

Strong Fiscal Year



Always close to the customer: Senior project manager Andreas Baier (right) with Stefan Draude (middle) and Klaus Müller from Linde, one of around 150 active clients

Successful Work in Italy



Salute! The workers from Porsche Consulting Italia S.r.l. based in Milan can all take delight in a considerable increase in sales in the 07/08 financial year

There is more demand for lean management concepts from Porsche Consulting now than ever before. Porsche's own consultancy company was able to increase its sales in the 2007/08 fiscal year by 20 percent, to 55.3 million euro. More than 200 employees successfully managed 262 projects for 147 clients. Some 16 percent of sales involved activities for Porsche, and around 50 percent involved the automotive industry. The consultants also had clients from many other sectors – from the construction industry right through to the healthcare sector.

During the past 2007/08 fiscal year, Porsche Consulting Italia S.r.l. generated sales of 4.7 million euro. The subsidiary of Porsche Consulting GmbH, based in Milan, was thus able to double the level of business it did in the previous year (2.3 million euro). Seventeen employees based in northern Italy's major city now look after clients from a wide range of different business industries, from the automotive industry right through to an ice-cream manufacturer. Managing Director Federico Magno says: "The way that Porsche Consulting has been accepted in Italy has exceeded all expectations. We are increasingly providing guidance and support to our Italian clients on projects in foreign countries such as India, the USA, and France. In the process, we of course make full use of the synergies with Porsche Consulting GmbH. We have successfully combined German determination with Japanese methods and Italian passion."

More Efficient Construction



Just like in practice: At the Porsche Academy the people on the training course have to assemble an entire model hotel as efficiently and quickly as possible

Visit to Zuffenhausen



CEO Heinrich Völker at the wheel and Eberhard Weiblen enjoy their visit to the Porsche Museum in the 356 Speedster with Demetrios Kappos (right) and Siegfried Runkel

Over the last twelve months, the consultants working for Porsche Consulting have recorded a number of successes in applying lean management principles to the construction industry. Workshops on lean construction are now being offered at the Porsche Akademie in Bietigheim-Bissingen. They focus primarily on stabilizing and increasing the efficiency of construction processes by ensuring efficient construction management and drawing up relevant key performance indicators – backed up by specialist talks, practical examples, simulations, and specific tasks to be completed in teams. The next events are scheduled to take place from May 4 to 6 and from June 22 to 24. For more information, please call +49 (0) 711 911-12120 or visit www.porsche-akademie.com.

Völker AG of Witten, a company which specializes in the production of high-quality healthcare beds and hospital beds, is one of Porsche Consulting's most faithful clients. To mark the tenth anniversary of the working relationship between the two companies in January, principal Demetrios Kappos extended an attractive invitation to chairman Heinrich Völker: in early February, forty of the company's employees were among of the first groups to visit the new Porsche Museum and, with expert guidance, to admire the spectacular architecture and the fascinating sports cars and race cars. As a farewell gift, consultant Kappos presented Chairman Völker with a valuable collage of pictures.

Consultants Support Smart Companies

Whether they were highly efficient electric motors for boats or new types of inspection systems for solar cells, the 2008 German Start-Up Prize again saw young companies presenting a wide range of impressive innovations. And again this year, a number of the companies that were nominated and won prizes had received individual consultancy from Porsche Consulting.

[] Reiner Schloz [] Porsche

Every year, the Deutscher Gründerpreis (German Award for Outstanding Entrepreneurs) is presented to young companies that have convinced the jury of their special creativity and their solid business model. The candidates, selected by 250 experts from across Germany, are then allowed to make a presentation to the jury of twenty-one renowned German entrepreneurs, including such notables as Professor Dr. Reinhold Würth, Professor Dr. Claus Hipp, Count Anton Wolfgang von Faber-Castell and Dr. Florian Langenscheidt. They form a board of trustees that takes these up-and-coming companies under its wing. The organizations behind this initiative aimed at promoting the culture of starting up businesses and entrepreneurship are stern magazine, Germany's ZDF television channel, the German Savings Bank Association (Deutscher Sparkassenverband) and, since two years ago, Porsche AG and Porsche Consulting.

In addition to its role on the jury, Porsche Consulting has pledged to provide support free of charge to the winners and nominees in the "Start-Up" and "Up-and-Coming"

categories over a specific period of time, working on specific projects. This working relationship benefits both parties. Principal Till Friedrich, who is responsible for Porsche Consulting's involvement in the Deutscher Gründerpreis, says: "We familiarize young companies with the basic principles of process-oriented, lean business management, and in so doing, become acquainted with new, interesting business models ourselves."

Following a joint opening event held at the Porsche Akademie in September 2008, six companies were supervised for four weeks by project manager Markus Focke and the consultants Joachim Raber and Theodoros Zikas.

Most of the companies selected operate in the environment and energy efficiency sectors. For example, the "Start-Up" winner, Torqeedo GmbH from Starnberg in Upper Bavaria, manufactures electric motors for boats. They are noted for their environmental compatibility, and they are much more efficient than combustion engines. At Torqeedo, the consultants initiated a supplier-integration



Change of driver: At the final event in Leipzig, the young entrepreneurs were delighted to have the chance to hit the test track

project – with the goal of achieving shorter lead times in the battery manufacturer’s production operations.

An order-handling process was introduced at ATM Vision AG of Salem. This company, which was nominated in the “Start-Up” category, produces inspection systems for solar cells, which allow examination to take place during the production process. In the future, the “Start-Up” candidate VIA optronics GmbH will also conduct its business by adopting a new order-handling process. The company from Hermsdorf, Thuringia, produces special, daylight-compatible displays.

The winner in the “Up and Coming” category, Atocube Systems AG of Munich, is involved in the nanotechnology sector and manufactures cube-shaped servomotors for microscopes, which make it possible to view individual atoms on a screen and reassemble them. Working together with the consultants, the scientists have designed a map, which describes the process for managing and developing innovations.

City Solar AG from Bad Kreuznach, nominated in the “Up-and-Coming” category, builds and runs solar power plants. In collaboration with Porsche Consulting, a project map was drawn up which redefines the order-handling process. At the Lean Construction Akademie, the employees became acquainted with lean processes so that they could then make preparations for optimizing future power-plant construction sites. The consultants managed to achieve setup-time optimization with shorter lead times in collaboration with the production specialist from Wärmetauscher Sachsen GmbH (WÄTAS). The “Up-and-Coming” candidate from the Erz Mountains of Eastern Germany produces heat exchangers, which use waste heat to heat or warm water.

All companies came together for a final event at Porsche’s Leipzig factory, to present the results of their working relationship with the Porsche consultants to an assembly of sponsors and trustees. Till Friedrich says: “At this event, we were particularly keen to offer the companies another opportunity to exchange ideas and experiences.”