

Italy: Signore Magno Makes Headlines

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German efficiency, Japanese methods, Italian enthusiasm: *Business&Gentlemen* offers these three descriptions to sum up Porsche Consulting Italia's recipe for success. The Italian periodical dedicated its title story to the company, including a full-page photograph of Federico Magno. The managing director of Porsche Consulting's Italian subsidiary is in great demand, both by clients in his native land—and by the media. Thus, Italy's leading business journal *Il Sole 24 Ore* also reports regularly on the activities of Magno's team. For example, that Porsche Consulting has increased efficiency at the espresso machine manufacturer Illycaffè and at SEA, the managing company for Milan's airports: "With assistance from Porsche Consulting, Illycaffè implemented the mono-dose capsule production system and immediately lowered production costs by 15 percent in the follow-up project. This laid the foundation for starting at once to double production capac-

ity every year," says one report. And, *Il Sole 24 Ore* continues, in an optimization project for its vehicle fleet SEA has seen "savings of €130,000 per year."

Porsche Consulting is also featured on the pages of *Corriere della Sera*, a large Italian daily newspaper. It quotes Salvatore Piccirillo, the managing director of the Sulzer Friction Systems auto parts maker in Arzano, near Naples. With the consultants' assistance, Piccirillo explains to the journalists, the company has been able to double production, "and with an investment of just two percent of the financial statement: for consulting for the executive board and for further staff training." Switching to an island-shaped arrangement of machinery following the Porsche example brought the company "a remarkable 28 percent savings in production costs" and significantly reduced the number of rejects. He is still calling on the consultants' services: "They monitor factory conditions every three



Federico Magno, Managing Director of Porsche Consulting Italia, is in great demand—by the media as well. Italian business magazines regularly report on his team and their successes

months, and work together with the management to determine any necessary changes.” *Il Sole 24 Ore* is one of the publications reporting that the consultants from Porsche Consulting Italia do not only advise large companies: “Medium-sized and small family businesses also turn to Porsche Consulting to make their company more efficient. Take, for example, the Colombini furniture manufacturer, which—thanks to a production line developed by Porsche Consulting—was able to increase individual employee production capacity by 55 percent and overall production by 20 percent.”

The Porsche Akademie’s Italian branch has also excited great interest throughout Italy’s business community. As reported in an article from *Corriere della Sera*, “Groups of ten to fifteen try their hand at lean methods in the Porsche Akademie’s model factory; this gives them first-hand experience in observing how productivity rises from 20 to 30 percent and how transparency and quality are significantly improved.”

“In Italy, Germany stands for efficiency, reliability, and process stability; Porsche stands for a legend, for innovation, for performance, for outstanding management,” is how Federico Magno, who is also a contributor to the Italian edition of the *Harvard Business Review*, explains the media’s great interest in Porsche Consulting. And there is something else, he says, that appears to fascinate both clients and journalists: “We’re quite different from other consultants, who show up in a suit and tie and focus exclusively on strategy. We also don our Porsche overalls and safety shoes and visit the factories themselves to see exactly what the production processes look like. We are both consultants and workers.” That’s something that is appreciated in Italy, too. ←

