

The background of the entire image is a blue-tinted photograph of an industrial facility. It shows a complex network of pipes, structural beams, and a staircase. Two workers wearing hard hats and safety gear are visible on the staircase, looking down. The overall tone is professional and industrial.

**INSIDE  
EVERY  
COMPANY**  
THERE IS AN  
**EVEN  
BETTER ONE**

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**STAUFEN.**

INTERNATIONAL LEAN MANAGEMENT CONSULTING

For over 20 years, we have been offering consulting  
and training to companies and employees.

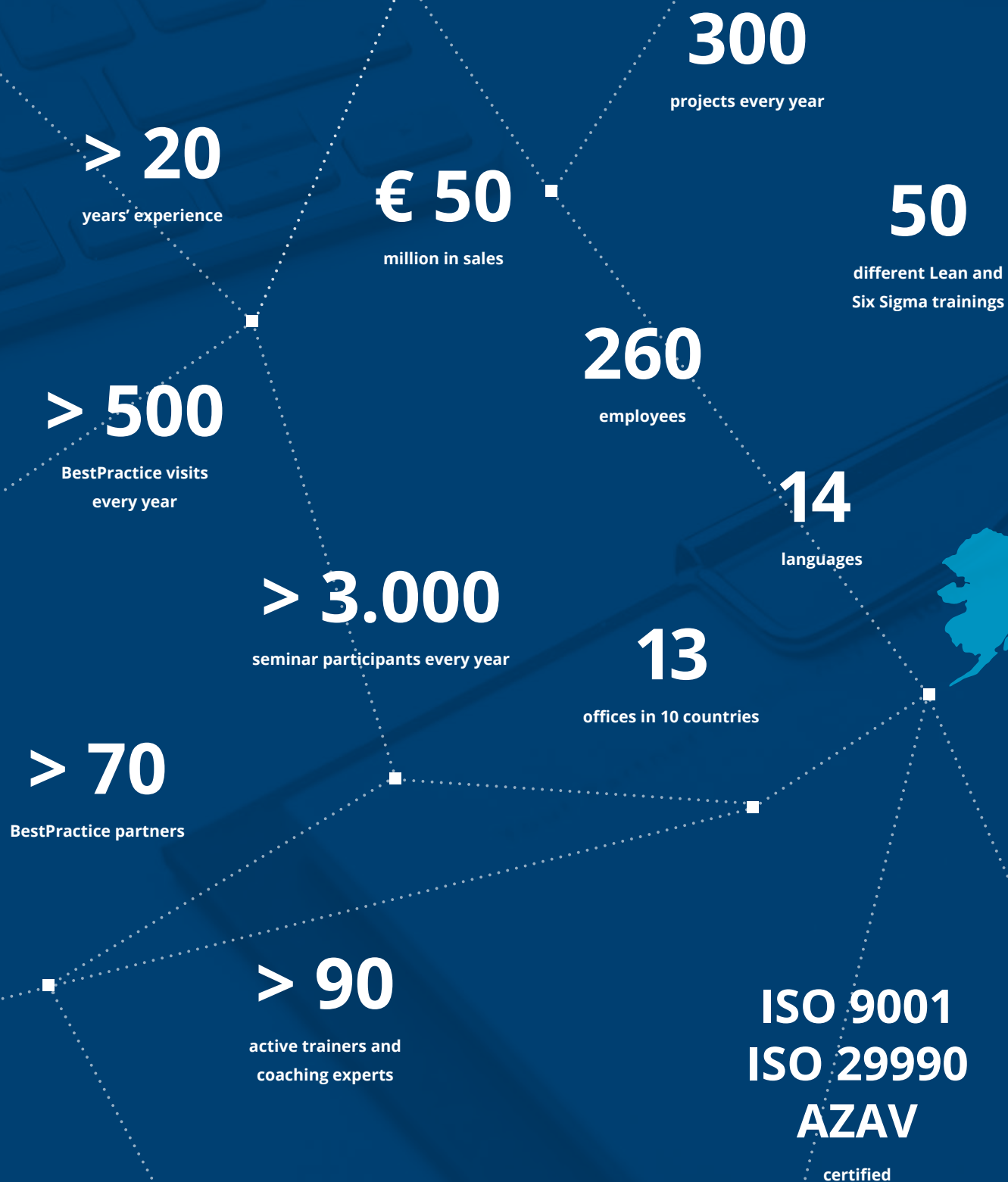
Around the world.

Welcome  
Willkommen  
Bienvenido  
Benvenuti  
Bem-vindo  
欢迎

# STAUFEN.



Facts. Figures. Data.



**Staufen is a Lean Management consulting service and academy.**

We believe that inside every company, there is an even better one. Our passion is helping you discover the better version of your company and working with you to establish a sustainable culture of change. This will make your business lean, clever and able to optimize.



## Our conviction and our mission

### INSIDE EVERY COMPANY THERE IS AN EVEN BETTER ONE.

Even market leaders have untapped potential and have to work at remaining successful. And not just once a year: every day. Not just in one area: everywhere. Markets are in constant motion, and competitive pressure is massive. Staufen helps you get the proper changes off the ground quickly and move your company into a position where it can adjust itself to changing framework conditions on an ongoing basis.

### OUR CONSULTANTS DON'T SIT BACK AND WATCH: THEY ROLL UP THEIR SLEEVES.

Staufen's particular strength is actively supporting you on site. We believe that people learn by experiencing something themselves, not by spending hours listening to presentations. Our consultants have spent years working as managers in the industry. We work with you to implement Lean methods, identify waste, increase your productivity and improve the quality of your products.



**PRAGMATIC**  
We are fast and action-oriented



**MEASURABLE**  
We generate quantifiable and visible successes



**COOPERATIVE**  
We come from BestPractice companies and offer consulting as respectful partners



**SUSTAINABLE**  
We enable management and employees to develop a culture of improvement

### CHANGE IS NOT A PROJECT; IT'S A CULTURE.

We not only optimize processes and define work procedures: we turn theory into practice. We actively coach managers on site where the work is happening, which creates a tangible improvement in leadership performance. By conducting daily visits on site, we truly ensure the sustainability of change processes.

### PRACTICE BEATS THEORY.

What could be more convincing than BestPractice companies reporting about their own experiences? We give you the opportunity to look around and tour the facilities of over 70 BestPractice partners. By taking part in a dialogue with companies and managers, you will gain compelling perspectives into sustainable change processes and continuous employee development.

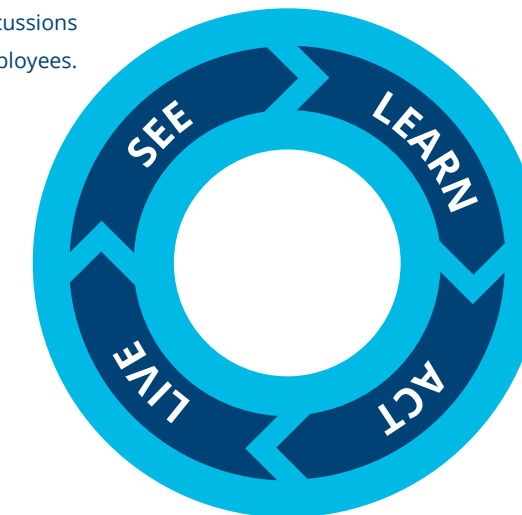
## Our comprehensive approach to consulting

### SEE WHAT'S GOING ON

By working with our BestPractice partners, of which there are more than 70, you will experience Lean transformation up close and personal, and you will benefit from discussions with management and employees.

### LEARN HOW IT GOES

With the help of the Academy, you will establish Lean expertise at your company on a sustainable basis.



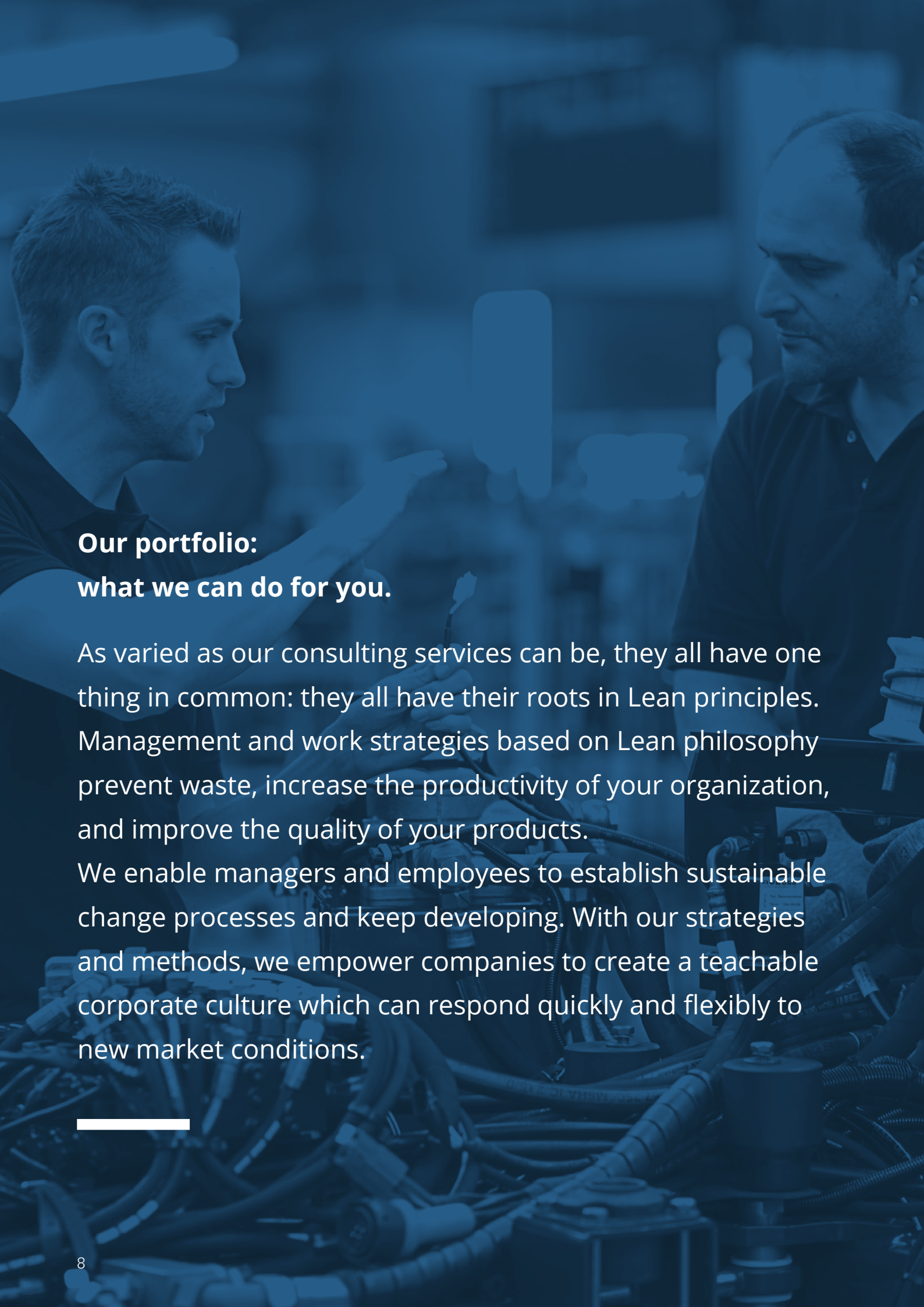
### LEADING BY EXAMPLE

Managing business on site on a day-to-day basis ensures sustainability and continuous improvement

### ACT WHERE IT MATTERS

Our approach is convincing – holistic concepts, projects which quickly achieve success, and results that have an impact on P&L.





## Our portfolio: what we can do for you.

As varied as our consulting services can be, they all have one thing in common: they all have their roots in Lean principles. Management and work strategies based on Lean philosophy prevent waste, increase the productivity of your organization, and improve the quality of your products. We enable managers and employees to establish sustainable change processes and keep developing. With our strategies and methods, we empower companies to create a teachable corporate culture which can respond quickly and flexibly to new market conditions.

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## Leadership and Strategy

**Don't mandate changes from above: lead by example.**

For a transformation to be effective in your company, it's not enough just to optimize processes. It is just as important to deal with the people who work there. This is why we coach managers on site about their everyday tasks. We empower them to show leadership excellence and lead by example in a hands-on way instead of simply mandating changes in theory.

Beyond that, your managers and employees learn how they can anchor a culture of change at their company in a lasting and sustainable way. This culture permits the company to adapt to shifts in framework conditions and to optimize on an ongoing basis.

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## Training

**Those who want to stay at the head of the pack have to keep moving.**

Digitization and globalization stop for no one. And entire industries are being shaken up by disruptive business models. To stay a step ahead of the competition in the future, it is absolutely vital for companies not only to keep developing and improving: their people have to keep growing as well.

After all, technology is critically important, but at the end of the day, what really matters is having the finest minds in the field.

Over 100 trainers and 70 international BestPractice partners — highly-esteemed and successful companies from a wide spectrum of different industries and varying sizes — all support you along your path to peak performance at the **Staufen Academy**.

They offer practical training, customized in-house seminars, comprehensive training programs, blended learning concepts, BestPractice visits, events and conferences. We have been helping people achieve the best and most lasting results in their training thanks to our systematic approach to learning which features a maximum emphasis on practical experience.



# Innovation

Plan today what tomorrow's source of sales will be.

Innovations are the prerequisite for your company to be successful on the market, both right now and in the future. And trail-blazing ideas are not a matter of chance: they are a question of having the proper management. Our solution? Lean innovation. A system which lets you take a structured and efficient approach

to generating new products and services with a USP. With the help of Lean innovation, we enable you to identify ideas with high economic potential, focus your resources on them, and make them market-ready quickly. Others may wait around for inspiration to strike, but your company will pursue it systematically.

## INNOVATION AS A SERVICE.

This lean, agile and market-oriented consulting tool allows you to control your innovation management successfully right away. In keeping with **open innovation methods**, you can use external knowledge to make sustainable increases to the quality and speed of your innovation processes.

### TREND RADAR

We use a trend radar to visualize new product and technology fields along with developments in processes and the company, and we depict them transparently for you.

### TREND REPORT

You will receive qualitative and quantitative analyses of market and technology trends as well as data about their relevance and market potential.

### INNOVATION COACHING

We moderate, coordinate and channel innovation workshops as part of your innovation projects.

### INNOVATION ROADMAP

We structure and coordinate the appropriate interdisciplinary innovation activities with each other in terms of content and schedule. They are then securely transferred into advance-development-projects and implemented successfully.

# Development

We develop your developments.

The challenges that development departments face are extreme. How can a company release more and more products of increasingly high quality with the same budget or less while still facing greater and greater time constraints?

Our solution the Lean Development System. A system your managers and employees can use to prioritize development issues more expediently and control the related processes more compactly. Quantifiable successes can be observed after only a brief amount of time. Your development processes will be leaner, and you will make products market-ready faster, more cost-effectively and with more excellence.

# Quality Management

Our subsidiary, **Staufen Quality Engineers**, detects production errors – not by relying on luck, but by applying high speed.

Something noteworthy is that the field of quality management is growing as a whole, but despite that, there are more and more product recalls.

Our theory here is that quality management is gradually deteriorating into a bureaucratic ritual that does not take advantages of all of the methodologies and technical opportunities of our day. Our unconventional approach serves as a contrast to this tendency:

**[freedom from methodology] x [big data] = high speed.**

Freedom from methodology means that we are not obligated to a particular school of thought: our sole obligation is to our clients and their work. We decide on a case-by-case basis which tools to select.

With the help of our quality big-data tool, we can take action for you up to 10 times faster than usual and troubleshoot in record time

## PROBLEM RESOLUTION

- > Reacting quickly and effectively to acute quality problems which could disrupt an efficient value chain
- > Identifying the main source of the problem rather than just combating symptoms

## PROBLEM PREVENTION

- > Assessing potential internal and external risks to products and processes
- > Reducing the product and process development time

## QUALITY STRATEGY

- > Providing a quality system that creates sustainable support for your corporate strategy
- > Creating and optimizing a culture of solving problems
- > Mastering quality and not just quantifying it

## QUALITY CONTROL AND PREVENTION

- > Consistent risk management — preventing problems by proactively monitoring and identifying negative trends

[www.s-qe.de](http://www.s-qe.de)

**S.QE**  
a world  
without failure

# Sales and Service

**Not just close to clients – close to perfection.**

There are few areas in a company in which the value chain and waste are as closely interlinked as they are in sales and service. The reasons for this phenomenon range from a lack of a strategically future-forward approach to weak points in corporate structures, procedures and data processing all the way to inadequate systems for planning, monitoring and incentives.

We support you in taking a holistic approach to orienting your sales and service departments towards market and client specifications. The results? Achieving the ideal market position with streamlined sales and service structures, efficient processes, success-oriented management and, last but not least, motivated and well-qualified employees.

# Purchasing

**We generate ideal processes for your purchasing department.**

Some things, after all, are very difficult to procure, and waste-free supply chains are a good example. And the performance of the purchasing department not only depends on lowering costs:

it is equally important to establish a value chain that meets Lean standards. With our variety of different approaches, we are able to support purchasing in achieving effective results that are sustainable in the long run.

A key aspect of this process is integrating suppliers as partners. When the transformation is complete, a drop in overall costs and an improvement in delivery reliability and quality. This creates Lean purchasing structures which make a valuable contribution to your competitive ability.

# Administration

**What could possibly change for the better by modifying your administrative functions?  
In a word, everything.**

The most interesting opportunities for improving efficiency are often concealed where they are least expected. And this is equally true of Lean principles, which can also be applied to back-office functions. We quickly identify points of departure, use them to develop concepts and implement them on site with your employees. We also support you in visualizing department-specific KPIs and can help you make the

changes you have implemented transparent, as well as using countermeasures in the event of non-compliance. This drastically lowers your lead time and increases your quality and efficiency. Furthermore, you strengthen your employees' motivation and client orientation.

The outcome will be lower overhead, more satisfied customers and greater success on the market.



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# Production and Order Processing

**Nobody's perfect, but a production system certainly can be.**

And when it comes to the topic of Lean production, we get a twinkle in our eye. It fills us with pride and joy when all Lean principles come together harmoniously. No matter whether it is an individual assembly bay, an area of the factory or network of sites – the ideal value stream and minimal lead time are the focus of optimization. When the transformation is complete, you

can minimize waste, reduce your inventory and lower the related storage costs. Beyond that, you will introduce flatter hierarchies while giving your employees more responsibility and competence. This initiates a culture in which your company lives sustainable improvement. We would be surprised if these results did not bring a twinkle to your eye as well.

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# Supply Chain Management

**A value chain can be a veritable string of pearls.**

Globalization means that you can produce, purchase and distribute all over the world. But the world is not a village, as the saying goes — it is a giant planet full of countless manufacturers, consumers, vendors and logistics specialists.

And we can assist you in this complex environment by designing your supply-chain processes to be smoother and efficient. In doing so, we prioritize fast and sus-

tainable successes in pilot projects which serve as a beacon for the entire process. With our international network of companies throughout Europe and in Asia, we can also implement client- and market-specific tasks on a global level quickly and flexibly.





# Digitization and Industry 4.0

The rules of the game have changed. Have you changed too?

Keeping your finger on the pulse is more challenging than ever, because the rules of digitization are in constant flux. Things that are basic standards today can already be outdated tomorrow.

For companies, this means having to keep a critical eye on the market and themselves on an ongoing basis. Is the smart-factory concept suited to our company? How can we benefit from new markets?

Staufen Digital Neonex offers you consultation and works with you to develop hands-on digital strategies for your company. As a subsidiary of Staufen, we offer you the pragmatic and methodical point of entry to this issue that you would expect.

## DATA SCIENCE

Using your input, we create future-forward data strategies. Beyond that, we provide all of the methods and tools you need to gather data, analyze it, visualize and identify patterns and leverage potential.

## SMART FACTORY

We assist you in identifying relevant use cases with confidence and quickly applying them to successful pilot projects for a rapid return on investment and acceptance within the in-house team.

## DIGITAL PORTFOLIO

We join forces with you to develop a digital expansion of your product portfolio so you can leverage opportunities in new and existing markets and distinguish yourself from the competition on a long-term basis.

[www.staufen-neonex.de](http://www.staufen-neonex.de)

STAUFEN.DIGITAL  
**NEONEX**

# Turnaround Management

We will navigate you into profitability.

But when things are extreme, you cannot remain moderate. When companies are in crisis, expedient and rapid decisions and consistent actions are needed. Our consultants assess your situation and create comprehensive transparency as quickly as possible. They find weak points and the underlying causes

so they can then create custom-tailored solutions. This quickly gives you an excellent basis for making decisions. Our real strength, however, is our ability to implement things consistently. We systematically apply Lean principles to guide you towards measurable sustainable successes.

# Interim Management

Do you need a top-tier executive for a short-term assignment? Help is on the way.

We have a solid network of interim managers which has steadily grown, allowing us to provide a fast solution for difficult short-term managerial tasks. Our BestPractice managers support you when you are dealing with capacity constraints or vacancies. They can serve in roles such as CEO, CRO, plant manager, head of production, head of sales or purchasing, or international project manager.

They have decades of management experience as well as extensive technical and subject-matter expertise. By merging international market knowledge and local market data, we offer staff for top-ranking interim bookings, both nationally and internationally. Fast, efficient, transparent and as a real partner.





# Our industry competence

The best thing that can result from a project is trust.  
We remain in close contact with many of our clients long after the project has been completed.



## Automotive

"We achieved a productivity boost of around 25%. It is absolutely breathtaking what the team has accomplished here."

Head of an automotive manufacturer in southwestern Germany



## Transport

"The competence of the entire Staufen team and the personal strengths of the individual consultants led to positive developments in our KPIs within twelve months. We thus decided that we would continue working with Staufen to ensure the sustainability of our transformation."

Didier Pflieger, VP Alstom Germany & Austria,  
ALSTOM Transport Headquarters



## Mechanical engineering

"Lean transformation has been an essential issue for us here at Aerzen. It helps us guarantee that we can remain global market leaders, now and in the future. This is our standard as well as our clearly-defined goal. And Staufen is a major partner in this process."

Klaus-Hasso Heller, CEO, Aerzen GmbH

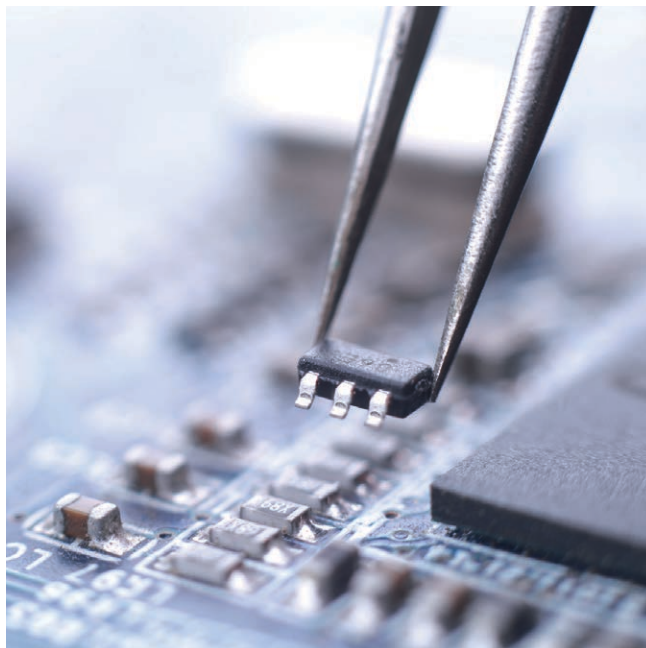




## Aviation

"For many years, we have been consistently working on structuring and optimizing our production system with the distinct professional support of Staufen. The new design of our production lines and subsequent implementation of shopfloor management have made quantifiable improvements and lasting changes to our corporate culture."

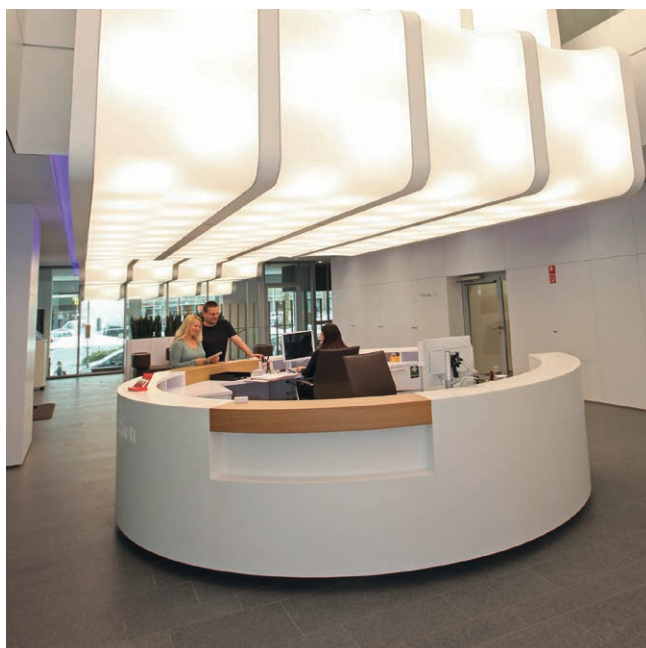
Dr. Mark Hiller, CEO, RECARO Aircraft Seating GmbH & Co. KG



## Electrotechnology and electronics

"The Value Streamer means that the exchange of information among our sales departments across the globe works much better than before. We can swap data much faster, and it helps us all be more agile. Everyone involved, from employees all the way to the executive suite, now has real-time access to all of the relevant information so we can respond to developments at any time. And it goes without saying that this is very important for us as an internationally active corporation."

Dirk Mayer, Director Global Procurement, PFISTERER Holding AG



## Banks and insurance companies

"The efficiency measures we have implemented to date have often been a flash in the pan: they did not have any long-term effect. But Lean management as Staufen demonstrated and implemented it was different."

Dr. Hariolf Teufel, chairman of the management board,  
Göppingen Kreissparkasse district savings bank.  
Vorsitzender des Vorstands, Kreissparkasse Göppingen



## Medical technology

"When we made the decision to pursue a Lean transformation, Staufen came on board from the very outset as a process guide, moderator and coach to support us in implementing a shift in culture throughout the entire company sustainably."

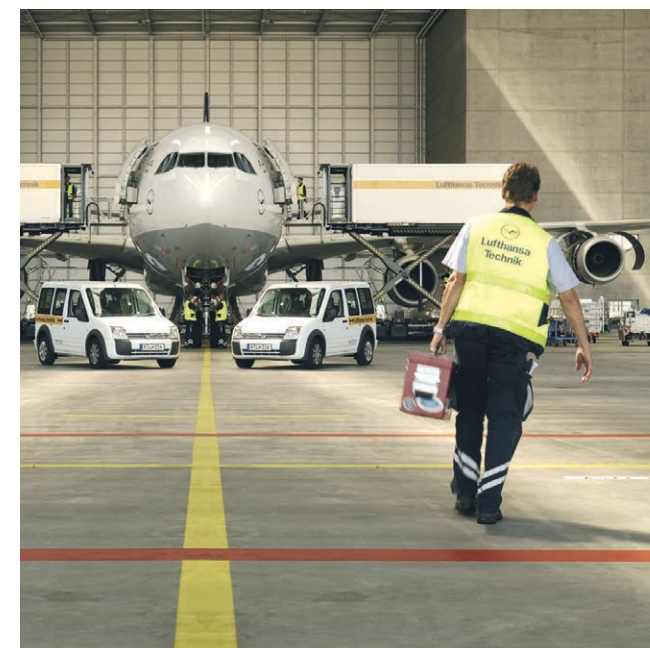
Peter Woletz, Head of Assembly, MAQUET GmbH



## Construction

"Lean Management and Staufen support us in making our vision of a lean company a reality, implementing optimal project performance and constantly working to be better."

Stefan Ehgartner, CEO, Lindner Fassaden GmbH



## Services and trade

"With Staufen's help, we introduced and consistently optimized Shopfloor Management at all of our German sites. And we are going to do the exact same thing at our international offices in the US and China."

Dr. Joachim Matthies, Vice President,  
Lufthansa Technik Logistik Services



Often in the winners' circle,  
and yet our feet stay on the ground.

The greatest award we can receive is our clients' success. It makes us proud and content to help others get ahead. Nevertheless, we are also pleased that our achievements are regularly acknowledged by independent experts as well. This is magnificent affirmation for our entire team, and it motivates us. After all, even the best accomplishment can still be topped.



Brochures are good, but they  
aren't very communicative.

We hope this brochure offered you an initial impression of who we are. It would be our pleasure to meet with you personally and answer your questions. We firmly believe that inside every company, there is an even better one waiting to grow. And this includes your company too. If this statement reflects what you're thinking too, we look forward to getting to know you.



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