

# News



33rd America's Cup: Porsche Consulting is a Partner to Team Germany

## America's Cup: Porsche Consulting Sets Sail

*A major challenge—Porsche Consulting comes on board with United Internet Team Germany and reinforces the German syndicate in the 33rd America's Cup as a management and technology partner.*

Port America's Cup in the Spanish town of Valencia has been a hive of activity since October. The uncertainties surrounding the timetable are not stopping the sailing teams from all over the world from continuing to focus on their preparation for the day of reckoning. This is because it is anticipated that in the summer of 2011, hard-fought regattas will be held to pick the challenger who will be allowed to compete against the Swiss title holder *Alinghi* for the 33rd America's Cup. Until then, the new high-tech boats will be developed and tested. In addition,

the crews have to be assembled and must learn to master their boats. All of these efforts are vital to stay in competition as long as possible.

There is great optimism at the German base, too. After the initial disappointments and defeats the first time they entered the oldest sailing competition in the world, United Internet Team Germany wrote off the disaster as "a learning curve." Now Ralph Dommermuth, head of United Internet and chief sponsor of the team, wants to



Germany's leading yachtsman Jochen Schümann, twice winner of the America's Cup with the Alinghi, heads the German team

give it another try. Hopes rest primarily with two yachtsmen who should provide the team's sporting dimension with fresh impetus. As the new team manager, Jochen Schümann will bring along the experience he gained in his two America's Cup successes with the *Alinghi*. The new helmsman is the German-Pole Karol Jablonski, who recently steered the Spanish boat into the semifinals. "This is a new beginning for us and we have high hopes," says the German Head of Syndicate Michael Scheeren. Porsche Consulting also plays an important role in the event, which has a keen following worldwide. As the management and technology partner, the management consultancy is responsible for the overall development process of the German boats. Eberhard Weiblen, managing director of Porsche Consulting, describes the task: "We are taking on the project management for the boats' construction and racing capacity. This means that



Cast off! MD of Porsche Consulting Eberhard Weiblen, yachting legend Willy Kuhweide, head of syndicate Michael Scheeren (l. to r.)

we are coordinating and optimizing all the individual disciplines necessary for the building and preparation of the boats, including in particular boat design, supplier management, organization of the logistics, and the ongoing improvement process."

The work of the Porsche experts therefore goes far beyond standard consultancy activities. Weiblen is convinced that the processes for developing and improving a racing yacht are comparable in principle to the extremely complex product development processes involved in the automotive industry. "This is why we will be able to make full use of our expertise in this field," Eberhard Weiblen believes.

Porsche Consulting's Oliver Kayser is the technical manager for the German team. Together with three other ▶

consultants, he has already started to prepare an activities plan, select the suppliers, and coordinate the design team with the boat builder. The work of the consultants is being financed by Porsche AG. Team manager Jochen Schümann is impressed by the unusual support: "An America's Cup team operates just like a company that makes high-quality prototypes. Porsche Consulting is therefore perfect for us. The German team missed having a partner like this when it made its first appearance."

Ralph Dommermuth also expects big things with the involvement of the Porsche consultants. "I have asked Porsche to support us with the methodological know-how of its consultants. I am now delighted that we have such a professional team." Team manager Schümann has raised the sporting bar: "We want to finish among the first four in the competition among the challengers." ◀

**Strong presence in Frankfurt** Porsche was more popular than ever before at the IAA in Frankfurt. Record profits and vehicle sales in the 2006-'07 financial year and the unveiling of the Cayenne Hybrid, which will come on the market this decade, were a recipe for tremendous interest. The people at Porsche Consulting also made the most of the stream of press and trade fair visitors to the Porsche stand, stood shoulder to shoulder with other Porsche subsidiaries, talked to customers, and made a number of new contacts. ◀



# Caracho

The magazine of **Porsche Consulting**

**No. 06, February 2008**

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**Tennis experience with Justine Henin** The Porsche Tennis Grand Prix has the greatest wealth of tradition in women's indoor tournaments in Europe, but since its move to the Stuttgart Porsche Arena it has become more and more of a social event. To mark its 30th anniversary, world-class tennis was again on offer. The top three players in the world rankings made it through to the semifinals, something that has happened only three times in the past twenty years, anywhere in the world. Porsche Consulting was represented on the final day on the Center Court. Eberhard Weiblen, managing director of Porsche Consulting, was able to welcome around seventy guests in the VIP area, and joined the visitors for the final with

champagne and snacks. The convincing 2:6, 6:2, 6:1 win by the world's top-ranked female player Justine Henin of Belgium (above) against the French player Tatiana Golovin was a highly entertaining spectacle and met all expectations. ◀





The founding fathers tell all: Michael Macht (left), Wolfgang Strauß



Peter Schulz (left) in conversation with Professor Dr. Dieter Frey

**Looking for signs in Weimar** Seeking out culture—with this motto in mind, prominent guests of honor attended this year's Porsche Consulting summer weekend in Weimar. The founders of the consulting company, Michael Macht (now Executive Vice President Production and Logistics), Peter Schulz (Principal Head of the Production

Organization Department), and Wolfgang Strauß (Head of the Production Organization Department), were very surprised when they faced around 170 employees from Porsche Consulting. This was because when they founded the Porsche subsidiary company in the fall of 1994, the three men were virtually on their own.

“In order to understand the culture of Porsche Consulting, you have to know something about the original culture and the motivation behind the early consultation projects,” said moderator Professor Dieter Frey of the Ludwig-Maximilians University of Munich, introducing the discussions with the men from the company's founding days. They told of their early days in the business, of their challenges and experiences of success. The trio left the panel discussion, which lasted around two hours and was followed by question time, to thunderous applause.

Another highlight of the weekend was a joint exercise with the Goethe High School in Weimar. The venerable old school building, which was officially opened in 1887,



School assignments: Careful, wet paint!

was renovated inside under the guidance of local painters. In addition to the consultants, Director of Studies Reiner Junold, Dirk Hauburg from the city education authority, and many students picked up their paintbrushes. The result was a symbol which very much embraced the philosophy of Porsche Consulting: If you work together to tackle tasks, you will quickly enjoy visible successes. Eberhard Weiblen thanked the boys and

girls from Weimar for their help with vouchers for a visit to the Porsche works in Leipzig. Moreover, in addition to their own culture, the guests from Bietigheim caught a glimpse of the spirit of Weimar. In the style of Goethe and Schiller, the evening was spent in appropriate outfits. On the final Sunday, the visitors from Porsche Consulting were then taken on guided tours around the city and a sightseeing tour of the Bauhaus buildings. ◀

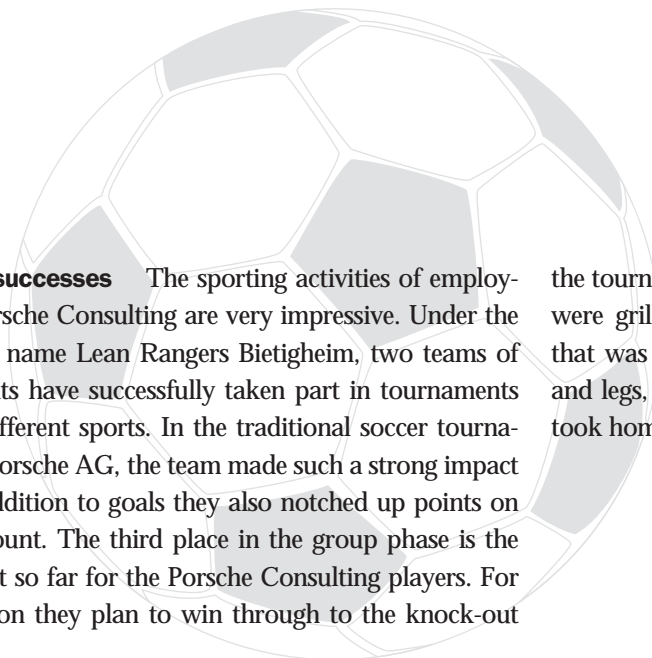


Just like Goethe and Schiller: The team from Porsche Consulting in the uniform "Weimar look"

**Executives go back to school** Basic training for newcomers to continuous improvement traditionally takes place at Porsche Consulting in Bietigheim. At the Porsche Akademie, the basic principles of lean management and lean production are taught with special presentations, practical examples, and specific exercises. The extended training package now also includes the course "Lean enterprise: Lean management for executives 1", which will be held for the second time on 20 February, 2008. You can find more information on this seminar and the whole qualification package on the Internet at [www.porsche-akademie.de](http://www.porsche-akademie.de). ◀



On-the-job training: Continuous improvement at the Porsche Akademie



**Notable successes** The sporting activities of employees at Porsche Consulting are very impressive. Under the new club name Lean Rangers Bietigheim, two teams of consultants have successfully taken part in tournaments in two different sports. In the traditional soccer tournament at Porsche AG, the team made such a strong impact that in addition to goals they also notched up points on their account. The third place in the group phase is the best result so far for the Porsche Consulting players. For next season they plan to win through to the knock-out round.

The Porsche Consulting baseball team was even more successful at the TV Canstatt Fun Tournament, where a total of six teams took part. The teams were backed up by “pros,” who in fact had to bat on their “weak” side as a handicap. The Lean Rangers were coached by Nadja Manske, a children’s and youth trainer who herself has over seven years’ softball experience. Before the tournament, the team had been able to train just twice to familiarize themselves with the rules and moves in baseball. There were rumors that some consultants took part in

the tournament only because of the delicious burgers that were grilled on the sidelines. With the inevitable price that was paid with thigh strains and scratches on arms and legs, the Lean Rangers came in second and proudly took home their trophy. ◀



Busy picking up points: Lean Rangers Bietigheim



Baseball: A better swing for a juicy burger

**Double Anniversary** Two consultants at Porsche Consulting employees, Siegfried Runkel (50) and Edgar Ebersoldt (52) celebrated their tenth anniversaries with the company this October. One thing that makes both of them special is that, before they started working for Porsche Consulting, they spent many decades working in a wide range of jobs at Porsche AG. Today they make use of the practical experience they gained to benefit the customers of Porsche Consulting.

a vehicle foreman on the production line in undercarriage assembly of the 911. He was later heavily involved in the implementation of the POLE program (process optimization through supplier integration). Porsche handed over responsibility for this program to its consulting subsidiary in 1997. Ebersoldt then also switched sides and continued his career at the consulting company: “I regard myself as a consultant who can empathize with the customer,” he says. ◀



Siegfried Runkel (left and badge), Edgar Ebersoldt (in the 911 assembly):



Two consultants with a long tradition with Porsche

Siegfried Runkel completed an apprenticeship with the sports car manufacturer some thirty-seven years ago. He is now responsible for advanced training, and advises managers. The fifty-year-old still benefits from his experience working on the Porsche Improvement Process (PIP) during the early '90s: “I experienced these organizational changes first hand,” says Siegfried Runkel, “so I can view the situation from the customer’s point of view.”

Edgar Ebersoldt, who today works as the senior expert at the Porsche Akademie, also still draws on his past experience. He joined the company in the mid-1980s as

### Porsche Consulting's new Internet site

New things keep coming—each better than the last. With a new site on the Internet, Porsche Consulting presents itself in the new CI under the Porsche umbrella mark. Content also has been considerably upgraded at [www.porscheconsulting.com](http://www.porscheconsulting.com). Apart from the presentation of the company's consultation package as a whole, there is also much more information, with statements and case studies. It's well worth a visit. ◀

