



INFORMATION CENTRE BENCHMARKING (ICB)

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Overview

»Benchmarking is the search for industry best practices that lead to superior performance« Robert Camp 1989.

This definition by the founder of the Benchmarking method describes the central idea of this modern management tool in its essence. Enterprises which compete on national and international markets have to strive for potential success factors. Today, this is essential for the competitiveness and the survivability of enterprises.

Benchmarking helps to search consequently and in a structured way for new ideas concerning methods, procedures and processes outside of the own organizational structure or even outside of the own branch. Benchmarking aims for the thinking in analogies and the innovation within enterprises. It is a tool which contributes to the realization of business objectives, in addition to other tools like Reengineering, Total Quality Management or Kaizen. In contrast to these instruments which enable only a narrow, internal perspective, Benchmarking allows

an external perception which can already be understood as an innovative approach.

The focus of benchmarking is not only to point out the differences between enterprises. The main objective is to systematically identify best practices. Thus sustainable competitive advantage can be achieved by implementing those Best Practices suitable for the own enterprise.

In the USA, benchmarking has a considerably longer tradition than in Germany. Nevertheless, in recent years this modern management tool has established itself in Germany, too. Since the foundation of the ICB in 1994 and the creation of the Global Benchmarking Network in 1995, a continuously rising interest in Benchmarking was observed, not only from German enterprises. The fact that Benchmarking can be used very flexibly and the results vary from the improvement of business processes to the support of decision making concerning questions of the strategic orientation makes this method so successful.



The flexible deployment options - ranging from the optimization of business processes to the support on issues regarding the strategic orientation of enterprises - make Benchmarking such a successful Management Tool. Especially in recent years the significance of Benchmarking has been proven as confirmed by „Management-Tools & Trends 2011“ of Bain & Company.

As a result of a European Benchmarking project, the European SME Benchmarking Network (ESBN) was founded. Apart from the promotion of the Benchmarking-Method, the support of small and medium sized enterprises is focused by the Network.

- Quality improvement for sensitive products
- Significant increase of customer satisfaction and employee motivation
- Sustainable increase of the entire corporate competitiveness

- Initiation of Benchmarking circles for SMEs
- Benchmarking for the Comparison of traffic competence regions
- International Benchmarking of the German service economy
- Benchmarking study on the current status of Benchmarking in Germany
- Benchmarking in the course of a comparison of group companies
- Establishment of a Benchmarking Centre in the Slovak Republic
- First Benchmarking study on the current status of knowledge management in Germany and Europe
- Analysis for the implementation of a Benchmarking-study in the banking sector
- Benchmarking of accounting control
- Benchmarking for the increase in efficiency of purchasing departments
- Benchmarking of public relations work
- Benchmarking of employee satisfaction
- Benchmarking-study on cost-analysis of international corporations
- Benchmarking for the increase in efficiency of the product development phase

Fields of Application

The following gives an overview of the present fields of application of the business process oriented Benchmarking-Methodology of the ICB

- Cost reductions in all business units
- Minimization of throughput times of business processes critical to success

Projects of the ICB

The wide range of topics covered by projects implemented by the ICB is consolidated by the recent projects:

- Benchmarking in Quality Management
- Benchmarking for the efficiency-increase of the QS-9000
- Diagnostic Benchmarking for SMEs by means of a SME Database

