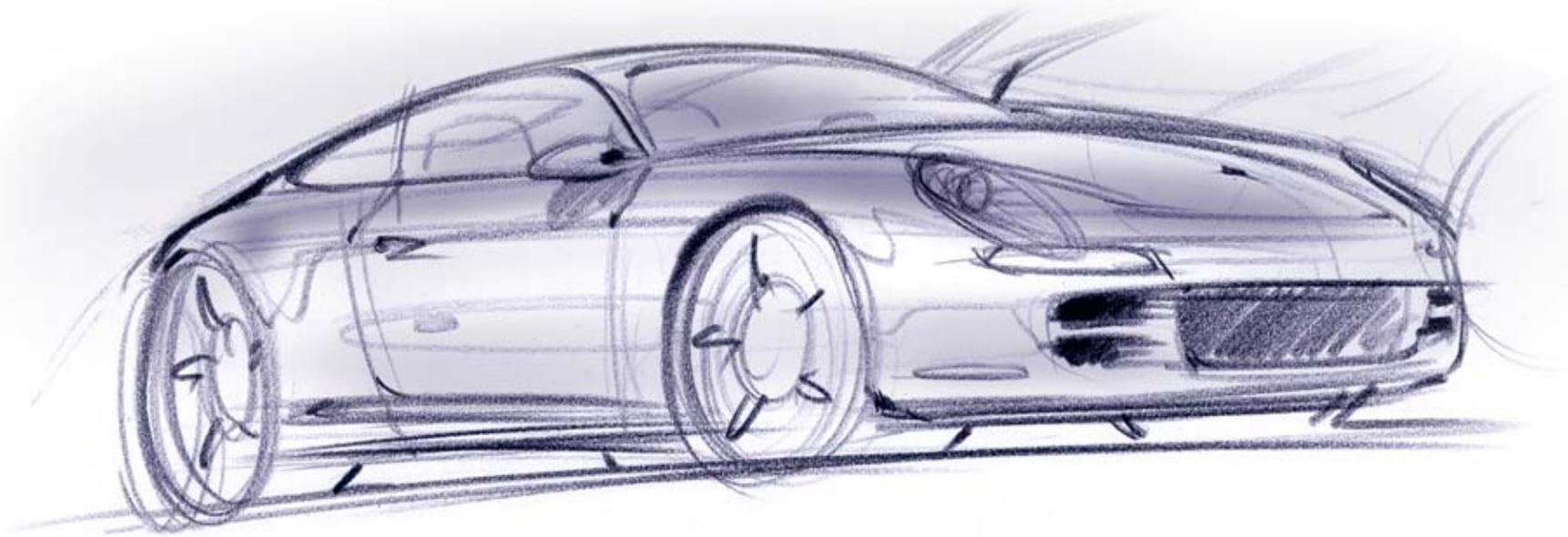




PORSCHE



Project Management at Porsche

Porsche Consulting

Milano, October 10th, 2012

Porsche Consulting

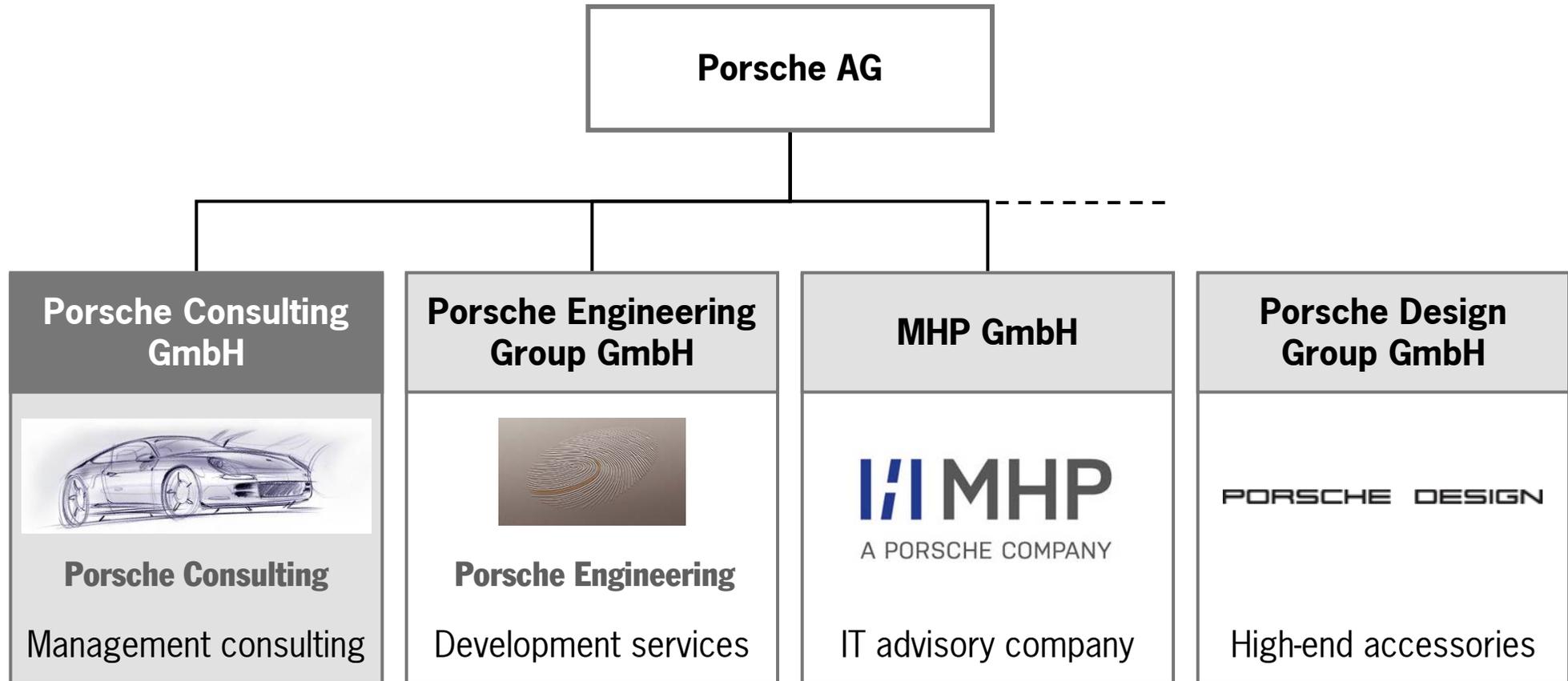
Agenda

1. History and Services
2. Principles and Approach
3. Project Management in Product Creation
4. Agile Project Management
5. Contacts



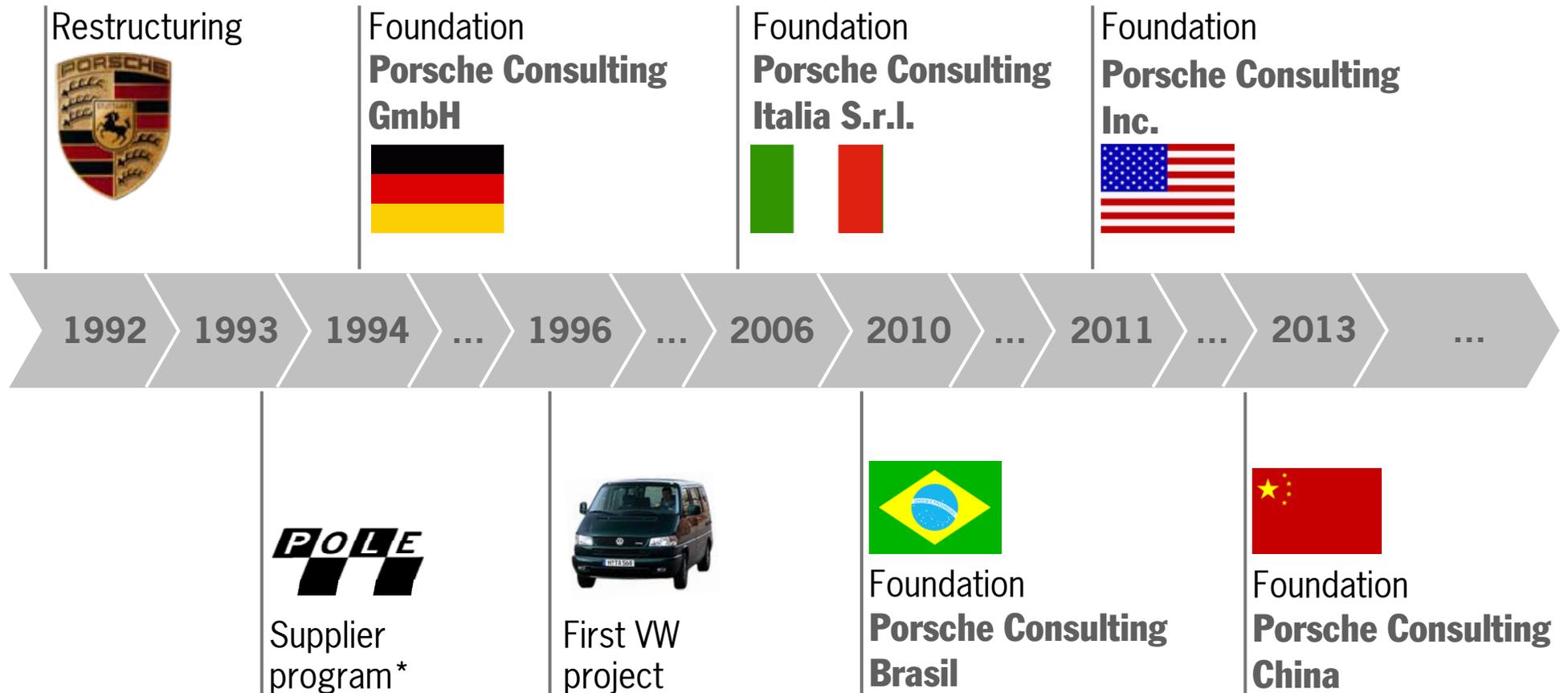
Source: Porsche Consulting, Foto: Porsche AG

The Porsche name stands for far more than automobile manufacturing



The collaboration with Porsche Consulting opens a wide range of possible synergies inside the Porsche Group

Porsche Consulting was the result of successful reorganization efforts at Porsche AG



* POLE: Process Optimization through Supplier Integration

Source: Porsche Consulting

Agenda

1. History and Services
- 2. Principles and Approach**
3. Project Management in Product Creation
4. Agile Project Management
5. Contacts



Principles are more important than methods

Value orientation

- Objectively measurable value
- Value from the customer's perspective
- Waste is avoided

Synchronization

- Thinking in processes – not departments
- Processes are linked
- Supply and demand are aligned

Core elements of a Lean Enterprise

- Measurable objectives and results
- Top-down target setting
- Bottom-up problem solving

- Standards facilitate improvement

- Pursuit of perfection
- Always question what has been achieved

Transparency

Perfection

Agenda

1. History and Services
2. Principles and Approach
- 3. Project Management in Product Creation**
4. Agile Project Management
5. Contacts



Excellence in Project Management in the Product Development is a key success factor at Porsche

Why Excellence in Development?

- Running a growing business needs:
 - mature product concepts
 - robust processes
- Development is a core process with extensive resources employed
 - efficiency is a big lever

Project Management Excellence in Development

Why is it difficult?

- No physical line (often no standard process at all)
- Creativity and Innovation is a key asset that needs to be protected

Objectives & key elements of lean development at Porsche

Objectives

- Maturity at launch
- Profitability
- Ensure customer perspective

Key elements

Cross functional Product Creation Process (PCP)

Customer understanding to shape product

Early supplier integration in the process view

Structured management involvement

Objectives & key elements of lean development at Porsche

Objectives

- Maturity at launch
- Profitability
- Ensure customer perspective

Key elements

Cross functional Product Creation Process (PCP)

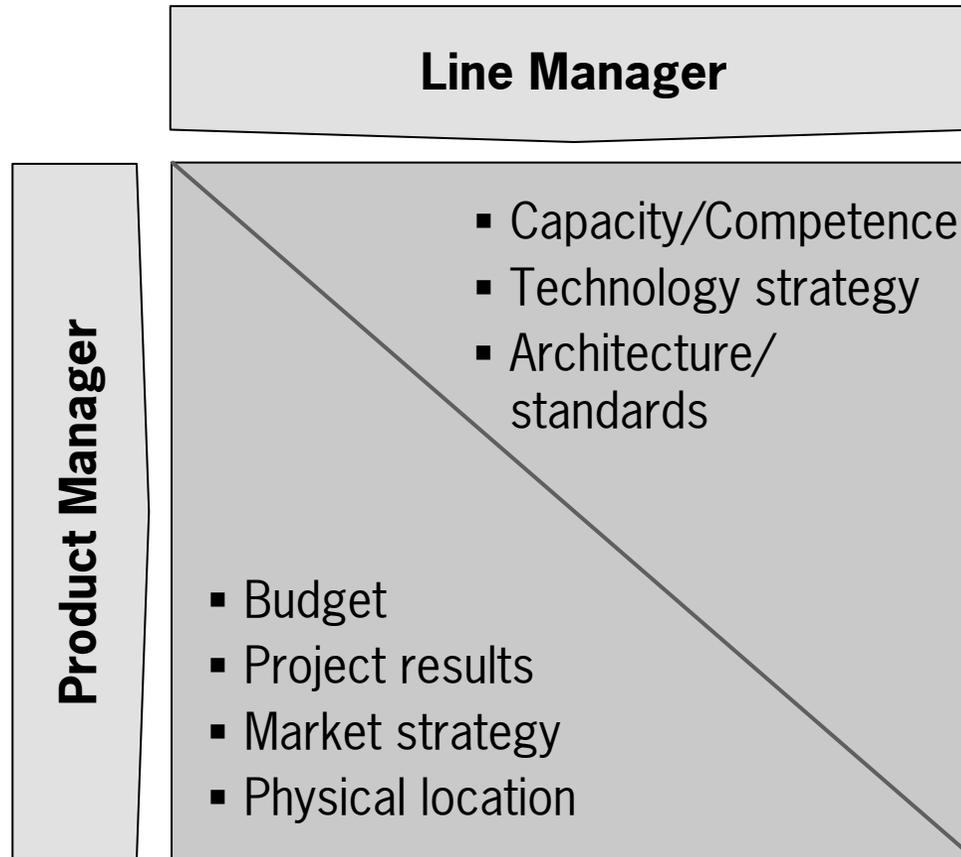
Customer understanding to shape product

Early supplier integration in the process view

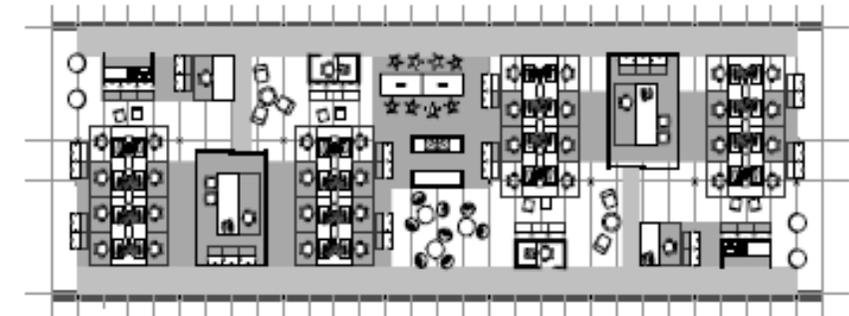
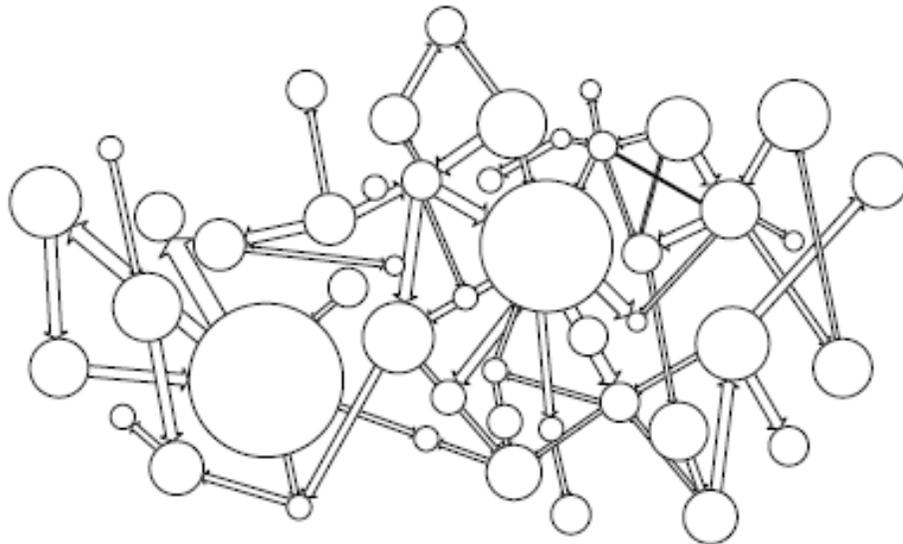
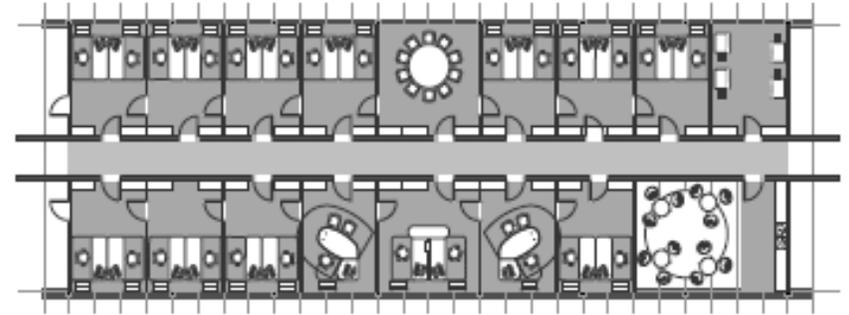
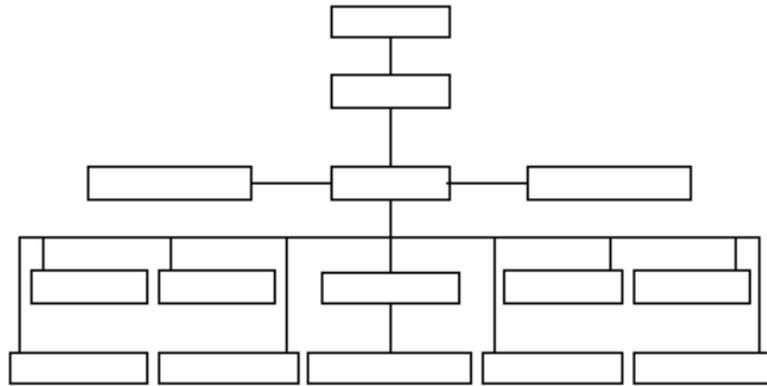
Structured management involvement

Porsche is organized in a matrix of product lines and functions

Example



New organization is the source of new behaviors and new needs



Objectives & key elements of lean development at Porsche

Objectives

- Maturity at launch
- Profitability
- Ensure customer perspective

Key elements

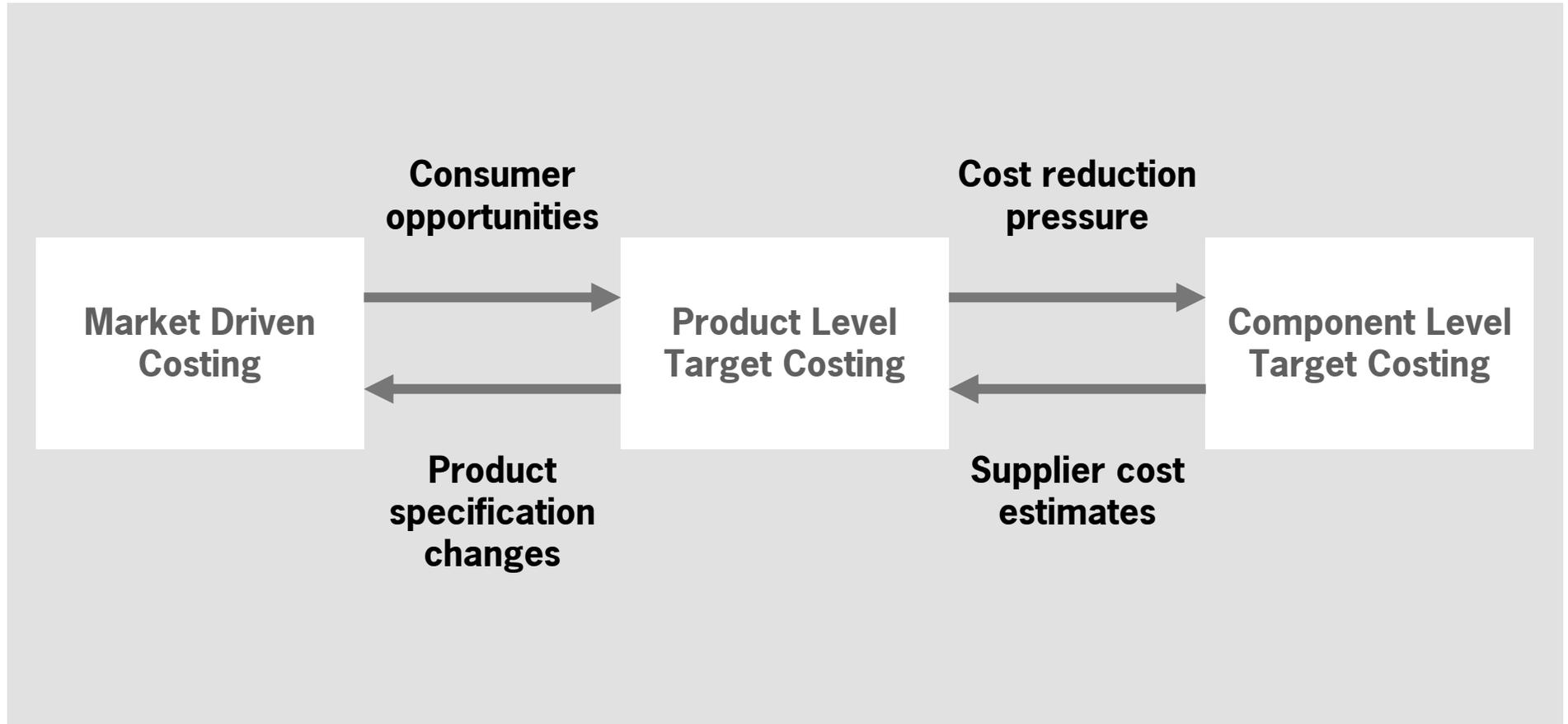
Cross functional Product Creation Process (PCP)

Customer understanding to shape product

Early supplier integration in the process view

Structured management involvement

With a clear understanding of the customer it is possible to work on product specifications to reach the profitability targets



Objectives & key elements of lean development at Porsche

Objectives

- Maturity at launch
- Profitability
- Ensure customer perspective

Key elements

Cross functional Product Creation Process (PCP)

Customer understanding to shape product

Early supplier integration in the process view

Structured management involvement

Being Porsche's partner means delivering towards extremely demanding requirements



Objectives & key elements of lean development at Porsche

Objectives

- Maturity at launch
- Profitability
- Ensure customer perspective

Key elements

Cross functional Product Creation Process (PCP)

Customer understanding to shape product

Early supplier integration in the process view

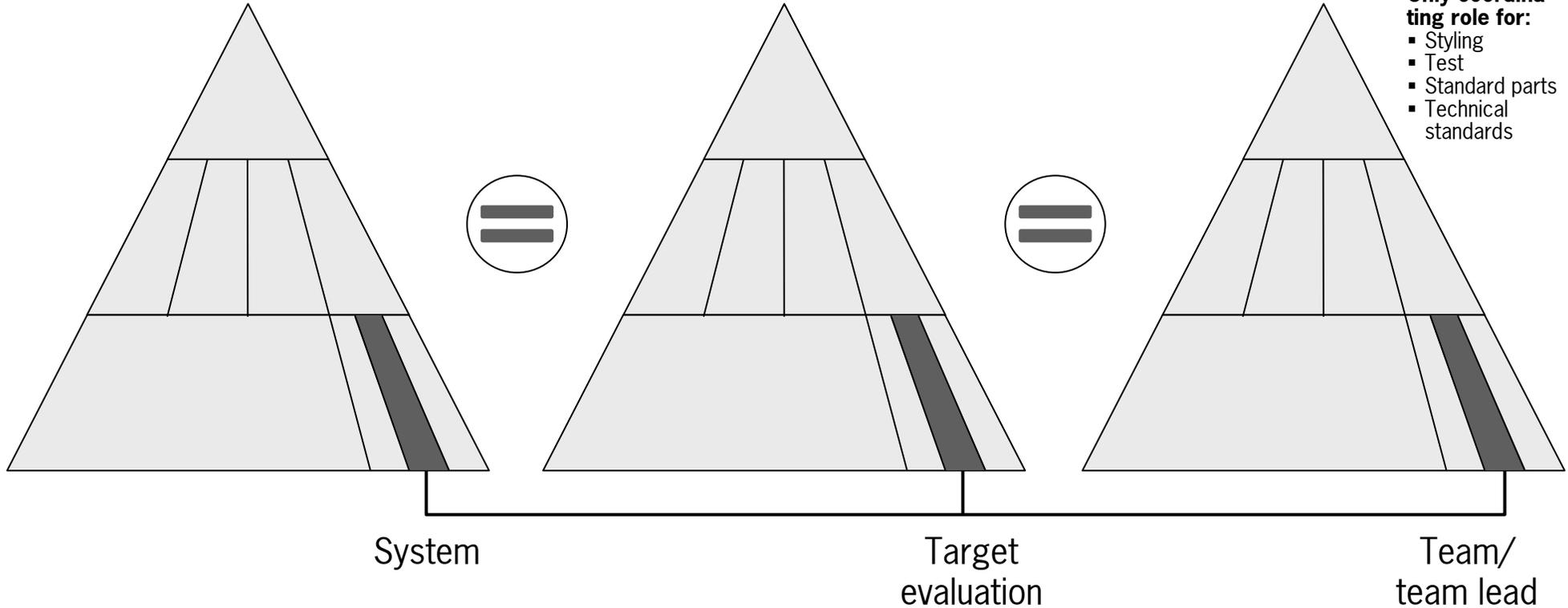
Structured management involvement

Product, project organization and targets need to be aligned

Product structure

Project targets Q/C/D

Project organization



Only coordinating role for:

- Styling
- Test
- Standard parts
- Technical standards

**Same basic structure for all projects
to ensure comparability**

Agenda

1. History and Services
2. Principles and Approach
3. Project Management in Product Creation
- 4. Agile Project Management**
5. Contacts



Scrum is a project management approach based on team empowerment

What does Scrum mean?



The term Scrum refers to a Rugby Scrum where **adaptive team behavior** moves a ball up the field toward a common goal



In software development, Scrum describes a set of project management values and practices that **empowers a team** to focus on building software with high business value

The transfer to every customer relevant component can be made

	Incremental	Iterative
Vehicle body	<p><i>Basic car design</i></p> 	<p><i>Special customer focus</i></p> 
Porsche Communication Management	<p><i>Basic navigation information</i></p> 	<p><i>3 dimensional navigation with web application</i></p> 
Window lifter	<p><i>Basic functionality (safety)</i></p> 	<p><i>Comfort function keyless go</i></p> 

Agenda

1. History and Services
2. Principles and Approach
3. Project Management in Product Creation
4. Agile Project Management
- 5. Contacts**



Contact

Porsche Consulting Italia

Via Giorgio Stephenson 53
20157 Milano
Italia
Tel.: +39-02-6959911



Josef Nierling
Principal
josef.nierling@porsche.de



Luca Sordo
Project Manager
luca.sordo@porsche.de



100% Performance, 0% Fat.

Porsche Consulting