

Insights from Bosch



Nils Heblich-Menke

Chief Product Owner



Elements.Cloud @boost.Mobility

Nils Heblich-Menke, 18.07.2024



Nils Heblich-Menke

CPO boost program

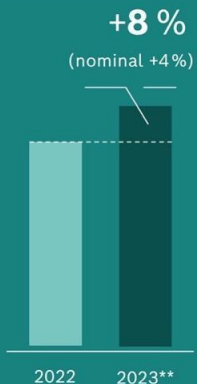
The 2023 business year*

EBIT
from operations

€4.6bn

EBIT margin
from operations

5%



Bosch Group
sales

€91.6bn



€56.3bn

Mobility
+7% (+11%***)



€7.5bn

Industrial Technology
+8% (+10%***)



€19.9bn

Consumer Goods
-7% (-1%***)

€7.6bn

Energy and Building
Technology
+9% (+11%***)



€46.8bn



Europe
+6% (+8%**)

€15.2bn



North America
+4% (+8%**)

€1.7bn



South America
-6% (+4%**)

€27.9bn



Asia Pacific
+1% (+9%**)

We pave the way for successful customer interaction and transparent team collaboration to boost the future of mobility.



boost.MOBILITY

Bosch One Salesforce Transformation

Project statistics

12.000+
User

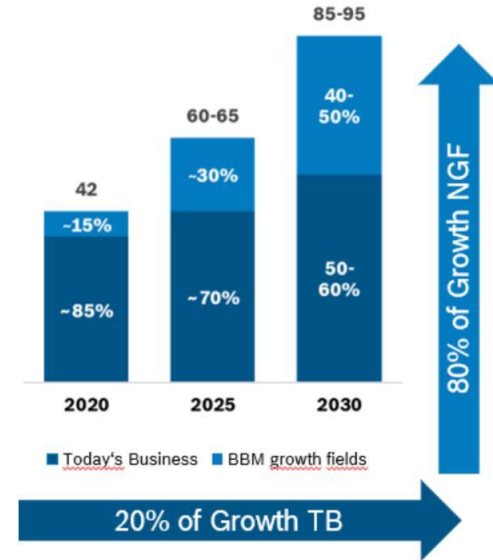
8
Divisions

6
Process Streams

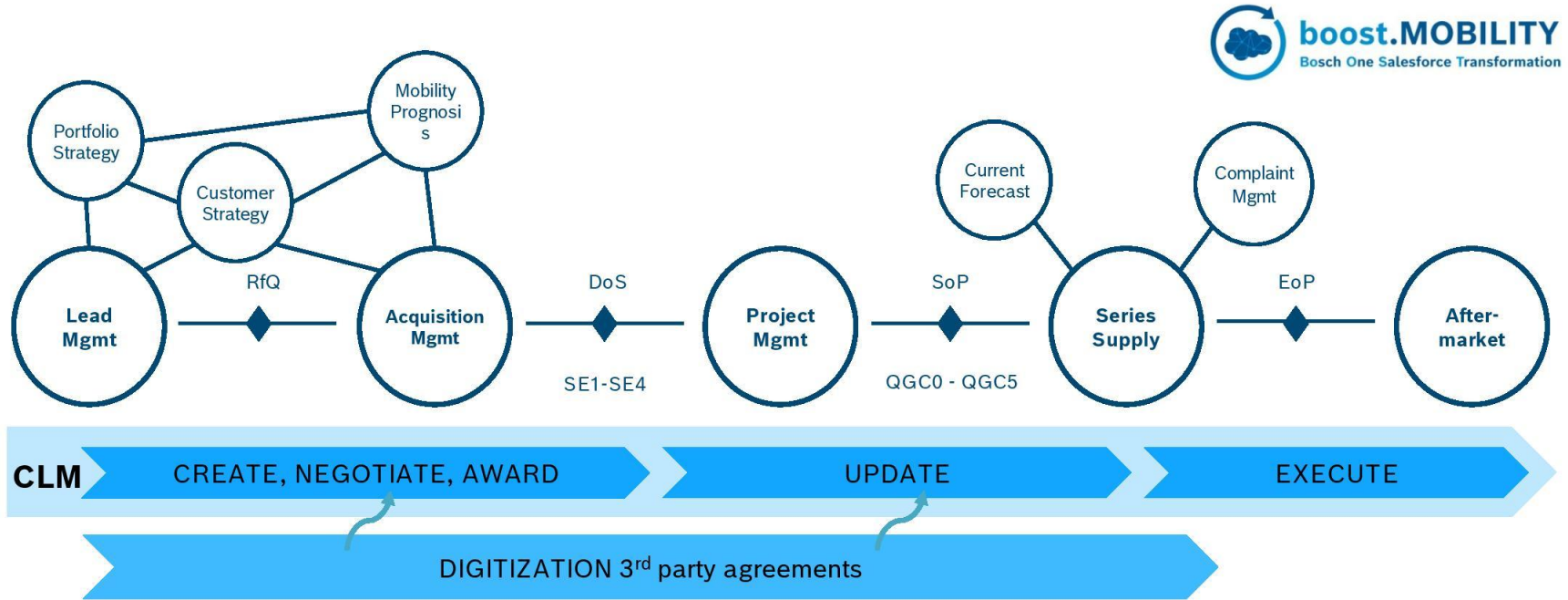
20+ Mio.
Records

120+
Team Member
(+20 Externals)

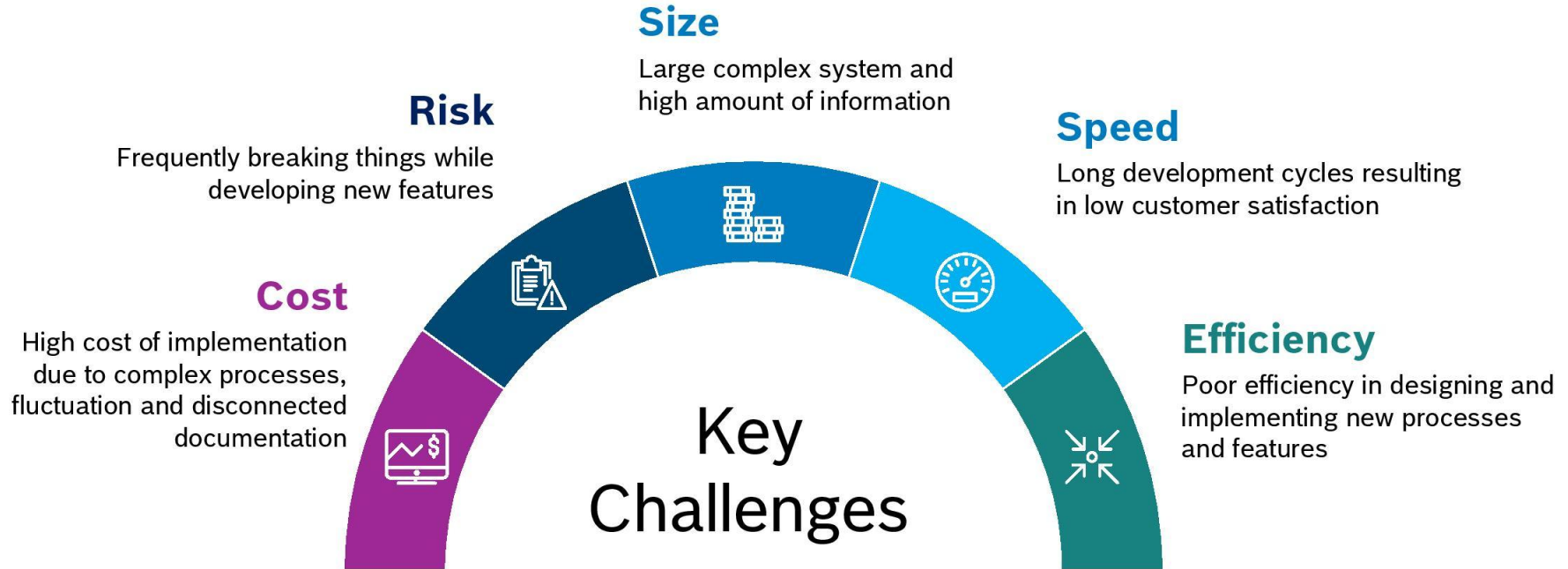
4
Years since first
GoLive



Process Areas



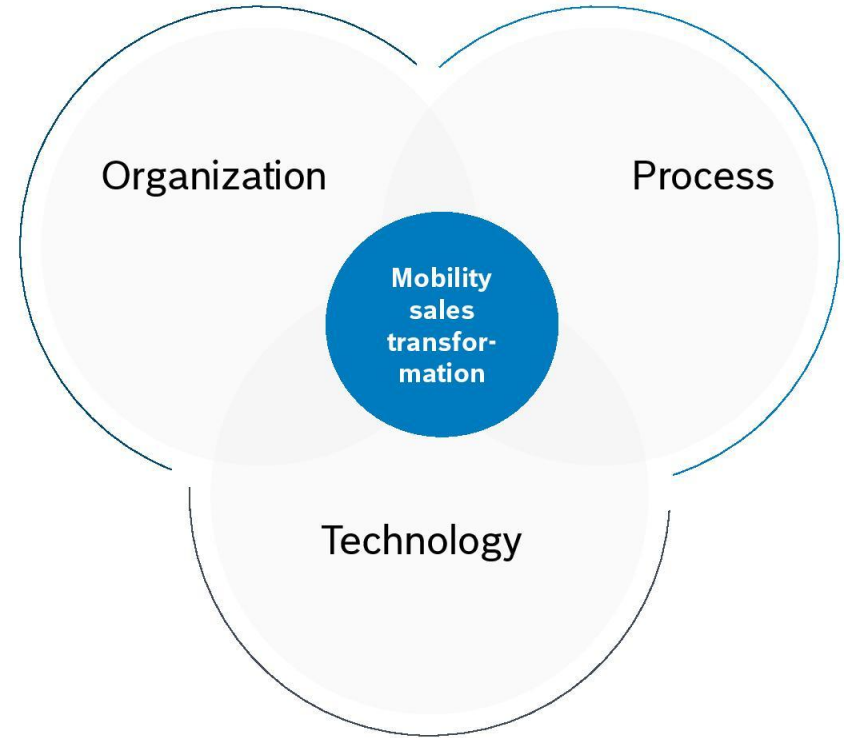
Where we started



Org Insights

6021 Apex Classes	262 Apex Triggers	65 Applications	420 Aura Component Bundles	807 Lightning Component Bundles	471 Lightning Pages	27 Managed Packages	11 Named Credentials
0 Big Objects	7468 Custom Labels	6 Custom Metadata	519 Custom Objects	74 Permission Set Groups	177 Permission Sets	20 Platform Events	31 Profiles
258 Custom Tabs	254 Dashboards	2 Email Services	136 Email Templates	85 Queues	37 Remote Site Settings	229 ^{↓1} Report Types	4761 Reports
0 External Objects	373 Flows	26 Global Actions	33 Global Value Sets Picklists	4 Roles	52 Standard Value Sets Picklists	100 Visualforce Components	461 Visualforce Pages

How to find the best approach for Bosch



Our path to Change Intelligence

01

Flexible and reliable process to manage change according to new requirements

02

Apply ownership principle to all areas of boost.MOBILITY

03

Use data to identify risks as early as possible

04

Streamline and enforce documentation

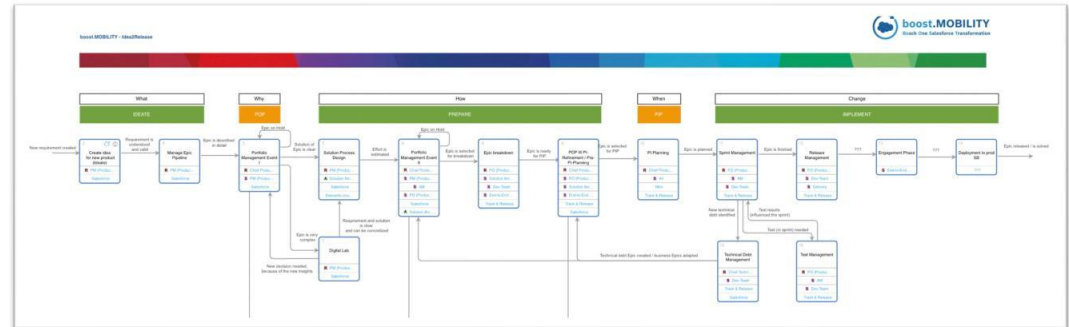
Process

Principles

- Full transparency for all stakeholders
- Everyone can raise the “no cheating” card
- Clear role expectations
- Sidesteps can be accepted by team

How to

- Implemented Idea2Release Process to answer
 - What, Why, How, When...
- Synchronized PI-Planning with other initiatives in Bosch
- Embedded into Salesforce for maximum transparency
- Intensive training and explanation sessions for all (new) team members



Ownership

Principles

- No owner → no responsibility
- Know how/when to interact with owners
- Team change → Responsibility change
- Ownership is never static

How to

- Ownership is the first point to clarify for any new process, technology or feature, we apply ownership to

Processes

Apps

Capabilities

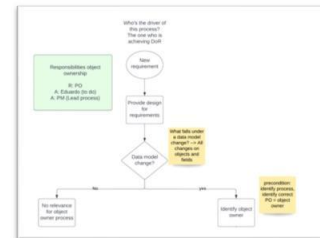
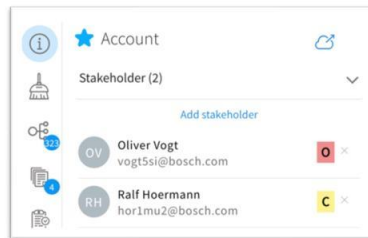
Objects

Flows

KPIs

...

- Guidelines implement how and when to interact with Owners
- Ownership inspection is part of any on- or offboarding procedure
- Minimum annual sanity check of ownerships by line or team managers



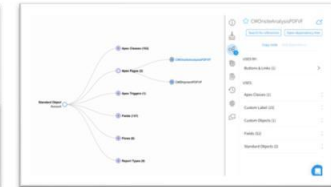
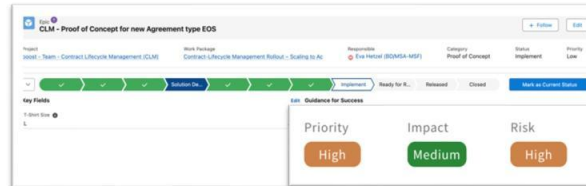
Data

Principles

- Data without trust is waste
- Meta data is your most accurate information → its your Org reality
- Context is king
- Search first... create second
- No implementation without impact analysis
- Connect.. Connect.. Connect

How to

- Any data issues can/should be reported to program management
- We connect all relevant sandboxes to Elements.Cloud
- We utilize provided tools like Chrome Extension and ISV package to stay in context
- We always assume that there is already an answer before starting from scratch
- Our Idea2Release process requires impact analysis before breakdown
- We spend time on integration of tools to surface existing information



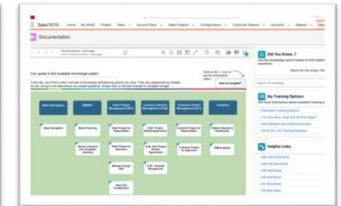
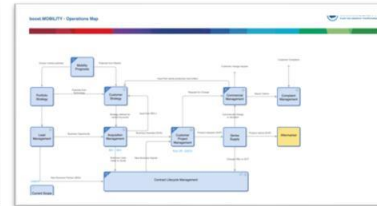
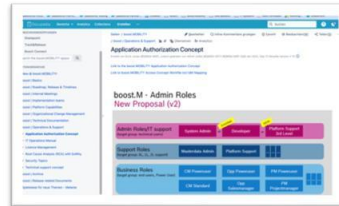
Documentation

Principles

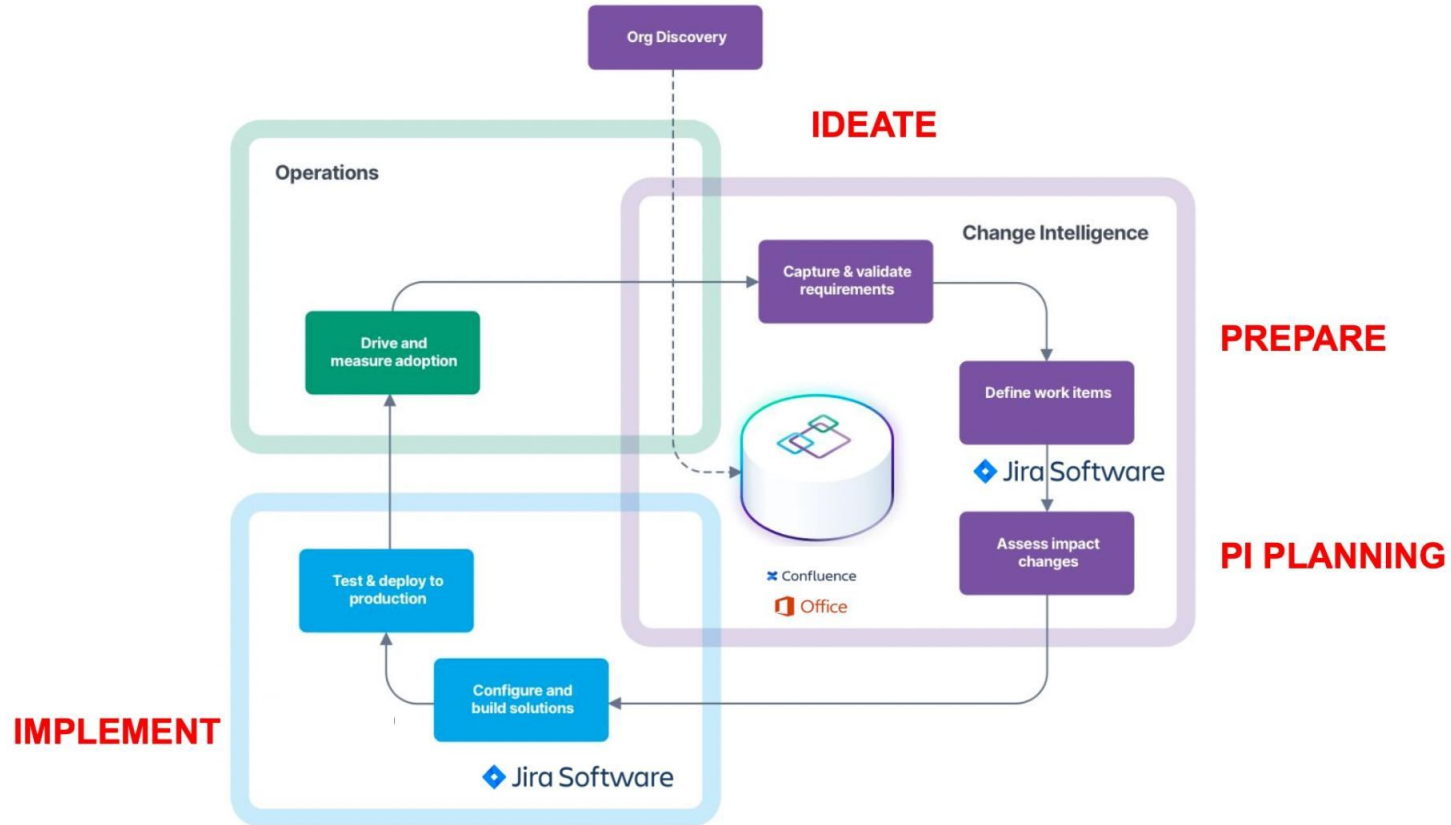
- Documentation must be connected to its purpose or source
- Document before you do it
→ it's your script
- Decisions reasons are the most important pieces of information
- Single source of information
- Documentation is a gift, not a penalty

How to

- Static Documentation → Confluence
- Process Documentation → Elements.Cloud
- System Documentation → Elements.Cloud
- Requirement Documentation → Jira (integrated with Elements.Cloud)
- User Documentation → Salesforce (powered by Elements.Cloud)
- Document to script → Guidance + value discussions
- Integration → SF – EC & EC – Jira Integration



Change Intelligence mastered





Live Demo

What we dream of...

- Salesforce and ISV providing basic process models in Elements
- KPI Reference models (Bosch)
- More connectors to CRMA, non-core products, SAP etc.



Q&A

