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Coming together for modern automation: Salesforce and SICK join Bosch Rexroth's ctrlX World

Manuela Kessler | 21.09.2022 | Lohr am Main / Germany | PI 048/22

ctrlX AUTOMATION ecosystem with app technology attracts more and more third-party providers

- Salesforce supports digital service concepts
- SICK contributes sensor data integration and sensor apps
- Partner world ctrlX World is growing and now includes over 60 third-party providers



The partner world ctrlX World grows by further partners. (Image source: Bosch Rexroth AG)

With ctrlX AUTOMATION, Bosch Rexroth has created a world of automation in which the specialist knowledge of companies from various domains is combined for the purpose of co-creation. The partner network ctrlX World is expanding the automation toolkit, adding hardware and, in particular, more and more new apps. More than 60 third-party providers have already joined the partner world – most recently Salesforce and SICK.

“The ctrlX AUTOMATION solutions are designed to reduce the time to market for machine manufacturers and allow users to maximize production efficiency. Together with partners from various levels and specialist domains, we are helping to make this possible. In our ctrlX Store, apps from Bosch Rexroth and third-party providers for any automation task can be downloaded. Our partner world is growing more and more quickly. In just a few weeks, we have increased the number of third-party providers from 50 to around 60,” explained Hans Michael Krause, Director of Product Management ctrlX World at Bosch Rexroth.

CRM expertise and sensor apps for automation

Two of the newest members are Salesforce and SICK. Salesforce, the market leading CRM provider, contributes its expertise and solutions to the ctrlX World. It thus helps users to implement digital service concepts. With the apps and services (SaaS), companies can link their value creation chain and partners, implement new services and automate processes. For example, new business models, proactive services and central digital touchpoints can be developed.

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“Our joint solutions with Bosch Rexroth and other ctrlX World partners enable data-based decision making and business automation in mechanical engineering and other industries. For example, manufacturers can quickly visualize and analyze all of the data coming from ctrlX AUTOMATION. Another use case is the preventive maintenance of machines or the automation of spare parts orders. Our Manufacturing Cloud enables business and service automation based on business intelligence. ctrlX AUTOMATION provides the important data for this,” said Juergen Brixel, Regional Vice President Industry Solutions & Strategy at Salesforce.

SICK too has joined the ctrlX World and is working with Bosch Rexroth to create added value from sensor data. The company specializes in sensor and system solutions for industrial applications – from factory and logistics automation to the automation of processes. With its portfolio of solutions, SICK creates safe working environments and allows efficient automation and digitalization. In addition to the straightforward integration of sensor data, the established SICK AppSpace ecosystem – an engineering framework for sensor applications – is also made available on the control system ctrlX CORE. This opens the door to sensor apps and digital services.

“By integrating our solutions into the ctrlX AUTOMATION partner world, we can provide sensor and application data in the easiest way possible. We do this via the ctrlX Data Layer. It offers secure, managed access to the data. Machine manufacturers for example can easily benefit from valuable data and use these data in order to meet IoT and Industry 4.0 requirements,” said Walter Reithofer, Senior Vice President R&D at SICK.

Other partners that have joined the ctrlX World in recent months include: 36ZERO Vision by Deutschdata Karamat und Ziesche GmbH, Dataprophet, FANUC Deutschland GmbH, Hailo Technologies Ltd., i-flow GmbH, KEBA Industrial Automation GmbH, SIMON Modellierungen GmbH, Timecho Europe GmbH, WEPALL ROBOT EASY TOOLS, S.L. and Balluff GmbH.

Basic Information Bosch Rexroth

As one of the world’s leading suppliers of drive and control technologies, Bosch Rexroth ensures efficient, powerful and safe movement in machines and systems of any size. The company bundles global application experience in the market segments of Mobile Applications, Machinery Applications and Engineering, and Factory Automation. With its intelligent components, customized system solutions and services, Bosch Rexroth is creating the necessary environment for fully connected applications. Bosch Rexroth offers its customers hydraulics, electric drive and control technology, gear technology and linear motion and assembly technology, including software and interfaces to the Internet of Things. With locations in over 80 countries, more than 31,000 associates generated sales revenue of around 6.2 billion euros in 2021.

Basic Information Bosch

The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,600 associates worldwide (as of December 31, 2021). The company generated sales of 78.7 billion euros in 2021. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its

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customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 128 locations across the globe, Bosch employs some 76,100 associates in research and development, of which more than 38,000 are software engineers.

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