

Customer Success Story | Demand & Capacity Management

## Turning supply chain management challenges into competitive advantages – Bosch Rexroth sets the pace



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## The challenge

Global supply chains have been severely strained in recent years by volatile demand and sharp fluctuations in capacity. Short-term increases of 20 to 30% were not uncommon – in some cases even up to 50%.

For Bosch Rexroth, this meant increasing uncertainty, frequent changes in planning, and a growing need for supply chain resilience. Traditional approaches to demand and capacity management (DCM) were no longer sufficient to cope with the new reality.



Ludwig Merz  
Head of Purchasing, Bosch Rexroth

“In a world full of uncertainty, it’s not just the strength of the supply chain that counts – it’s its ability to adapt. With SupplyOn, we’ve made the transition from reacting to shaping the future.”

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## The solution: A resilient DCM strategy with SupplyOn

A fundamental change in demand and capacity management was required, with the aim of not only reacting to fluctuations, but proactively managing them and seeing them as an opportunity to be exploited.

This is where SupplyOn came into play. As a strategic partner, SupplyOn supported Bosch Rexroth in realigning its DCM processes with a powerful, collaborative platform designed specifically for complex industrial supply networks.

Instead of reacting to disruptions after they occurred, Bosch Rexroth is now able to actively manage its supply chains – with significantly greater planning reliability, flexibility, and efficiency. This profound digital transformation makes Bosch Rexroth a pioneer in the industry – and SupplyOn a key enabler of this success story.

## The features of the solution at a glance

- + Centralized data platform**  
SupplyOn enables Bosch Rexroth to consolidate demand and capacity across all relevant suppliers in a centralized, transparent system. This provides a complete, up-to-date view of supply risks and potential bottlenecks.
- + Early risk detection**  
Through intelligent analysis of planning and production data, the system detects deviations and impending supply gaps much earlier and can automatically initiate measures to stabilize the situation.
- + Collaborative exception management**  
Suppliers are actively involved in planning via workflows. They can report bottlenecks, suggest alternatives, or adjust production capacities – in real time, directly via the platform.
- + Standardization and scalability**  
The SupplyOn solution is cloud-based and fully scalable. This allows Bosch Rexroth to roll out its new DCM strategy worldwide and use it consistently across all locations.

## The success

The newly introduced DCM strategy is proving to be a resounding success:

- ✓ Planning accuracy has been significantly improved.
- ✓ Supply bottlenecks can now be identified and avoided at an early stage.
- ✓ Cooperation with suppliers has become more efficient and cooperative.
- ✓ The resilience of the global supply chain has been significantly increased.

In addition, Bosch Rexroth is using digitalization as a strategic differentiator:

The mix of technology, innovation, and collaboration with suppliers via SupplyOn makes the company a pioneer in modern supply chain management.

The benefits of the new strategy are particularly evident in volatile markets: In areas with short-term demand spikes of up to 50%, Bosch Rexroth can now react much faster and ensure delivery capability. Around 30% of the global purchasing volume is already integrated into the new, digitalized DCM – with measurably higher stability and planning accuracy.

The partnership between Bosch Rexroth and SupplyOn impressively demonstrates how companies with the right mindset and the right digital tools can master complex global challenges and generate strategic benefits.



“The future of industrial value creation will not be determined by the product alone, but by how companies deal with uncertainty. Together with SupplyOn, we have created an ecosystem that not only makes us more resilient, but also actively creates opportunities from change. For us, digitalization is not a trend – it is the gateway to sustainable and future-proof success.”

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## About Bosch Rexroth

Bosch Rexroth is a leading global supplier of drive and control technologies. With a history spanning more than 225 years, ranging from ironworking to hydraulics to state-of-the-art automation and software technology, the company is now a central part of the Bosch Group and generates annual sales of more than 7 billion euros.

The company stands for innovation, sustainability, and digitalization and operates worldwide in numerous markets, from industrial manufacturing to semiconductor and battery technology.

**Would you like to benefit from the potential of an integrated DCM, just like Bosch Rexroth?**

Schedule a call to talk with one of our experts.



**Talk to an expert**

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## About SupplyOn

SupplyOn is the leading supply chain platform, transforming the way global enterprises manage complex, end-to-end supply chain processes. More than 140,000 manufacturing companies rely on SupplyOn's network to enhance collaboration, visibility, and operational excellence. Our solutions seamlessly integrate suppliers into a unified ecosystem, ensuring global adoption beyond just software implementation.

Trusted by leading industrial enterprises such as Airbus Group, Bosch, Leonardo, Liebherr, Oerlikon, Safran, Schindler, Schneider Electric, Siemens, TE Connectivity, Thales, and ZF, SupplyOn empowers organizations to enhance efficiency, ensure compliance, and drive sustainable growth.

### SupplyOn AG

Ludwigstraße 49 // 85399 Hallbergmoos // Germany

+49 811 99997 0

info@SupplyOn.com

www.SupplyOn.com

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