



PORSCHE

News Release

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Top ranking in the academic industry analysis by "WirtschaftsWoche" magazine

## **Customers rate Porsche Consulting as the best management consultancy firm**

**Atlanta.** A recent academic survey commissioned by "WirtschaftsWoche" magazine proves that Porsche Consulting GmbH, based in Bietigheim-Bissingen, Germany, has by far the best reputation among consultancy firms, as rated by the major German commercial enterprises. This fantastic reputation is based primarily on the high increase in value in the operating profit that Porsche consultants bring about for their clients. At the same time, Porsche Consulting also claimed the top spot in the industry analysis in the "Project success" category: The consultants from Swabia impressed the academics and interdisciplinary panel, which was made up of various experts, by significantly speeding up the software development process at SAP AG, the world leader in enterprise software and software-related services. As a result, Porsche Consulting was also ranked top overall in the "Best of Consulting" analysis.

For the performance analysis of the 40 largest consultancy firms in Germany, Professor Dr. Lars Wellejus (Frankfurt am Main University of Applied Sciences) and industry expert Dr. Frank Höselbarth evaluated a survey conducted among 1500 executives. The two experts wanted to know from the consultancy customers in quite specific terms what impact the project work of consultants had on operational key performance indicators. "Instead of just making promises, we actually deliver tangible results", says Eberhard Weiblen, President and CEO of Porsche Consulting. The basis for the firm's success, Weiblen goes on to say, is the combination of two essential skills: "We use tried-and-tested concepts that have proven to work, both for the sportscar



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manufacturer Porsche and in a wide variety of industries. And thanks to our consultants' own professional experience, they are able to enthuse managers and employees alike about the necessary changes when implementing these concepts."

The role of the employees was also at the heart of the prized SAP project. The consultants were asked to find ways of reducing the lengthy development and delivery times for new software products, and thereby increase the products' impact. These goals were only achieved by taking superfluous, non-value-adding tasks away from the highly specialized software developers working around the world; these tasks would prevent the developers from getting on with the actual task at hand.

By adopting a strict, transparent structure for work processes, it was possible to prevent any unnecessary adjustments and waiting times. There were also significant improvements in terms of quality and the focus placed on customers. Establishing multifunctional teams, in which designers, developers, industry specialists and information specialists work in close cooperation together, also helped bring about these improvements. As a result, the software development process was accelerated by 50 percent. Since then, SAP has been much quicker at launching new products.

Porsche Consulting GmbH, with its headquarters in Bietigheim-Bissingen (Germany), is a subsidiary of the sportscar manufacturer Dr. Ing. h.c. F. Porsche AG based in Stuttgart, Germany. Founded in 1994, Porsche Consulting GmbH started out with just four employees, but the team has since grown to more than 350 people. The international company has four subsidiaries based in Milan (Italy), Sao Paulo (Brazil), Atlanta (USA) and Shanghai (China). Porsche Consulting is one of the leading



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management consultancy firms in Germany. The team of experts for operational excellence advise international organizations and medium-sized companies active in the automotive, aviation, aerospace, mechanical engineering and plant construction industries. Other clients include businesses from the pharmaceuticals industry, the health sector, the service sector and the consumer goods industry.

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**About Porsche Cars North America**

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 189 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000 motorsport wins to date.

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