Introducing Bosch Rexroth as ODVA’s Newest Principal Member

Presented by:
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EVP, engineering and manufacturing-Electric Drives & Controls

General Session and Annual Meeting of Members

www.odva.org
Introduction and Motivation to become a Principal Member of ODVA

General Session and Annual Meeting of Members
Phoenix, 3rd of March 2011
Rexroth within the Bosch Group

Bosch Group
Revenue: 38.2 Bill. euros\(^1\)
Associates on Jan. 1, 2010:
270,687

Automobile Technology

Drive and Control Technology\(^2\)

Industrial Technology

Packaging Technology

Consumer Goods and Building Services Eng.

Solar Energy\(^3\)

\(^1\) including other, \(^2\) Bosch Rexroth AG (100% Bosch), \(^3\) Bosch Solar Energy AG
### Figures 2009

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue</td>
<td>€ 4,146 million</td>
</tr>
<tr>
<td>Total employees</td>
<td>34,225</td>
</tr>
<tr>
<td>Germany:</td>
<td>€ 1,060 million</td>
</tr>
<tr>
<td>Europe minus Germany:</td>
<td>€ 1,495 million</td>
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<tr>
<td>Americas:</td>
<td>€ 608 million</td>
</tr>
<tr>
<td>Asia/RoW:</td>
<td>€ 984 million</td>
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<tr>
<td>Germany:</td>
<td>18,217</td>
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<tr>
<td>Europe minus Germany:</td>
<td>8,578</td>
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<tr>
<td>Americas:</td>
<td>2,899</td>
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<tr>
<td>Asia/RoW:</td>
<td>4,531</td>
</tr>
<tr>
<td>Research and development</td>
<td>Total: € 261 million</td>
</tr>
<tr>
<td>Cost share of revenue:</td>
<td>6.3 %</td>
</tr>
<tr>
<td>Investments</td>
<td>Total: € 190 million</td>
</tr>
<tr>
<td>Cost share of revenue:</td>
<td>4.6 %</td>
</tr>
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</table>

Europe minus Germany:

- Germany: € 1,060 million
- Europe minus Germany: € 1,495 million
- Americas: € 608 million
- Asia/RoW: € 984 million

Americas:

- Germany: 18,217
- Europe minus Germany: 8,578
- Americas: 2,899
- Asia/RoW: 4,531

Asia/RoW:

- Germany: € 1,060 million
- Europe minus Germany: € 1,495 million
- Americas: € 608 million
- Asia/RoW: € 984 million

Total:

- Research and development: € 261 million
- Cost share of revenue: 6.3%
- Investments: € 190 million
- Cost share of revenue: 4.6%

Germany:

- Total: € 261 million
- Cost share of revenue: 6.3%
- Investments: € 190 million
- Cost share of revenue: 4.6%
Customized solutions from a single source

Mobile Applications

Machinery Applications and Engineering

Factory Automation

Renewable Energies

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Industrial Applications

Machinery Applications and Engineering

- Industrial Manufacturing
- Marine and Offshore
- Bulk Materials Handling

Factory Automation

- Machine Tools and Automotive
- Assembly and Handling, Semicon and Solar
- Food and Packaging, Printing and Processing
Bosch Rexroth AG

Products

Electric Drives and Controls

Linear Motion Technologies

Gears

Assembly Technologies

Hydraulics, Industrial

Pneumatics

Hydraulics, Mobile

Service and Training
Bosch Rexroth’s Current Network Strategy

“Open Connectivity” from Rexroth – maximal ability of integration for open automation
Bosch Rexroth’s Extended Network Strategy

- Bosch Rexroth ranks “Open Communication Standards” as one of the most important future trends in factory automation.

- Bosch Rexroth is convinced, that combining support of the Open Communication Standards EtherNet/IP and SERCOS III Bosch Rexroth can provide its partners in business with the highest productivity and optimum investment protection.

- This results in the following approaches:
  - Using EtherNet/IP as an integral part of Bosch Rexroth’s product portfolio.
  - Advance and use ODVA technologies as a complementary part to SERCOS III.

→ To achieve all this, Bosch Rexroth has decided to increase its EtherNet/IP activities and to apply for a Principal Membership in ODVA.
Bosch Rexroth / ODVA Relationship

- **Value of ODVA to Bosch Rexroth**
  - Multi-vendor and open organization and therefore open to participate in the creation of technology
  - Clear and straightforward network technology as basis for Bosch Rexroth’s product portfolio
  - The world’s number one industrial Ethernet network EtherNet/IP leverages a high acceptance of Bosch Rexroth’s products

- **Value of Bosch Rexroth to ODVA**
  - Bosch Rexroth strengthens ODVA’s internationalization as a European based and global acting company
  - Bosch Rexroth supports ODVA to advance its technologies with its expertise in motion control and OEM machinery

- **These values result in advantages for all…**
  - ODVA and its members,
  - Bosch Rexroth
  - …and the users!
Thank you for your attention!