR, NL, LU, CN,  
CH, BE, GB, IE, ES,  
SE, DK, FI, NO, JP, US,  
CA, GR, CY, TR,  
CZ, PL, RU, MT, HU, SK

34

5/5 regions

REU, RGC, RNA, RTC, RAP

17 languages  
translated

# Home Connect – Co-Branding with home appliance brands



**SIEMENS**

A world of possibilities.  
Connected to your home.

Download and install the Home Connect App

See hello to the future. Experience how connectivity re-defines the way you live – with Home Connect. [siemens-home.hifi-group.com](http://siemens-home.hifi-group.com)

The future is now. It's here.

Siemens Home Appliances

The advertisement features a modern kitchen with Siemens appliances (refrigerator, oven, and washing machines) set against a dark background with blue light beams and a starry sky effect.

Siemens

Smart today.  
Smart tomorrow.

**BOSCH**  
Invented for life

Bosch Home Appliances with Home Connect are designed with the future in mind. So, you can be sure that the appliances you buy today are ready for your future smart home.

home connect

The advertisement shows a bright, modern kitchen with Bosch appliances (refrigerator, oven, and washing machines) and a living area with a white sofa and a tablet displaying the Home Connect app interface.

Bosch

**NEFF**  
COOLED PASSION SINCE 1927

RETHINK COOKING  
WITH OUR CONNECTED KITCHEN

2018/2019

Authorized partner

[www.home-connect.com](http://www.home-connect.com)

home connect

The advertisement depicts a couple in a kitchen preparing food. A Neff oven is visible in the background. The text is overlaid on the image, and there are icons representing smart home features.

Neff

**Thermador**

UNLOCK MORE CULINARY POTENTIAL

Introducing the Thermador Connected Experience by Home Connect™

A debut like never before. Enabled across every product category within two newly reimagined Thermador Collections – "Masterpiece" and "Professional" – the Home Connect App enhances every culinary creation.

The perfect pairing of Thermador luxury with industry-leading innovation, the Thermador Connected Experience transforms your kitchen into something truly exceptional.

EXPERIENCE HOME CONNECT™ LIVE ON THE SECOND FLOOR  
[PROMENADE AND VISIT HOME-CONNECT.COM](http://PROMENADE.AND VISIT HOME-CONNECT.COM)

The advertisement shows a high-end kitchen with Thermador appliances (refrigerator, oven, and dishwasher) and a dining table with chairs. The text is overlaid on the bottom half of the image.

Thermador

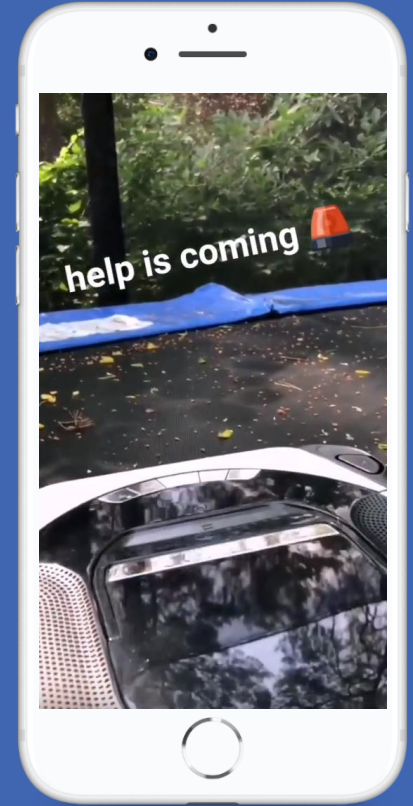
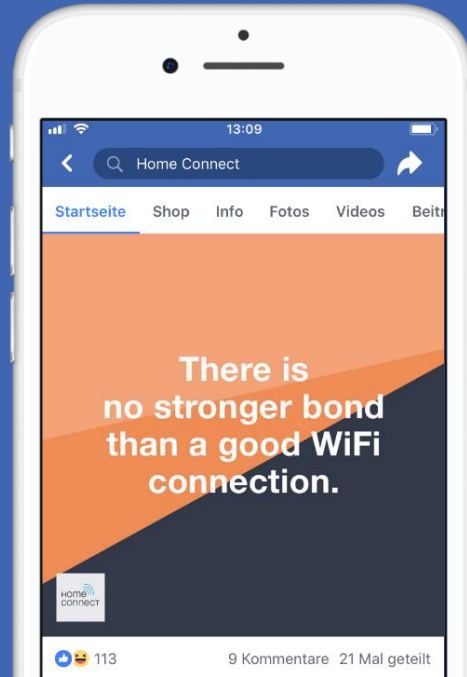
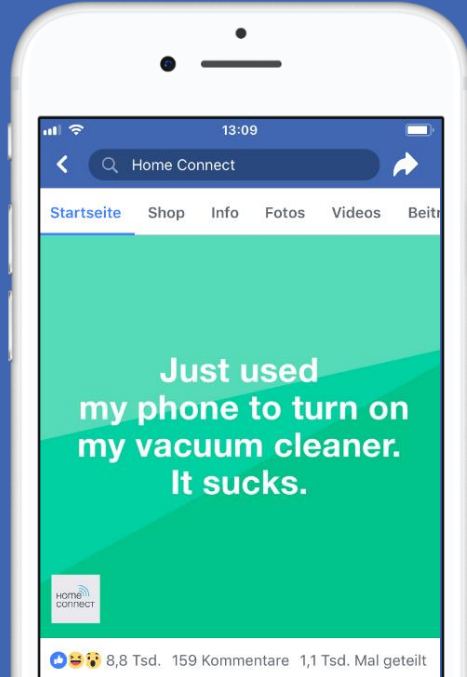


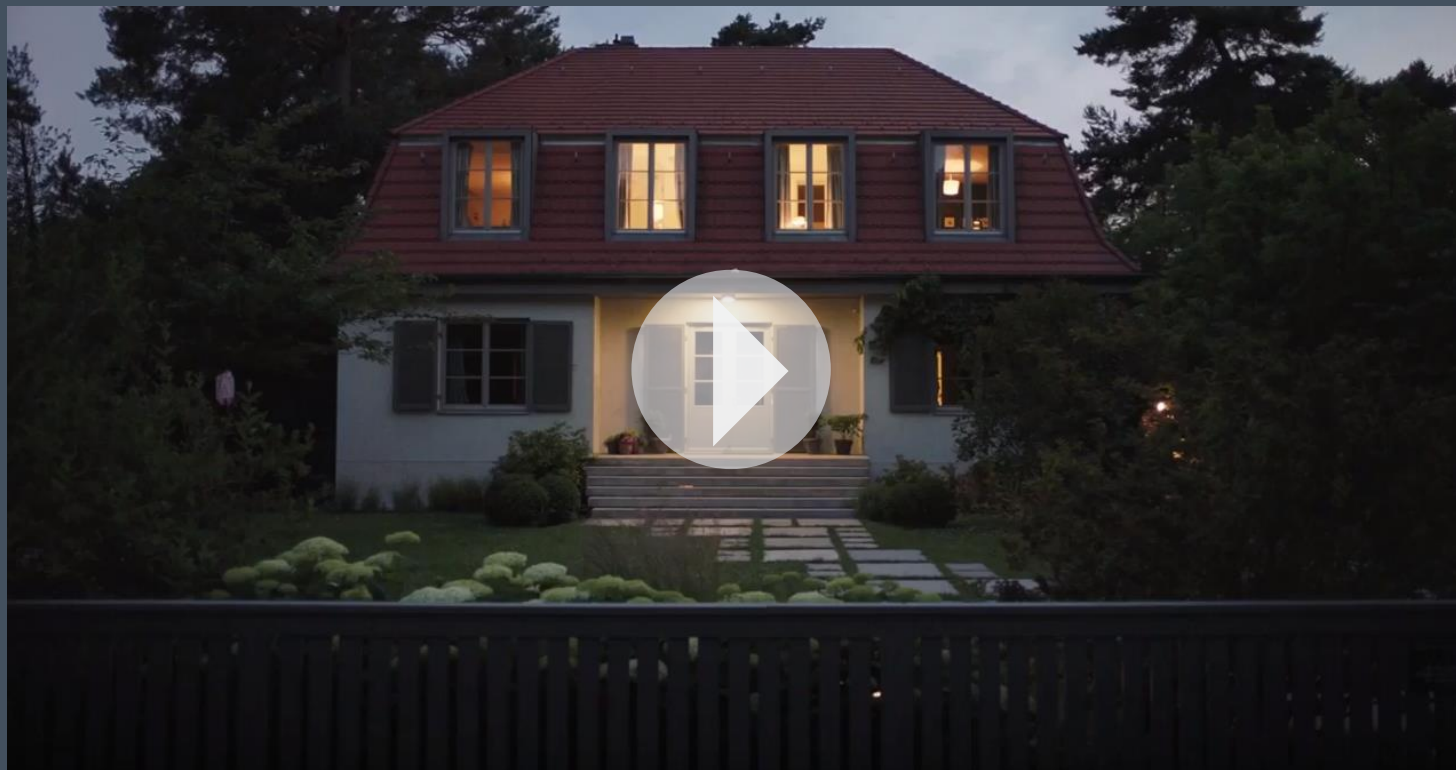
# Home Connect – an ingredient brand with its own brand identity



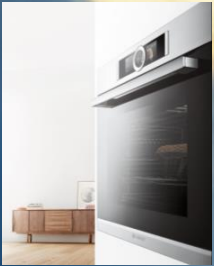


# Home Connect starts to raise brand awareness: We will intensify B2C and partner communication.





BSH's Home Connect platform works with different product categories, brands, functionalities and services.



Oven



Washer & Dryer



Fridge-freezers



Dishwasher



Hob & Hoods



Coffee-machines



Vacuum-robot

Control your home using your voice with Amazon Alexa.

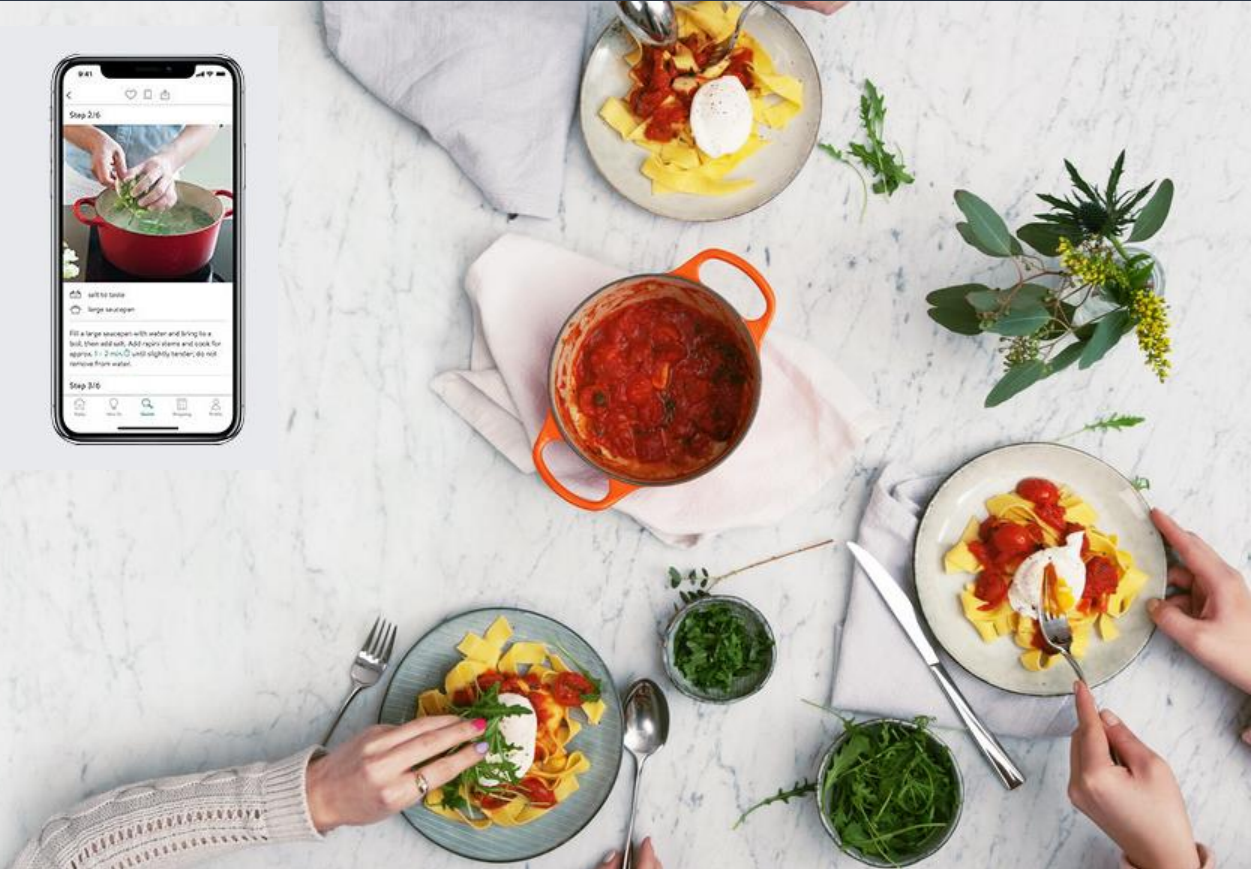


“Alexa, tell the cleaning robot to clean the living room”

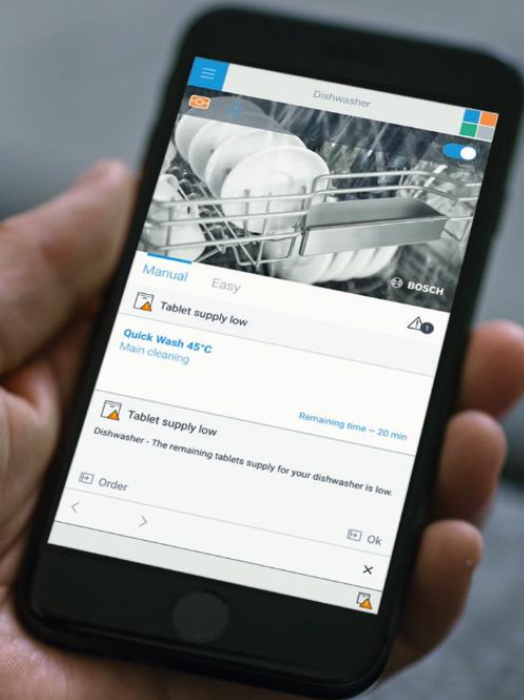




# Connected cooking experience with inspirational recipes from Kitchen Stories and Home Connect.



Automatic or one-step reordering of dishwasher tabs, salt and rinse aid.



**finish 365**



# For controlled access to our ecosystem we leverage Home Connect for Developers to scale the ecosystem through an open API.

Platform launched in December 2015

**1** Major relaunch in 2018  
[developer.home-connect.com](https://developer.home-connect.com)



Easy testing possibilities

**5** Home appliance simulators & testing mode for physical home appliances.



Well-documented REST API

**4** The Application Programming Interface (API) enables an easy and fast integration.



Global access

**2** Available in all regions where Home Connect products are sold.



All main categories supported

**3** Oven, cooktop, hood, coffee machine, fridge, dishwasher, washer, dryer, cleaning robot





Home Connect data analytics are core for consumer centricity and a successful digital transformation.

A light blue background with various icons representing digital technology and data: a laptop, a smartphone, a watch, a coffee cup, a pie chart, a line graph, and a hand holding a tablet. The central text is overlaid on this background.

approx. **100 Mio.** messages  
**every day**

Data Analytics help to **better meet consumer needs** by understanding which appliance features are used.

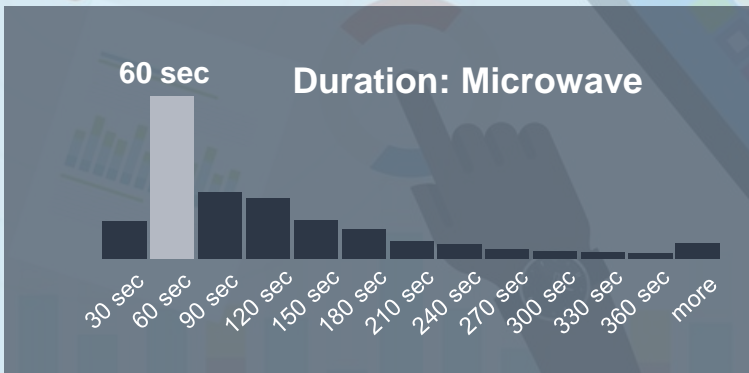
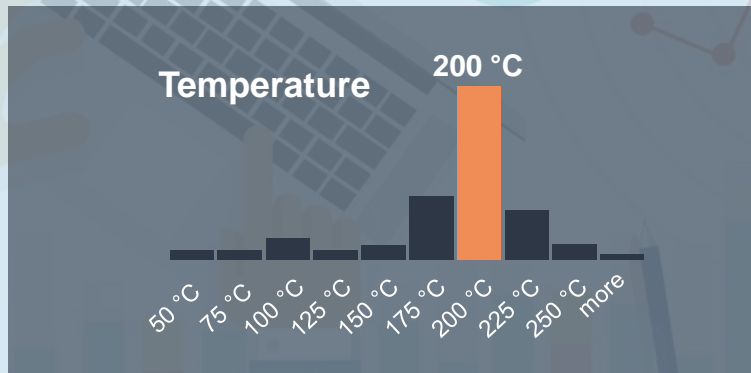
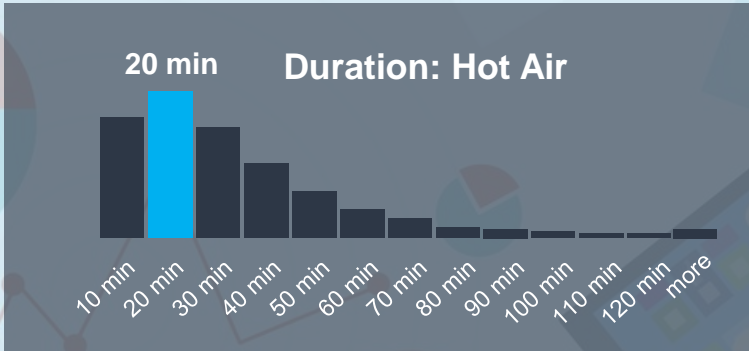
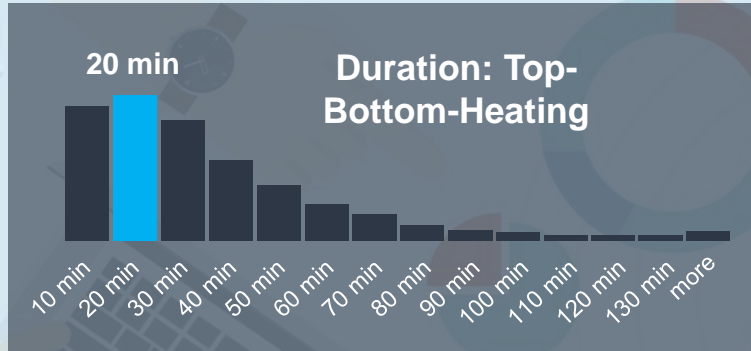
**Fact-based engineering decisions** by providing realistic numbers on appliance lifetime stress.

**Usage-based services and business models**, such as pay-per-use and personalized advice.



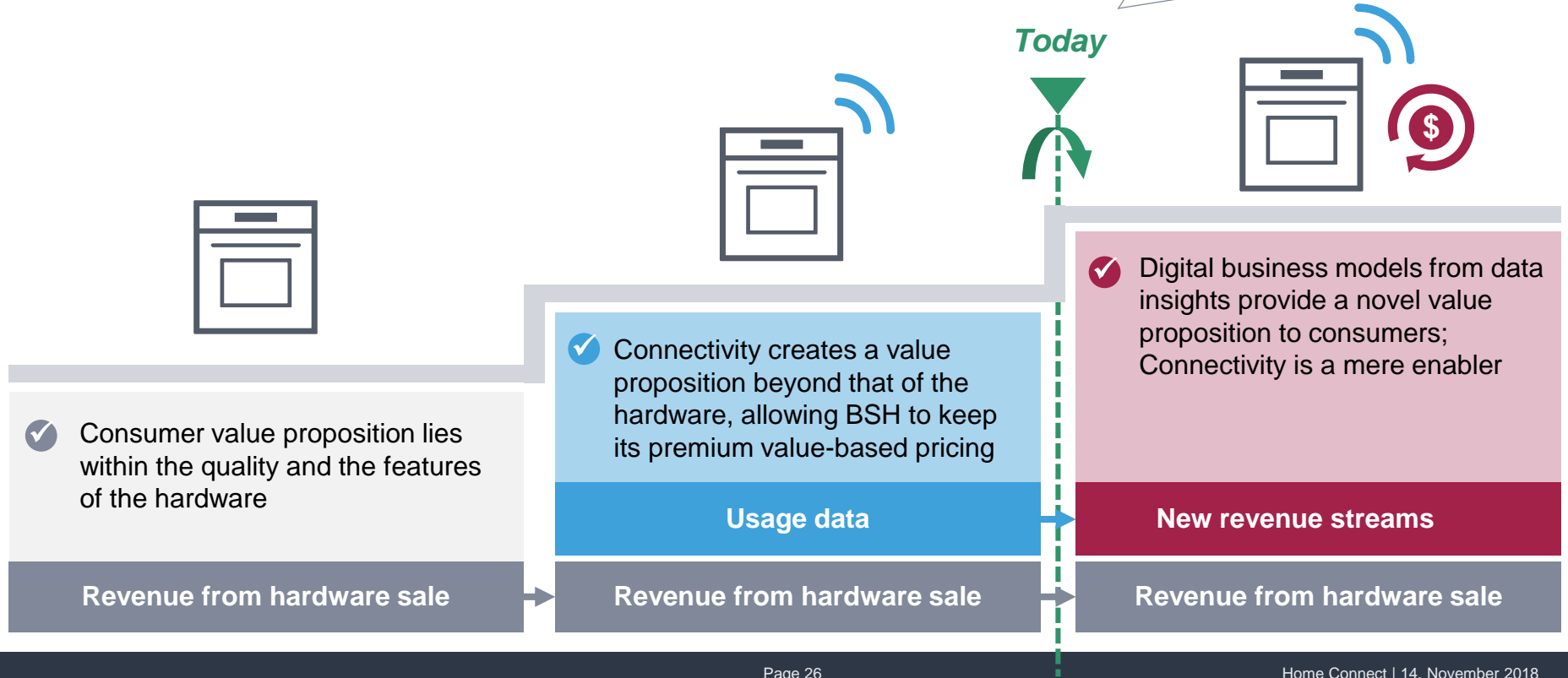
# Oven usage statistics show cross selling potential of appliances accessories, e.g. pizza stone

## Oven



# Revenue streams from data are the target for the future

BSH is on the journey to validate, develop and scale Digital business models





## Grilled Cheese Sandwich

The name is the recipe.



Thank you