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INTERVIEW
What ThyssenKrupp Presta AG says about GOBENCH

GOBENCH IQ helps you achieve fast and accurate product benchmarking



Reto Umberg
Project Manager Benchmarking

Liechtenstein / Lippstadt. By using GOBENCH IQ, ThyssenKrupp Presta AG has found a way of turning the individual expertise of employees into corporate expertise that is accessible to everyone within the organization - making such knowledge independent of any personnel turnover, which occurs in every enterprise. The system in question is GOBENCH IQ, supplied by INDEC, a software company based in the German state of North Rhine-Westphalia. ThyssenKrupp Presta AG uses the new benchmarking technology for its automotive steering columns and steering gears. GOBENCH IQ is a particular database solution "with dedicated benchmarking intelligence", to quote INDEC's description of the product. The direct benefit is that benchmarking is made more objective, free from emotional and subjectively tainted decision-making processes. This in turn leads to better, lower-cost products, optimized production processes, innovation cycles and specific lines of development for new products.

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Reto Umberg, Project Manager Benchmarking at ThyssenKrupp Presta AG in Eschen, Liechtenstein: "The new system is much more convenient than the system we had developed ourselves; but above all it is helping us obtain really accurate comparisons with our competitors' products." So the new system is more precise and more effective. GOBENCH requires an implementation period of nine months. Not only was the new GOBENCH structure rolled out within this time frame, but the necessary migration of existing data and database structures was also completed. No special programming was required.

While the driver of a modern car will see almost nothing of his steering column, the development engineers recognize this component as a highly complex system of crucial importance to driver and road safety. In the event of a collision it has to dissipate the kinetic energy to protect the driver, and in everyday driving it has to transfer up to 300 Newton meters of torque safely. "These are high-tech systems," commented Reto Umberg, referring not only to the alloy steels used, but also to the mechanical features of the subsystems, including joints and integrated electronics.

The decision to switch to GOBENCH was also influenced by the issue of in-house resources, as Umberg recalls. We simply wanted a more professional solution plus support, rather than something more or less exotic that we had developed ourselves."

The system is currently accessed primarily from ThyssenKrupp's facility in Liechtenstein, where steering column systems are being developed. Umberg considers that extending the system to other ThyssenKrupp Presta sites is "perfectly realistic."

From INDEC's point of view installing the GOBENCH system at ThyssenKrupp Presta was nothing unusual. "The only challenging aspect of the ThyssenKrupp contract was drawing up the individual parts list," remembered Dominik Jürgens, Project Manager at INDEC in Lippstadt. There was another typical element to the GOBENCH implementation at ThyssenKrupp Presta: "We are always being approached by companies who have already had good experiences with benchmarking, but want to switch to GOBENCH from a system they have developed in-house. These programs always seem to offer good value at the beginning. But as complexity increases and management requirements escalate, GOBENCH emerges as considerably more efficient. After all, the development costs are spread across many companies, not paid for just by a single one.

About ThyssenKrupp Presta AG

For many years now ThyssenKrupp Presta AG's technological leadership has been based on its strong position as an innovative partner to the international automotive industry. The company regards itself as an expert partner for a wide range of products, from the manufacture of components using massive forming techniques to steering systems with their own product technology. Their lightweight construction gives all products a technological advantage. With highly automated production and an independent manufacturing technology, ThyssenKrupp Presta is able to achieve cost benefits even in high-wage countries. The Steering Systems Division is now one of the world's major manufacturers of steering columns and steering systems. The Massive Forming Division, with its unique manufacture of weight-saving and cost-saving "net-shape" cold extruded parts is recognized as technology leader.

www.thyssenkrupp-presta.com/site/unternehmen/unternehmen.htm

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.

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