

Press release



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The German Innovation Award goes to Bosch Rexroth: ctrlX AUTOMATION as the brain of the modern factory

Award-winner: automation platform revolutionizing the market

- Bosch Rexroth wins in the “Large Companies” category
- Jury convinced by innovative power of the ctrlX AUTOMATION platform

An innovation that changes an entire market: [ctrlX AUTOMATION](#) from Bosch Rexroth completely redefines automation in industry. This innovative power has now been underlined with an important award: The German Innovation Award 2021. This initiative, founded in 2010 by WirtschaftsWoche, Accenture, and EnBW, named Bosch Rexroth the winner in the “Large Companies” category on June 25 under the patronage of German Federal Minister Peter Altmaier. The award ceremony took place as a digital event.

“ctrlX AUTOMATION is the brain of the modern factory,” explains Dr. Marc Wucherer, member of the Board of Management at Bosch Rexroth AG, and continues: “With the platform, users automate their processes, it speaks different programming languages and integrates different systems for data transfer.” These are some of the key advantages which set the solution apart from conventional rigid automation solutions and make ctrlX AUTOMATION an important building block for the Factory of the Future.

In a simple way, ctrlX AUTOMATION thus brings together previously separate worlds in a consistently open and modular system: machine control, information technology (IT) and the Internet of Things (IoT) – because in modern industry, these are dependent on each other. The platform offers all necessary software and hardware components for automation solutions. In addition, users can download individual solutions as apps in an ecosystem or create them

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themselves and get them up and running quickly. This software and engineering approach creates new degrees of freedom and almost unlimited application possibilities.

“ctrlX AUTOMATION has already been implemented in nearly 300 customer projects. In addition, our ctrlX World ecosystem is growing – we now have 20 partners. A key advantage of the automation platform is that it brings together the domain knowledge of Bosch Rexroth, third-party providers and customers. This way, automation solutions are created through co-creation, and, all in all, the best solution for each application is achieved,” explains Philipp Guth, Senior Vice President of the Automation & Electrification Solutions Business Unit at Bosch Rexroth AG.

The properties of ctrlX AUTOMATION thus meet the requirements of the VUCA world – i.e. volatile, uncertain, complex and ambivalent markets. It allows users to act flexibly, independently, in a future-proof but also data- proof manner when it comes to demand-oriented costs. This makes it a counter-design to the previous automation systems. This fact also convinced the jury of the German Innovation Award which honors pioneering products and processes coming from Germany. Philipp Guth accepted the award.

At the Hannover Messe in April, Bosch Rexroth also won the Hermes Award – the most prestigious international industry award – for the SVA R2 Subsea Valve Actuator, thus already receiving a high accolade for its innovative strength.

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Basic information:

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 26,600 associates generated sales revenue of around 5.2 billion euros in 2020.

To learn more, please visit www.boschrexroth.hu

The Bosch Group is a leading global supplier of technology and services. It employs roughly 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. 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 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 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

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