



## Optimal+ Brings Big Data Analytics to Bosch ConnectedWorld 2017

*Optimal+ CTO to Discuss Achieving Zero PPM in Automotive Semiconductors and Electronics Manufacturing with Big Data Analytics Use Throughout the Supply Chain*

**Berlin, Bosch ConnectedWorld, March 7, 2017** – [Optimal+](#) will exhibit and present at Bosch ConnectedWorld at STATION-Berlin on March 15-16, 2017. Optimal+ CTO Michael Schuldenfrei will present how automotive customers are successfully using big data solutions to achieve impressive new levels of quality in the age of smart, connected vehicles. The company will also be exhibiting its award-winning solutions in Booth G03. Optimal+ provides the industry's most powerful product data analytics solutions that delivers the "Voice of the Product" and drives improved product quality, yield and productivity for semiconductor and electronics manufacturing operations.

**WHAT:** Michael Schuldenfrei's presentation, "Driving for Zero PPM in Automotive Semiconductors and Electronics" addresses the growing need for automotive companies to improve the quality and reliability of the numerous electronic systems that will be responsible for vehicle operations. In this session, Mr. Schuldenfrei will discuss how big data product analytics can significantly lower DPPM rates for both semiconductors and electronic systems thereby raising the overall quality and reliability of these mission-critical automotive systems.

**WHO:** [Optimal+ CTO Michael Schuldenfrei](#) brings over 30 years of software and information technology experience to the Optimal+ management team. Before joining Optimal+ in 2005, Michael was a Senior Software Architect at SAP, where he led the development of Duet, a joint venture with Microsoft to enable seamless access to SAP data via Microsoft Office. Prior to joining SAP, Michael was a Software Architect at Microsoft, where he led consulting engagements with the company's major customers. He was also VP R&D, at ActionBase, a company providing business-management enterprise solutions to enhance internal organizational workflow and collaboration.

**WHEN:** Wednesday, March 15, 2017 at 2pm at the Exhibition Stage

**WHERE:** Bosch ConnectedWorld 2017  
The Internet of Things Conference  
STATION-Berlin Convention Center

### About Bosch ConnectedWorld

Held at STATION-Berlin, the Bosch Connected World event will bring together 2,500+ Bosch executives, customers, partners, and senior leaders to discuss trends and real-world implementations up and down industry value chains.

More than 150 speakers will dive into the IoT from different angles to show engaging live demos and results from

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projects implemented in manufacturing, mobility, city, homes and buildings, agriculture, and other verticals. They will provide examples about how these solutions improve the way they run their businesses, bring new business models and revenue channels to life, streamline and automate their processes, or make the lives of their customers, citizens, or employees safer, easier, or more comfortable. Additionally, more than 50+ exhibitors will show successfully implemented IoT solutions on the 5,500 m<sup>2</sup> exhibition area.

In the integrated Bosch ConnectedExperience more than 500 software and hardware developers, product designers, and product managers from Bosch customers, IoT start-ups, and independents will come together to tackle challenges in four different IoT hack challenges. By learning, sharing, making, and hacking, developers can bring their IoT ideas and products to life by working with Bosch and Bosch eco-system partners' hardware and software products.

### **About Optimal+**

Optimal+ is the only big data analytics software company providing an end-to-end solution that measurably improves quality, yield, and productivity for semiconductor and electronics manufacturing. From chip to board to system, our enterprise-grade solutions ensure that all of your global manufacturing data is collected, cleaned and analyzed in real time, enabling decisive actions that enhance, certify and monitor the quality of semiconductor and electronic products over their entire lifetime. With over 50 billion devices processed annually, Optimal + provides Manufacturing Intelligence™ solutions that enhance yield and productivity, reduce RMAs and usher in an age of robust, long-term quality products. For more information, visit [www.optimalplus.com](http://www.optimalplus.com). Follow us on Twitter @OptimalPlus.

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