



Report on benchmarking project at W&W Informatik

Measure, improve, review

A benchmark of benchmarks – one year after completing an internal restructuring process, W&W Informatik checked how effective the process has been with a fresh benchmark.

When it first opened for business in 2002, W&W Informatik GmbH initiated its SPORT project (Strategic Programme for the Optimisation of the use of Resources in Technology) to ensure that the prices it charges were set at the correct market levels and also to make significant reductions in its cost base. During the course of this process the technology was consolidated and a new organisation structure based on ITIL was established. Joint Managing Director Klaus-Rüdiger Willer initiated a benchmark project with Maturity after several years to review the effectiveness of SPORT and to establish the company's current position. "We wanted to know how good our IT is by comparison with IT departments in other companies in terms of costs and productivity", says Willer.

The results of the benchmark were remarkable. The bottom line was that the IT at W&W is both productive and cost-efficient yet it also has some sections which were below the average of its peer group. Recommendations to improve productivity and costs were also made in the benchmark for some segments such as mainframes, networks, printers and middle-ware. After just one further year the company then had the "benchmark of benchmarks" carried out. In a new project Maturity reviewed the sectors which the first project had identified

as requiring improvement. "It was not just important to find out exactly where we were, but also to verify whether the improvements we instigated were having the desired effect. In our case that meant in concrete terms whether the measures we initiated as a result of the previous benchmark had resulted in an improvement in the key figures", explains Willer.

The implementation of the recommended improvements meant that W&W Informatik had made many adjustments within a single year and as a result had taken great strides forwards. One of the main features of the success of the two benchmarks, according to Willer, was also the fact that the data collation and validation processes took place in the form of interviews and discussions. "Joint workshops ensure that everybody has the same understanding of the key figures of the benchmark. The discussion relating to the results is also important since it quickly makes clear whether the collation of the previous key figures was correct." What is more, this procedure also makes the client feel better supported as a result of the direct contact. "The important point for us is once again that we can show our customers how well we stack up against other companies. The benchmarking method used by Maturity was perfect for this", says Willer. ■

Profile

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Company

W&W Informatik GmbH
Central IT service provider of the
Wüstenrot & Württembergische Group.

Website

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Klaus-Rüdiger Willer, Managing Director of
W&W Informatik GmbH

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