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INTERVIEW
Hamm-Lippstadt University teaches GOBENCH IQ

Benchmarking for students – INDEC offers GOBENCH professional system for higher education

Students can develop special know-how



Prof. Dr. Thomas Hofmann
Hamm-Lippstadt University

Lippstadt. Being able to handle management tools is becoming ever more important in technology-driven industries (automotive, mechanical and electronic engineering). These tools include calculation systems, ERP systems and also, increasingly, benchmarking systems. INDEC, a software specialist, has identified this trend and is now making its innovative GOBENCH benchmarking system available to students. The undergraduates at HSHL, a university with campuses in the German towns of Hamm and Lippstadt, will now be taught how to apply the GOBENCH benchmarking system, along with the product cost calculation systems PerfectProCalc and FACTON, so that they have a firm grasp of these tools later on when they are employed as technical purchasers. Not only are benchmarking methods taught, but also their practical application and implementation in GOBENCH, focusing on the special benchmarking logics and functions that the system offers.

To learn how to use GOBENCH, the students take apart the products of various manufacturers, identify the products' strengths and weaknesses and analyze their function as well as their material and process-related costs, all with the aid of GOBENCH. In this way the system facilitates the identification of design or development trends and helps with strategic decision-making with regard to the right location, the right manufacturing process and the material to be used. "Depending on the filter setting, GOBENCH can deliver the relevant and objective information. The subjective human factor, which always distorts the decision-making process, is largely eliminated," remarked Torsten Beinke, INDEC's managing director.

To ensure that the students are not learning something that has no later relevance, they process data for local businesses and then present their results to those firms. "Given the current lack of skilled workers, it is very important for us at this stage to show our future purchasers, engineers and decision-makers the tools and systems that they will have to apply professionally. This special know-how is a key benefit both to the young students and to the companies where they will subsequently find employment," explained Prof. Thomas Hofmann of HSHL. Hofmann first encountered the INDEC Group at the 11th International Benchmarking Conference. Cooperation between the university and INDEC was set in motion shortly afterwards, largely driven by local pride. "As a company based in Lippstadt, we will of course support the university recently established in our town," commented INDEC's managing director, Torsten Beinke.

About INDEC

Since 1998 INDEC has been operating worldwide as a developer of benchmarking systems. The GOBENCH IQ system developed by INDEC provides management with competitive analyses for locations, products, services, processes, patents, organizational structures, employees and capital investment. GOBENCH facilitates complex decisions regarding issues concerned with aspects such as product development, location analysis and any decisions that involve precision, complexity, structure and transparency within the scope of benchmarking.

About HSHL

The foundations for a new-style university were laid in 2009, following a decision by the regional government in North Rhine-Westphalia to establish a new university of applied sciences in Hamm and Lippstadt. President Prof. Klaus Zeppenfeld and Vice-President Karl-Heinz Sandknop developed an innovative range of courses in engineering sciences in conjunction with their team of professors, all of whom have practical experience in the field. The university currently offers six undergraduate BSc courses, distinguished by their market-orientation and high practical relevance.

Growth will determine the development of Hamm-Lippstadt University in the next few years. Further undergraduate and graduate degree courses will be added. The new buildings in Hamm and Lippstadt have also created the ideal facilities for training engineers for the future.