

SPECIAL MISSION FOR THE CAYENNE

Distinctive Construction Aid



Porsche trainees in Zuffenhausen have retrofitted a Cayenne Transsyberia specifically to meet the needs of consultants at construction sites. The new company car for Porsche Consulting has everything the experts require for doing their work at construction sites rapidly and efficiently: a mobile computer workstation in the front passenger seat, additional work lighting, and a special set of storage facilities in the luggage compartment that holds field service equipment such as boots, helmets, fluorescent vests, traffic cones, and more. The exceptional character of this vehicle is visible at a glance—the roof module with signal lamps, the yellow flashing light in the radiator grill, and the red and white warning stripes make this Cayenne absolutely unmistakable. ←

AND THEY EVEN HAVE GREEN THUMBS...

Field Consultants

From the start, one thing has made the experts from Porsche Consulting GmbH really stand out: Deeply rooted in practice, they always roll up their sleeves to tackle the job at hand. That's why the team has just planted 100 young fruit trees. "Growing Together" is their motto—applicable both to the trees they hope will put down roots and to the staff itself. "In making this commitment, Porsche Consulting is supporting ecological development of the countryside, heightening awareness of active environmental protection, and at the same time helping to foster a greater sense of community among its employees," says Eberhard Weiblen, CEO of Porsche Consulting.

The orchard is located 35 kilometers southeast of Leipzig in Cannowitz, a village in Saxony with



a population of 300. Professional foresters from the "Unternehmen Wald" foundation advised the consultants. The trees they planted included a rare German apple variety known as "Geheimrat Dr. Oldenburg," first cultivated in 1897 at the former "Höhere Lehranstalt für Obstbau zu Geisenheim" [Geisenheim Institute of Pomiculture]. The "Landschaftspflegeverband Muldenland" [Muldenland Landscape Conservation Association], a regional organization that oversees nature conservancy projects, will assume responsibility for maintaining this tract of land.

Community activities have become a tradition at Porsche Consulting: Previous years' projects have included renovating a school and building an emergency shelter for the "Deutscher Alpenverein" [German Alpine Association]. ←

JUDGES LEARN FROM INDUSTRY

Cases in Point

Even the justice department can benefit from knowledge gained in automobile production. In Saxony, eighteen judges from the Higher Administrative Court in Bautzen and the administrative courts in Leipzig, Dresden and Chemnitz took instruction from experts at Porsche Consulting—with the aim of structuring the processes in their day-to-day routine at the courts more efficiently in order

to manage their ever-increasing workloads. Led by Erich Künzler, the President of the Upper Administrative Court, these judges from Saxony attended practice-oriented workshops held by consultants from Swabia in which they learned about lean management methods. They then jointly explored what knowledge could be transferred to help organize work at the courts. Desired results included shorten-

ing the throughput times, moving more quickly through the backlog of old cases, and improving the quality of court proceedings.

The jurists are seeking to raise the level of satisfaction—among judges as well as among parties in the cases. One key factor, as in industry, is a need-based professional expertise-oriented personnel planning. ←



LSG SKY CHEFS ARE NO. 1 IN IN-FLIGHT SERVICES

Logistics for Gourmets



As of February 2010, LSG Sky Chefs has been relying on Porsche Consulting's expertise as well. With a market share of just under 30%, this 100% subsidiary of Deutsche Lufthansa is the world's largest service provider for airline passengers. In 2009 the company, with more than 200 customer service centers in 52 countries, catered 405 million in-flight meals to over 300 airlines. In addition to meals, the in-flight service provider's range of products also includes a multitude of other goods and services supplied to passengers during the flight—from newspapers to dishes and cutlery.

This is a gargantuan task in terms of logistics. The company intends to use Porsche Consulting know-how to carry it out more efficiently in the future. And to apply the same standards all around the world. The greatest challenge is to be found in the wide range of products and in the fact that each customer has individual requirements. For instance, the range of prod-

ucts for a jumbo jet comprises around 45,000 separate items, which could add up to a total weight of more than seven tons. Yet another challenge is that to a certain extent, passengers are permitted to change meal requests until shortly before takeoff. This demands great flexibility within the process chain. These processes are now being optimized by implementing order-picking zones or by using circular distribution methods to supply materials.

LSG Sky Chefs is not Porsche Consulting's first client from the Lufthansa family: Consultants have been working with the airline since 2005. During their first shared project, they joined forces with Lufthansa Technik to optimize the conversion of wide-bodied aircraft such as jumbo jets into VIP aircraft. Porsche Consulting also assisted this subsidiary in expediting the overhaul of Airbus A340 wide-bodied aircraft. And since mid-2010 they have been working together with Air Dolomiti in Italy on a project to increase efficiency in their technical departments. ←

Porsche Consulting

THE MAGAZINE

No. 10, January 2011

Responsible for content in line with the Press Act:
Eberhard Weiblen
CEO Porsche Consulting GmbH

PUBLISHER

Hans-Gerd Bode,
Head of Public Relations and Press,
Dr. Ing. h.c. F. Porsche AG

EDITOR-IN-CHIEF

Heiner von der Laden,
Porsche AG

PROJECT MANAGEMENT | COORDINATION

Oliver Drewnick

EDITORIAL OFFICE

Josef Hofmann

GRAPHIC DESIGN | ARTISTIC DIRECTION

Alex Bernet, Gianluca Sarra,
Vischer & Bernet GmbH, 70180 Stuttgart

Cover Photo: Christoph Bauer

CONTACT ADDRESS

Porsche Consulting GmbH
Porschestrasse 1
74321 Bietigheim-Bissingen
Germany

Telephone: +49-711-911-12111

Fax: +49-711-911-12203

E-Mail: kontakt@porsche-consulting.com

Internet: www.porsche-consulting.com

OVERALL PRODUCTION

Raff GmbH, 72585 Riederich

All rights reserved. Reproduction, even of extracts, only with the approval of the publisher.

No liability can be accepted for photographs, slides, films or manuscripts sent in.

Porsche Consulting GmbH

is a subsidiary of Dr. Ing. h.c. F. Porsche AG

ADVISORS

Michael Macht (Chairman),
Member of the Board of Management
of Volkswagen AG

Thomas Edig,

Vice President of the Executive Board of Porsche AG,
Member of the Executive Board of Porsche Automobil
Holding SE

Wolfgang Leimgruber,

Member of the Executive Board for Production
and Logistics of Porsche AG

