

# 数字化赋能渠道管理

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Bosch MA APAC Digital PM Leader



扫码查看Engage2024  
大会视频回放



**WENDY WEI**

## **SELF INTRODUCTION**

**2005-2008** Technische Universität Dresden Germany  
Master Degree

**2008-2014** C.D.M TECHNO CONSULTING  
SENIOR CONSULTANT & PM

**2014-2022** PHILIPS LIGHTING B.V.  
GREATER CHINA & NORTHEAST ASIA DIGITAL BP

**2022-NOW** BOSCH MOBILITY AFTERMARKET  
APAC DIGITAL PM LEADER



# Who we are

## Bosch China in figures

Bosch China operates

**63**

legal entities

**9**

Joint ventures

**54**

Wholly foreign-owned enterprises



2023 sales turnover

**139** billion CNY

nearly

**58,000**

associates

**6.1**

billion CNY invested in 2023

# BOSCH MOBILITY AFTERMARKET

## Parts, Diagnostics & Workshop Services



### Workshop Services

Diagnosis

Repair



### Parts



### Diagnostics

Software ESI [tronic]



Test equipment & products



### Workshop Services

Workshop Concepts



Technical training and hotline



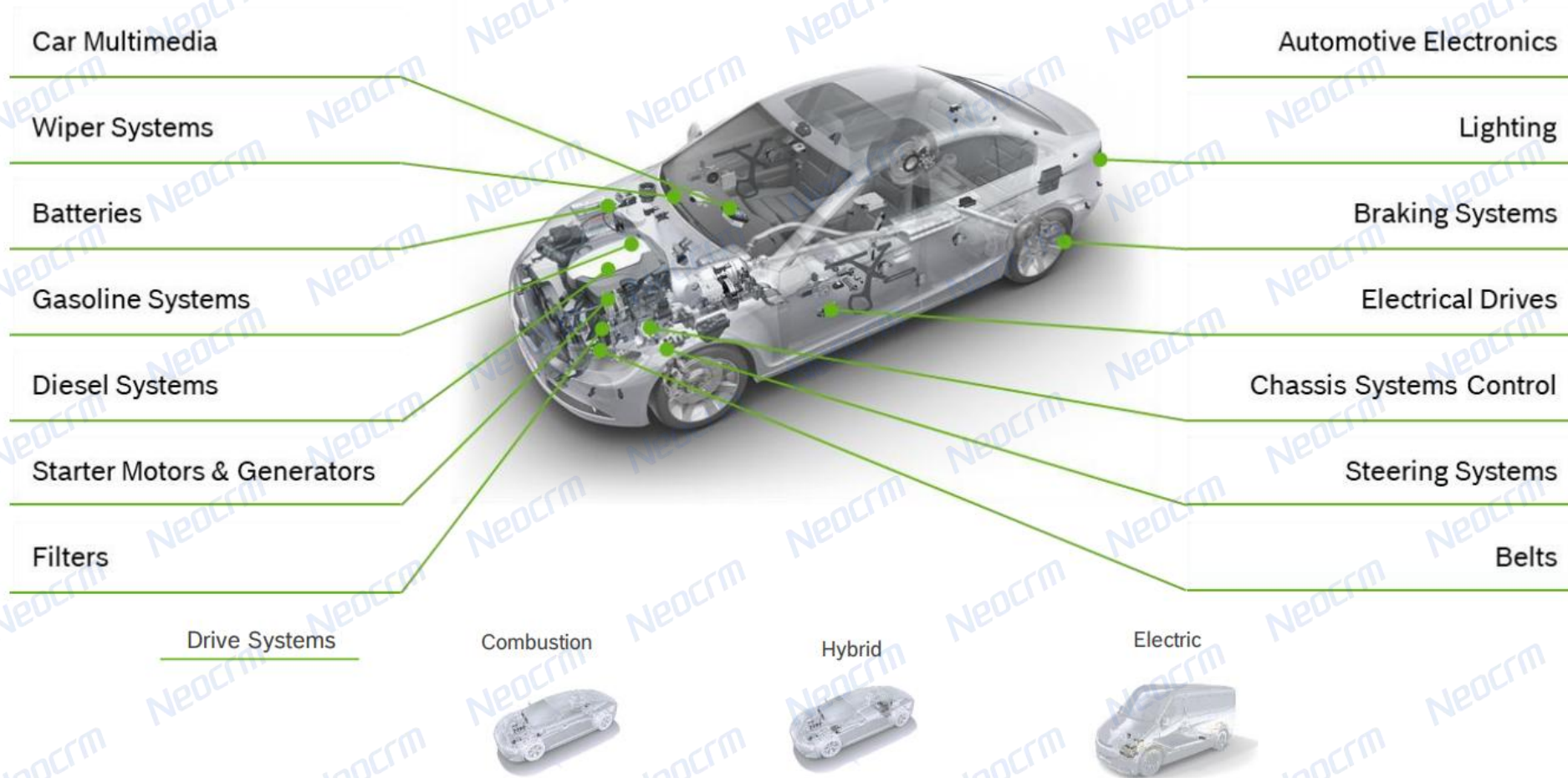
Connected Workshop





# BOSCH MOBILITY AFTERMARKET

## Product Areas



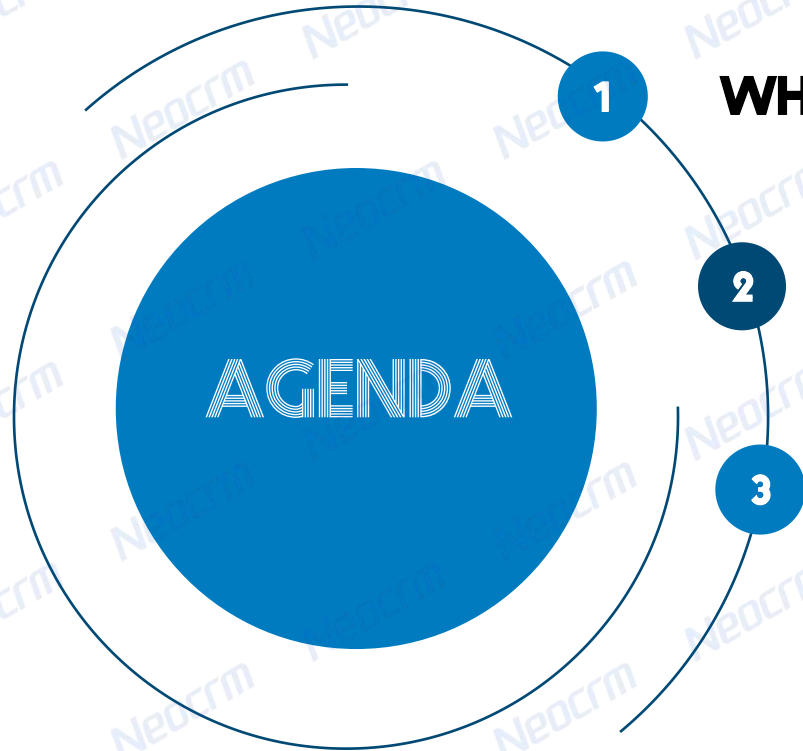


# **DIGITAL EMPOWER CHANNEL MGT.**

**WENDY WEI**

**BOSCH MOBILITY AFTERMARKET APAC DIGITAL PM LEADER**

# DIGITAL EMPOWER CHANNEL MGT.



## WHAT IS DIGITAL

## WHY DIGITAL CAN BENEFIT BUSINESS

## HOW DIGITAL EMPOWER CHANNEL MGT.

- PAIN POINTS OF CHANNEL MGT.
- DIGITAL SOLUTION

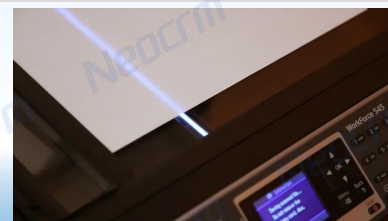
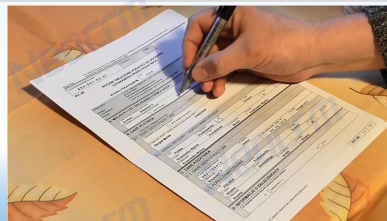




# WHAT IS DIGITAL DIGITIZATION, DIGITALIZATION, DIGITAL TRANSFORMATION

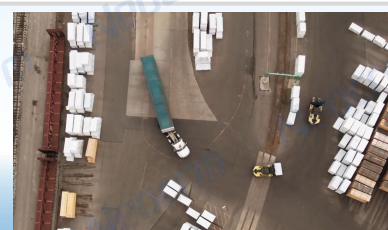
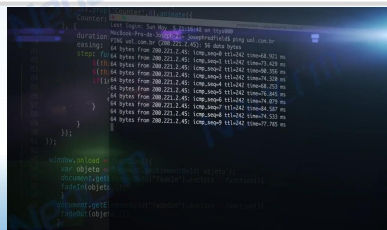
## DIGITIZATION

IT'S THE PROCESS CHANGING FROM ANALOG TO DIGITAL



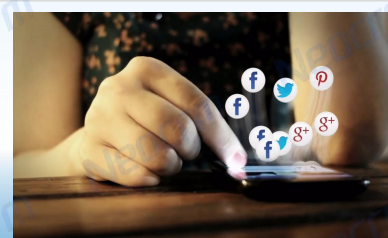
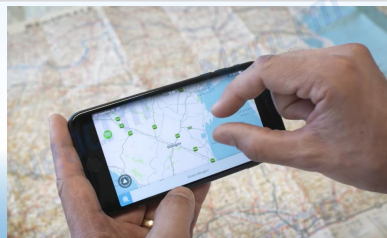
## DIGITALIZATION

THE USAGE OF DIGITAL TECHNOLOGIES TO CHANGE A BUSINESS MODEL



## DIGITAL TRANSFORMATION

PROCESS OF EXPLOITING DIGITAL TECHNOLOGIES AND SUPPORTING CAPABILITIES TO CREATE NEW DIGITAL BUSINESS MODELS "GARTNER".



**WE DIGITIZE** INFORMATION

**WE DIGITALIZE** PROCESSES AND THE OPERATION OF A BUSINESS

**WE DIGITALLY TRANSFORM** THE BUSINESS AND ITS STRATEGY



# WHY DIGITAL CAN BENEFIT BUSINESS

## DATA ANALYSIS, DIGITAL PROMOTION



### DATA ANALYSIS

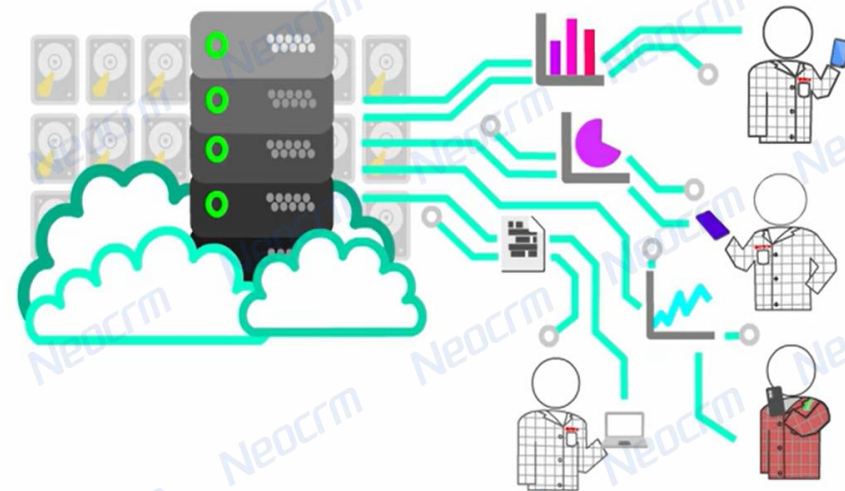
SALES ANALYSIS,  
MARKET  
ANALYSIS, BIG  
DATA, DEALER  
INVENTORY  
ANALYSIS ETC..



### DIGITAL PROMOTION

*FROM*  
PEOPLE SEARCH FOR  
PRODUCTS  
*TO*  
PRODUCTS SEARCH  
FOR PEOPLE

### Data lake



Data can be visualized for in-depth analysis  
and the results can then be shared

# HOW DIGITAL EMPOWER CHANNEL MGT.

## PAIN POINTS OF CHANNEL MGT.



### OUT OF STOCK

NO TRANSPARENCY ON  
GOODS ARRIVAL. DELAY ON  
PAYMENT. NON-  
TRANSPARENT ON DEALER  
INVENTORY



### CHANNEL BACKLOG

TIER 1 & TIER 2 DEALER HIGH  
STOCK. NO TRANSPARENCY  
ON SELL OUT STATUS



### BUG SELL

DIFFERENT PRICE POLICY  
OR  
PROMOTION AMONGST  
DIFFERENT DISTRICTS. SELL  
CROSS BOUNDARY.  
ABNORMAL SALES  
AMOUNT

# HOW DIGITAL EMPOWER CHANNEL MGT.

## DIGITAL SOLUTION—SALES PORTAL AND DEALER PORTAL

### INFORMATION TRANSPARENCY FOR SALES



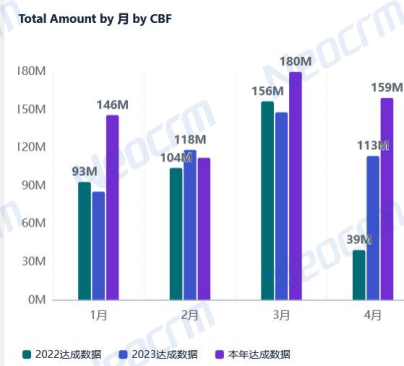
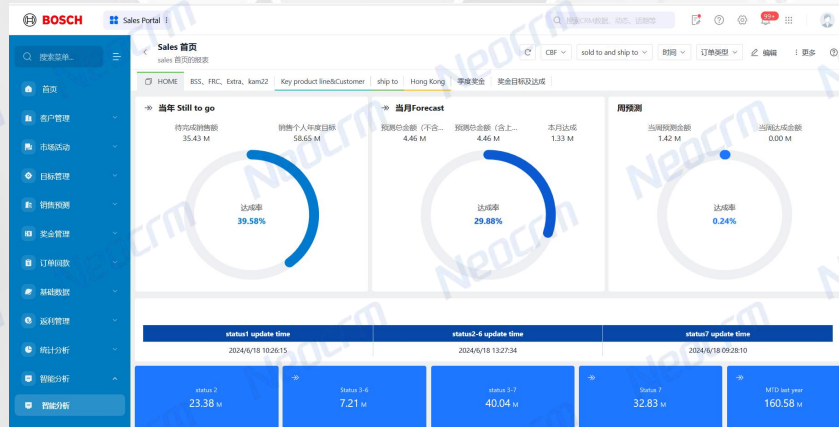
ON TIME PAYMENT



DATA BASED FORECAST

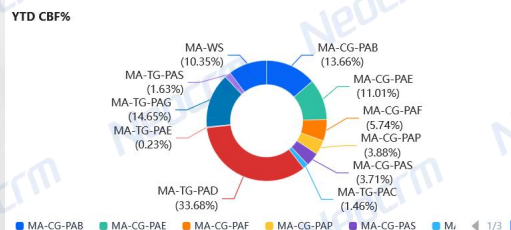


PROACTIVE PROMOTE



**销售总额 by customer**

| 客户ID      | 客户名称               | 本年YTD  | 2022 Actual | 2023 Actual | 本年MTD | 上月追溯3-6 | 当月2状态 | 当月3-6状态 | open order 数量 | open order 金额 |
|-----------|--------------------|--------|-------------|-------------|-------|---------|-------|---------|---------------|---------------|
| 118000694 | 华晨宝马汽车金融有限公司       | 19.98M | 60.87M      | 60.77M      | 1.15M | 0.00M   | 0.32M | 0.00M   | 99,590        | 11.61M        |
| 118000675 | 华晨宝马汽车金融(上海)股份有限公司 | 16.71M | 54.04M      | 54.58M      | 0.00M | 0.00M   | 2.67M | 0.00M   | 1,038,101     | 52.90M        |
| 118005752 | 北京华晨宝马汽车金融有限公司     | 17.51M | 23.45M      | 45.58M      | 0.09M | -0.01M  | 0.00M | 0.00M   | 74,303        | 1.48M         |
| 118006633 | 华晨宝马汽车金融(天津)有限公司   | 16.48M | 0.00M       | 5.30M       | 0.85M | 0.00M   | 2.93M | 3.14M   | 249,643       | 9.89M         |

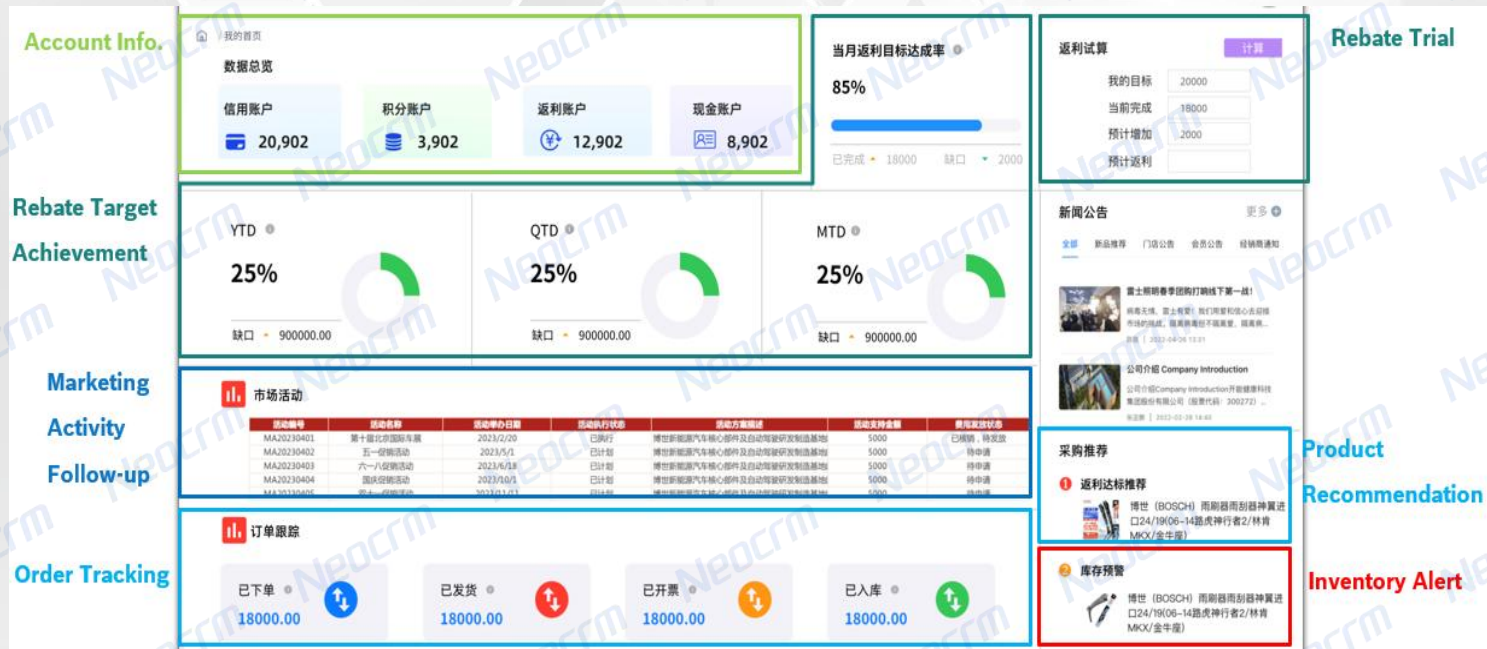




# HOW DIGITAL EMPOWER CHANNEL MGT. DIGITAL SOLUTION—SALES PORTAL AND DEALER PORTAL

## INFORMATION TRANSPARENCY FOR DEALER

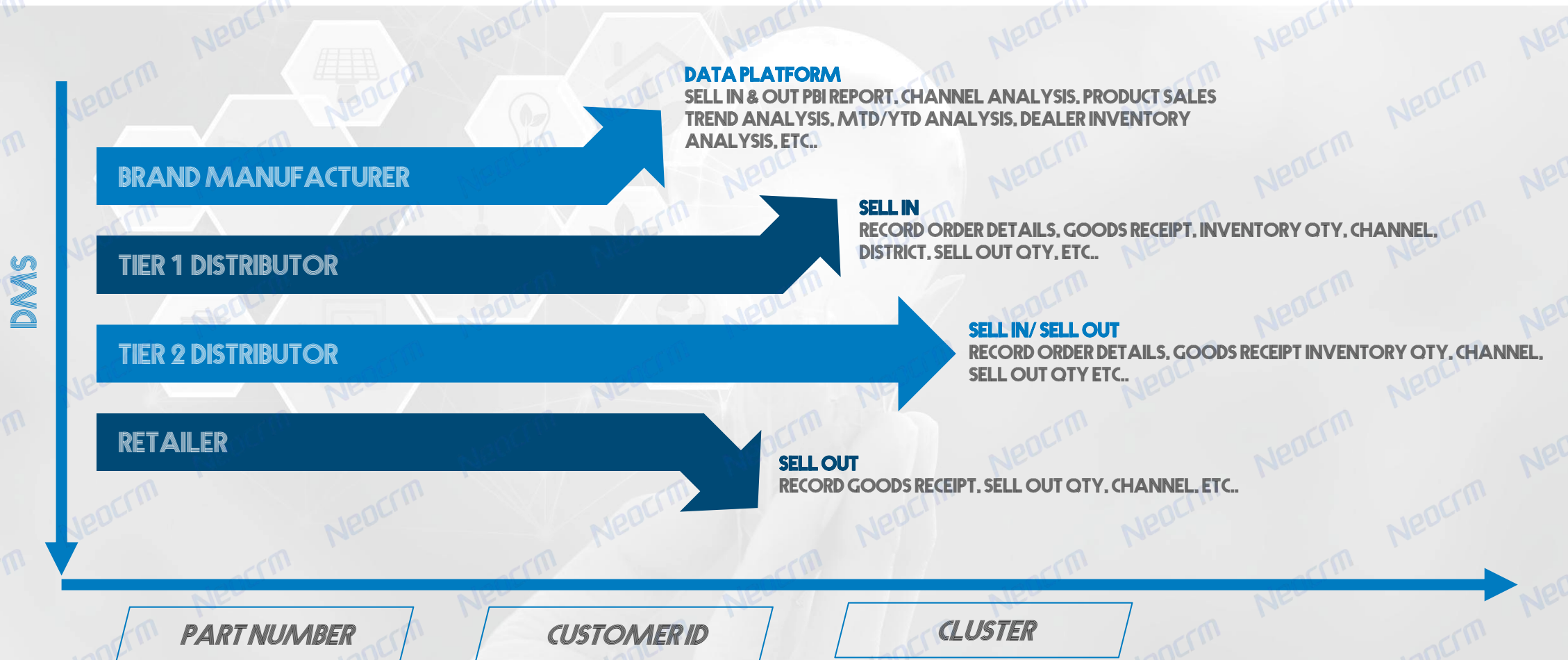
- REAL TIME SHOW GOODS ARRIVAL WAITING FOR PAYMENT
- REAL TIME SHOW INVENTORY ALERT FOR DEALER
- REAL TIME SHOW REBATE AND MARKETING SUPPORT PROGRESS FOR DEALER



\* DATA FROM TEST ENVIRONMENT

# HOW DIGITAL EMPOWER CHANNEL MGT.

## DIGITAL SOLUTION—DMS





# HOW DIGITAL EMPOWER CHANNEL MGT. DIGITAL SOLUTION—QR CODE + POINTS SYSTEM

## Plant

Smart code



Box /Pallet code



## Warehouse

Smart/ Box  
/Pallet code



DN

## Dealer/ Workshop

- Info. check
- E-Warranty
- Gain points
- Precise Promotion (2<sup>nd</sup> step)

## End User

- Join My Bosch Club
- Info. check
- E-Warranty apply
- Gain points
- Precise Promotion (2<sup>nd</sup> step)
- E-Warranty check

### ❖ QR CODE

- PRODUCT INFO.
- PLANT INFO.
- PACKAGING LAYER
- DIGITAL INBOUND
- DIGITAL TRACK & TRACE

### ❖ EXTRA POINTS

- POINTS COLLECTION BY CODE SCANNING
- POINTS MALL
- E-WARRANTY
- E-LEARNING





**THANKS**

