

Brose receives SAP award for successful cloud migration



Brose receives SAP Award: Recognition for technical excellence and speed in migrating to the cloud

Coburg (12. November 2025) Automotive supplier Brose was recognized by SAP for successfully migrating its enterprise software to the cloud. The award ceremony took place on November 11 in Bamberg.

Brose migrated its central SAP systems from internal data centers to the AWS cloud platform in just six months. This involved complex production processes at the plants, including just-in-time and just-in-sequence processes, and was completed without any interruption to customers.

This award recognizes the technical excellence and project performance of the entire Brose team. This migration is considered a reference project for the automotive industry and will serve as a benchmark for the software company's future cloud projects.

"Challenging times in particular show how important digital transformation is. The cloud migration makes Brose faster, more flexible, and more resilient - and strengthens our position as an innovative partner for the mobility of the future," said Stefan Krug, CEO of the Brose Group. He expressed his satisfaction with the successful transition and the team's dedicated work.

Moving forward, Brose will collaborate with SAP and other major players in the automotive industry to actively shape the development of SAP cloud solutions. Brose is thus once again living up to its role as an automotive industry pioneer and securing a lead in a highly competitive market.