



Report on benchmarking project at ADAC

Service comparison and internal transparency

The Allgemeiner Deutscher Automobilclub e.V. (ADAC) (The German Automobile Club) conducts regular benchmarking projects in its IT departments. Maturity won the order to analyse its client/server environment.

By commissioning the benchmark project the ADAC wanted to check the economy of the entire environment and its internal cost breakdown. "In the past we have repeatedly held discussions on sharing the costs among the various departments", says Dr Norbert Peczynski, IT Manager at the ADAC. The mood was tense – the perfect time to establish transparency. Those costs which cannot be directly attributed to a system, for example running costs or the SAP share of the technical infrastructure were the main problem for dividing the costs. The aim was therefore to create clarity in this respect.

In addition to the costs, Maturity also analysed the processes. According to Dr Peczynski, the data collection process was "very smooth and pleasant". The reason for this was the method used by Maturity. A tailored model was developed rather than having the data "supplied" by the customer using a defined collection model. This took place in the ADAC's controlling system and this then also resulted in a positive side-effect – it set a standard by which the IT organisation can judge itself at will in the future.

The existing IT landscape had to be given special consideration since the wide ranging user groups (breakdown assistance, publishing house, car rental, etc.) each have different

needs, which means that the requirements on IT are both complex and expensive. Complexity also proved to be the key word for the peer group because in this case it is not the industry which is the main focus, but the various applications. The comparison group used for the ADAC include companies from the services, insurance and logistics sectors.

The presentation of the result provided ideas for both costs and processes. For example, Maturity recommended that the potential for savings be examined when purchasing hardware. Even though the ADAC has a range of well structured processes, there was room for improvement in this particular area. Another recommendation was the introduction of a capacity and configuration management system to establish a logical process relating to when and to what extent computers are upgraded technically and which hardware and software components should be used. "Previously it was handled in the form of call orders", says Peczynski.

The overall grade awarded to the ADAC was good. Norbert Peczynski was satisfied with the outcome of the project, with everything going "astonishingly smoothly". The greatest benefit, however, was that transparency has now been created internally for the division of costs and there is less potential for conflict. ■

Profile

Company

Allgemeiner Deutscher Automobilclub e.V.

Website

www.adac.de

Benchmark targets

- Review the efficiency of the client-server environment
- Establish internal transparency for the division of costs

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Dr Norbert Peczynski, IT Manager at the ADAC