Reorganising Networks through Benchmarking
From Network to Information Flow

Peter Egger, Volkswagen Coaching GmbH

1 2
4 5

Why are you building and maintaining a network?

People from (academic) society should use the network
- and add internet/technologies to their work (new users)
- improve their work (advanced users)
- speed up their working processes

Typical benchmarking questions:

o How much gigabyte is the limit?
o How many users are using your network?
o How many hours per day/week they use the net
o What services are often used?
o What products are user's favourites?
o How many professors add internet to their lectures?

Vision
Goal

Check
Reality
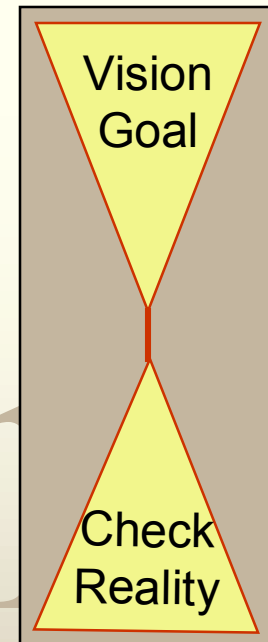
The philosophy of Benchmarking

001 Benchmarking means:
to have the courage to be humble enough to admit
that someone else is better than oneself and to have
the wiseness and the will to learn how to excell oneself.

Benchmarking success story (part 1)

1. Identifying core processes
Reduce time on ground.

2. Teambilding & training
Motivated individuels who are competent in the workflows between landing and take off.

3. Understanding processes
The process of minimizing ground time depends on three factors: safety, reliability and speed.

4. Choosing partners
Where else is fast, safe and reliable service crucial to success?

© Southwest Airlines, Co.

The take-off of this 737-300 marks another on-time departure for Southwest.

Benchmarking success story (part 2)

5. Collecting and evaluating Information

A well-trained Formula 1 service crew backed by optimum technical support can change four tires, refuel the car and clean the driver´s visor in less than 10 seconds.

6. Implementing improvement

Precise analysis of pit stop activity in Formula 1 racing gave us fresh ideas for improving ground service.

7. Verifying results

Have the set goals been achieved?
Where is there still room for improvement?

Benchmarking success story (part 3)

- Southwest select one typ of plane - the Boing 737.
- This makes life easy!
- No luggage transfer to other airlines!
- No meals on bord!
- No reservation!
- Service by heart
- Love Airline try
  - to amuse,
  - to surprise
  - to entertain.
  (Chairman Herb Kelleher)
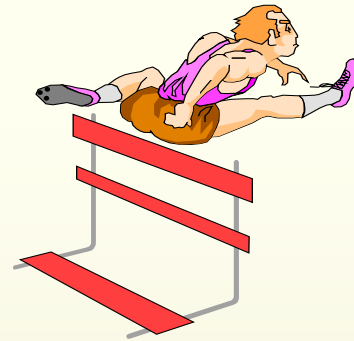
The Benchmark
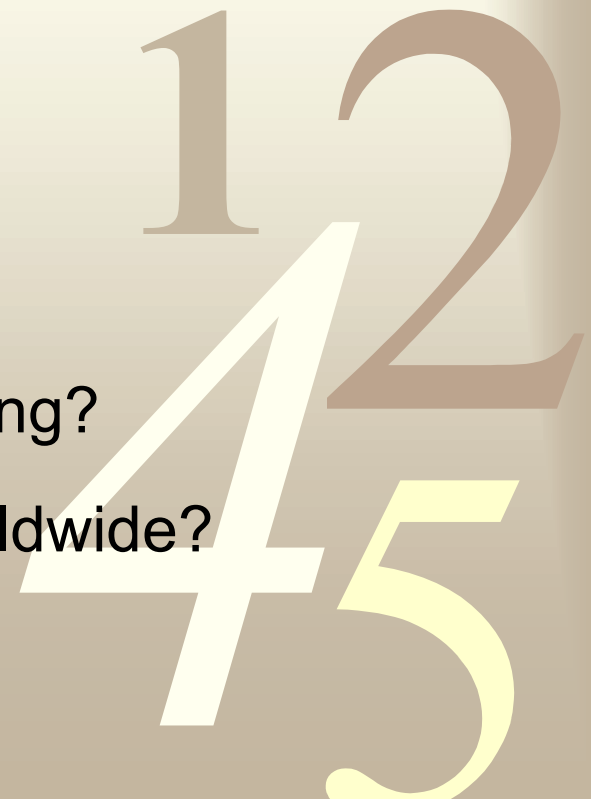
20 minutes

Seven steps to better practises

1. Identifying Core Processes

2. Teambilding and -training

3. Understanding processes

4. Choosing partners

5. Collecting and Evaluating information

6. Implementing improvements
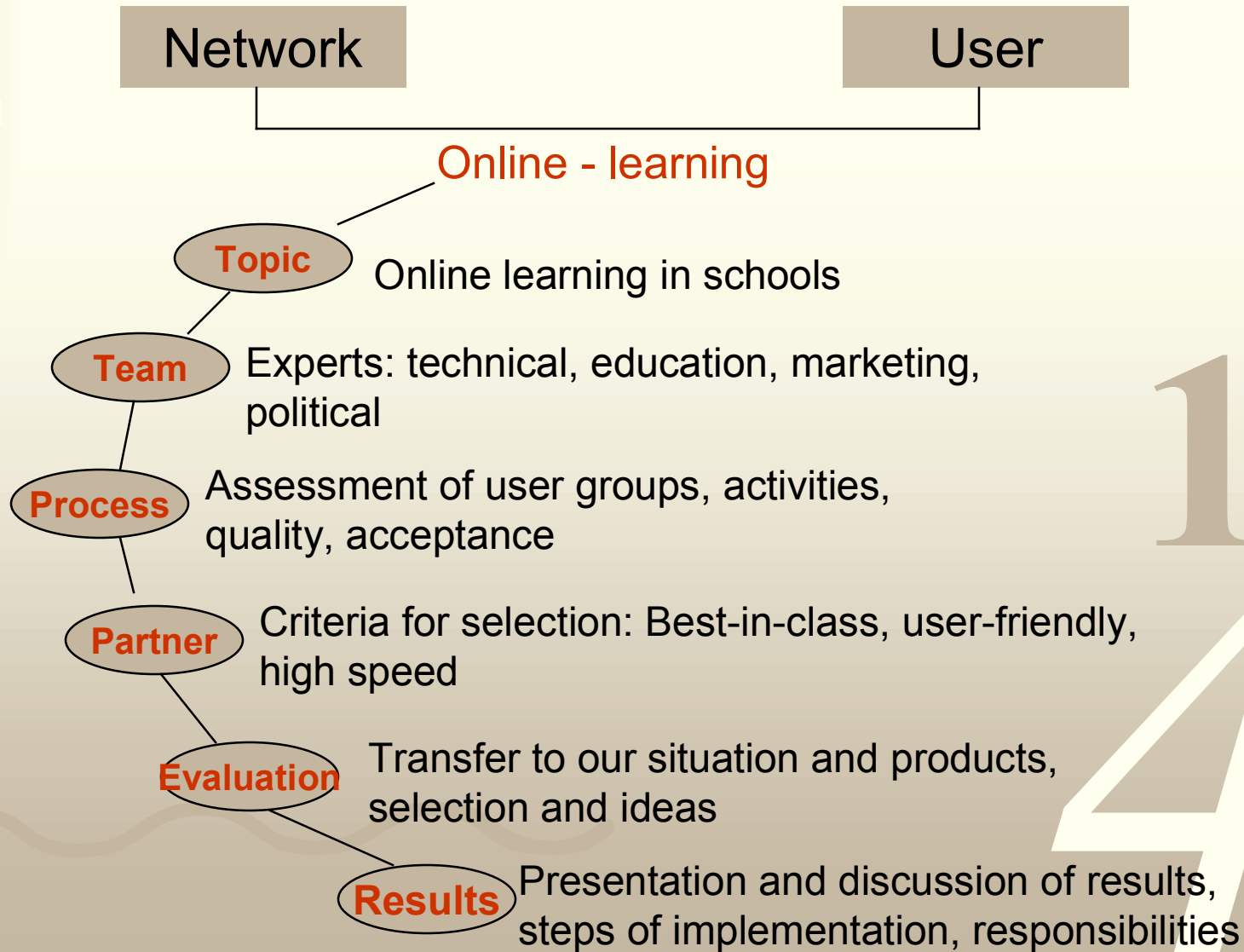
7. Verifying results

Benchmarking Checklist to start

1. Precise project description

2. Expected gains

3. Time frame

4. Project manager and sponsor

5. Team, who & why

6. Resources (time, money)

7. How detailed the information has to be?

8. Internal, external, functional benchmarking?

9. Benchmarking in Germany, Europe, worldwide?

Idea for a benchmarking project

Network	User

Online - learning

Topic — Online learning in schools

Team — Experts: technical, education, marketing, political

Process — Assessment of user groups, activities, quality, acceptance

Partner — Criteria for selection: Best-in-class, user-friendly, high speed

Evaluation — Transfer to our situation and products, selection and ideas

Results — Presentation and discussion of results, steps of implementation, responsibilities

1 2
4 5

Networks and data

	Network A	Network B	Network C	Network D
Employees	32	09	23	17
-Technical	25	08	19	09
User				
Products	12	7	11	12
-Universities	4	6	11	6
-Libraries	2			1
-Schools	5			2
-Government		1		1
-Hospital				1
-Cultural	1			1
Train-the-trainer	yes	no	yes	
Helpdesk	no	no	yes	yes

Example: Assessment of user
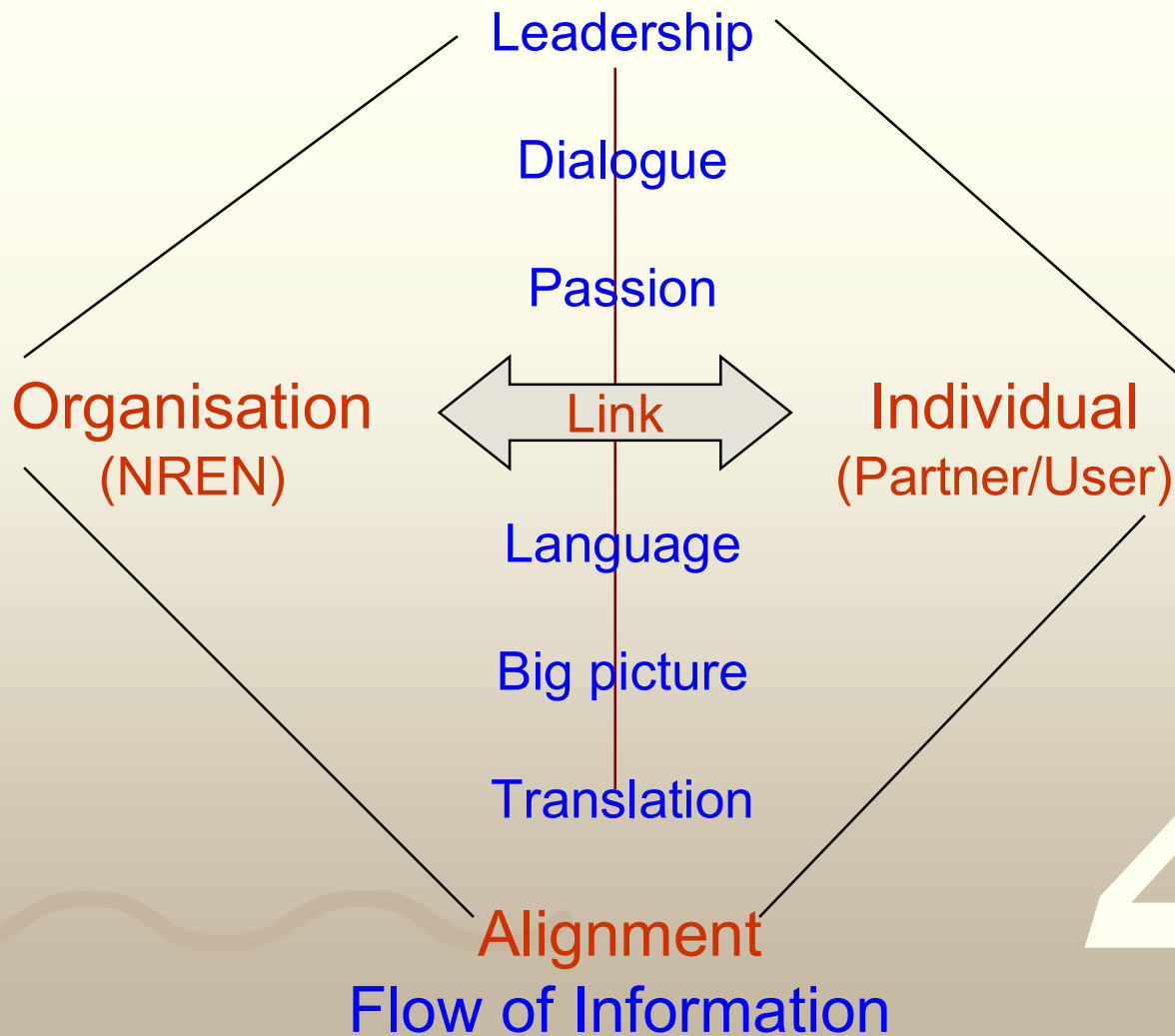
Types of users:

Level 1: Users are informed about network and services.

Level 2: Users try to use the services.

Level 3: Users use services from time to time.

Level 4: Users use services in permanent way.

Level 5: Users use services and create new ideas/make proposals.

Link between organisation and people

Leadership

Dialogue

Passion

Organisation
(NREN)

Link

Individual
(Partner/User)

Language

Big picture

Translation

Alignment
Flow of Information

12
45