Case Study

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 90ºC.

Am feeling GREAT! My health index is currently 3.75 on a scale of 1-5 and my tread depth is at 80%.

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