

PORSCHE DESIGN
TIMEPIECES



FIRST IN BLACK.

THE ORIGINAL.



The ability to reinvent ourselves is the key to a successful future. But how exactly does one do that? How do innovations arise? In this issue of the Porsche Consulting magazine, we track down the future. With many inspiring projects with our clients from around the world. In Brazil, for example, on a tributary of the Amazon where an enormous power station is being built to provide electricity to 50 million people.

Serious construction work is underway in major metropolitan areas as well. The districts of São Paulo, for instance, will be connected by a new monorail—a modern, high-performance public transportation system running above streets jammed with traffic. The mobility systems of the future—whether for land, water, or air—are being designed today. Bombardier Transportation, for example, is working on pioneering rail systems. Its new locomotives and rail cars will no longer have to stop at the border due to technical differences in neighboring countries. British Airways is accelerating maintenance processes on its aircraft and sending its short-haul fleet back into gainful service in the air twenty percent faster. And thanks to optimized processes, Royal Caribbean in Miami is running its cruises even more smoothly than before. Nautical engineers are also working on the perfect layout for the ships in its fleet.

Recently I had an impressive experience in Switzerland. In Zermatt, at the foot of the Matterhorn, I met with Gerold Biner, CEO of Air Zermatt AG and one of the best helicopter pilots in the world. When not in the air, he and his team of specialists work on developing innovative solutions to save lives in extreme alpine regions. The courageous team from Air Zermatt has also seen action in the Himalayas. At altitudes of 7,000 meters they pushed the limits of what is humanly and technically possible to rescue professional mountain climbers and adventurers from extraordinarily critical situations. The work of this Swiss team shows that top performance is not a matter of chance but rather the result of flawless planning, perfectly coordinated processes, and the

will to do better than ever before. This is precisely what we at Porsche Consulting mean by operational excellence.

It is important to focus on the future. But it is just as valuable to learn from the past. Founded in 1994, Porsche Consulting can look back on two decades of experience. During this time we have worked together on many projects and served as a model for quite a few, but each case has taught us something new and enabled us to develop further on a continuous basis. Twenty years ago, who would have thought that heart operations, fashion collections, and cruise ships would be improved by the same principles that helped Porsche out of a crisis in the early 1990s?

Today we are taking this one step further. We find that the greatest potential lies in an overall examination of organizations. We do not just look at all of the departments of a company seeking advice, but also at its environment. Those companies that seek operational excellence have to fully integrate their suppliers and business partners into their improvement processes. For the ultimate success lies in the combined strengths of all those involved.

You'll find more about the work with our clients in this magazine. I wish you much pleasure in reading this comprehensive issue marking the twentieth anniversary of Porsche Consulting. And I would be especially pleased if you find some excellent ideas to use for yourself.

Eberhard Weiblen
Chairman of the Executive Board
Porsche Consulting GmbH