Invented for life

Automotive Insiders: ESI[tronic] helping workshops face the future with confidence

In a world of ‘influencers’ – people who use social media to appear as if they’re knowledgeable on a certain subject – Bosch are the real deal. We’re genuine automotive influencers because our in-depth automotive knowledge has been built over 100 years, our innovations have changed the automotive landscape, and our products and services are trusted by millions of customers around the world today.

In our new *Automotive Insider* series, we find out more about Bosch’s best-known services, by talking to the people behind them. From the ADAS software system to ESI[tronic], our experts lift the bonnet to share how these services work – their history, how they’ve developed over the years, and how they’re equipping vehicle mechanics and owners to face the future with confidence.

Today we’re talking to Florian Laenge and Joel Trescher – the experts behind Bosch’s ESI[tronic] diagnostic software.

Firstly, could you explain what ESI[tronic] is?

ESI[tronic] is the very latest iteration of Bosch’s diagnostic software, which enables workshops to carry out maintenance, service and repair work quickly, efficiently and effectively. From the vast coverage for conventional cars, to over 200 electric and hybrid vehicles covered worldwide, ESI[tronic] is truly wide-ranging in its diagnostic capabilities.

Can you tell us a little more about the history of ESI[tronic]?

Our evolutionary journey began in 1976, when technical information was supplied to Bosch Car Service on microcards and cassettes. Since then the software has been constantly developing, as vehicle technology became more complex and more vehicle models were released. In the mid 1990s, ESI[tronic] for Windows was developed in conjunction with a standard PC for Bosch Car Service, while in 2000 ESI[tronic] was introduced to the independent aftermarket for the first time.

We moved from CDs to DVDs in 2003 and launched ESI[tronic] 2.0 in 2012. Finally we launched ESI[tronic] in 2024!

“As influencers, we stay on top of the latest trends. That’s why our Bosch ESI[tronic] diagnostic software is always updated alongside the newest vehicle technology.”

So what sets ESI[tronic] apart from other solutions on the market today?

ESI[tronic] has four main elements, or 'pillars':

1. The **ESI[tronic] software** itself, which includes diagnostics communication, maintenance diagrams, circuit diagrams, repair and troubleshooting manuals as well as experience-based repair information (more on this later).

2. The **Secure Diagnostic Access** (SDA), which provides technicians with a standardized solution for the diagnosis of modern vehicle electronics of different manufacturers.

3. The **'Original Documents'** function, which enables technicians to get direct and standardized access to the original documents of vehicle manufacturers. Using this function eliminated the need to search in the various manufacturer portals, saving a lot of time for the user.

4. The deep integration of the **Remote Diagnostic Function,** which connects technicians to Bosch's specialists, helping them perform different tasks – from updating control units to key codings and programming components.

With these four pillars, you can diagnose most cars that come into the workshop in one competitively-priced package. Every intuitive function follows the same design. This is a solution that makes Bosch distinctive in the automotive aftermarket – many workshops across the EU trust in ESI[tronic] in their day-to-day work.

A huge benefit of ESI[tronic] is its high vehicle coverage. Our customers may work in fully digital workshops or analogue workshops, but their focus will be the same – diagnosing and repairing as many vehicles as possible, to the highest standards possible. As vehicles are evolving rapidly, this coverage is important. Bosch has an outstanding coverage for EVs, and we are regularly updating the system with new makes and models – for example, we will be adding Tesla to our system this year, so users will find technical support and manuals to the same level of detail as Tesla OE.
Bosch also offer ESI[tronic] data packages that have a modular licencing option, so workshops can flex their diagnostic software to suit their individual requirements. This means that digital workshops can use a whole digital workflow to be super-efficient, whereas analogue workshops can use ESI[tronic] to support them now, as well as enable them to face a digital future with confidence.

Give us an example of how ESI[tronic] helps simplify the complexities of modern day vehicles issues.

The experience-based repair information is an invaluable part of ESI[tronic]'s software. Users get fast, intuitive and easy access to a database of 1.7m cases of known fixes – fixes for a specific issue that we know is a common problem – for more than 150 brands.

Mechanics are then guided through the solution process step-by-step, from locating the issue, to diagnosing it and ultimately fixing it. We connect all this experience-based repair information on a component level, as well as leveraging AI to identify when people on different forums are talking about an issue. This flags to an author that a certain problem is prevalent right now, the author investigates the issue, diagnoses it and finds a fix, then uploads it into ESI[tronic]. Our customers are an invaluable part of the evolution of this process – they're the ones in the field, dealing with these issues on a daily basis. Mechanics can also vote on whether procedures work, so we're getting a constant feedback loop.

Are there any updates or developments in the pipeline?

Absolutely, ESI[tronic] is constantly updating and evolving. A new navigation concept is currently being tested and there will also be a new user interface and functionality – where users can view documents alongside each other instead of having to flip back and forth between documents. ESI[tronic] brand coverage will also continue to increase. As Bosch are part of a working group that defines the diagnostic standards of the future, we have a direct insight into what will come next in service-oriented vehicle diagnostics, and can plan our updates accordingly.

Service Spotlight:

The Remote Diagnostics Service on-demand request

"The on-demand request is an exciting new function on the Remote Diagnostics Service. Users no longer have to book an appointment, but can get support within 15 mins via live chat, with live translations. This, alongside the phone support options, is helping provide even more support to workshops across more than 20 EU countries."

Joel Trescher,
Product Manager for Remote Diagnostics in ESI[tronic] solutions at Bosch.

About our experts:

Florian Laenge

Florian Laenge leads ESI[tronic] worldwide, along with a team of six product managers. He has an extensive background in the automotive sector – his parents owned a motorbike garage. He's been at Bosch since 2008, and moved into ESI[tronic] in 2012.

Joel Trescher

Joel Trescher is the product manager for the Remote Diagnostic Service, and likens his job to being a spider in a spiderweb – trying to keep everything connected and working with other departments to get the job done!

Choose services with influence.

or more information on Bosch's future-focused ESI[tronic] software solutions, please visit us at:
boschaftermarket.com