

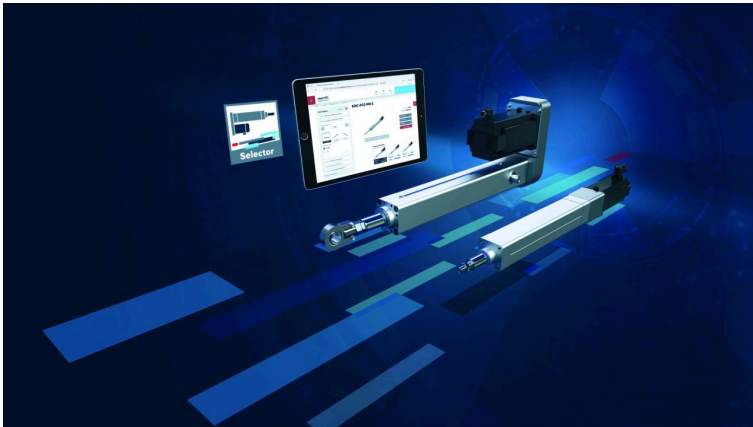
PRESS INFORMATION

Linear Motion Technology Selector Revolutionizes Engineering

Manuela Kessler | 21.06.2022 | Lohr am Main / Germany | PI 033/2022

The first fully integrated and web-based selector for electromechanical cylinders shows the future of sales of complex industrial goods

- Next-level engineering: innovative tool, improved user experience
- Time-saving und interactive: real-time results and live 3D model
- Digital quote: individual prices and delivery times
- Flexible work: save, share and resume projects



The selector for electromechanical cylinders, which is fully integrated into a single website, fundamentally shortens the engineering process. Additional selectors to follow shortly. (Image source: Bosch Rexroth AG)

Paradigm shift in online sales: With its holistic and customer-centric approach, Bosch Rexroth sets the benchmark for the digital configuration of industrial goods. In just a few minutes on a dynamic website, the fully integrated and purely browser-based tools intuitively guide mechanical and plant engineering specialists from the idea to placing the order. A selector for electromechanical cylinders – which Bosch Rexroth also presents at the trade fair automatica 2022– gets the process started. Because it brings together selection, dimensioning, configuration, catalog, CAD and the e-shop, the number of interactions is reduced to a minimum. The graphic user interface in particular generates significant time savings, with real-time results and a live 3D model, as well as suitable product recommendations with specific prices and delivery times.

In light of the increasing pressure to reduce costs and time expenditure, structural design and technology departments have to plan, design, detail and optimize their mechanical and plant parts with increasing speed. Additionally, the smartphone generation expects device-independent engineering tools whose ease of use is based on modern business-to-customer (B2C) portals.

The online selector for electromechanical cylinders, which has been redesigned from the ground up, meets these complex market requirements. The foundation is a so-called single-page architecture. This means that the entire process – from selection to order placement, as well as the aspects of design and functionality – is presented in a single HTML document and the required content is dynamically loaded subsequently.

PRESS INFORMATION

The web-based selector reduces the time from the idea to order placement for a customized electromechanical cylinder to a few minutes. To this end, Bosch Rexroth accounts for the entire process chain: from the rough to detailed design and planning, including price and delivery information, to direct order placement with prior download of CAD data and data sheets. Previously time-intensive subprocesses such as preliminary meetings, approvals and quotes, or recalculations with other parameters are no longer necessary or are significantly reduced in time scale.

With regard to the greatest possible increase in efficiency, the new selector covers a wide range of variations from around 3,000 electromechanical cylinders. The stored and intelligently linked information about the individual components reduces the number of interactions to a minimum. The rough definition of the product according to the selected application begins with factory-set values related to installation position, fastening and load, as well as travel, cycle time and drive. With each selection or entry of a parameter, the basic information displayed in the graphic tabs automatically adjusts. There is a detailed view for fine-tuning the design.

A real-time result visualizes the current project status along with a live 3D model using the real CAD data. After inputting the first few pieces of information, the selector recommends corresponding products that are also adjusted on an ongoing basis throughout the process. By clicking on a product, the selector immediately shows the technical specifications and a configuration overview.

The current project can be saved and shared via link for flexible, collaborative work. The tool is also optimized for tablets.

New Approach for Selection and Calculation through to Order Placement

The selector for electromechanical cylinders is continuously expanded with new languages and functions, such as filters, user groups and visualizations.

Going forward, Bosch Rexroth will further expand its range of fully integrated online selectors. This applies to linear motion technology as well as the other business areas.

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

PRESS INFORMATION

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.

Press Contact

Please get in touch with our Press Contact



Manuela Kessler

Spokesperson
technology topics
+49 9352 184145

Manuela.Kessler@boschrexroth.de