

Prozessexzellenz mit Business Software

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Eventsponsor

HASLERSTIFTUNG

Themensponsoren



Sponsoren



Medienpartner

Handelszeitung

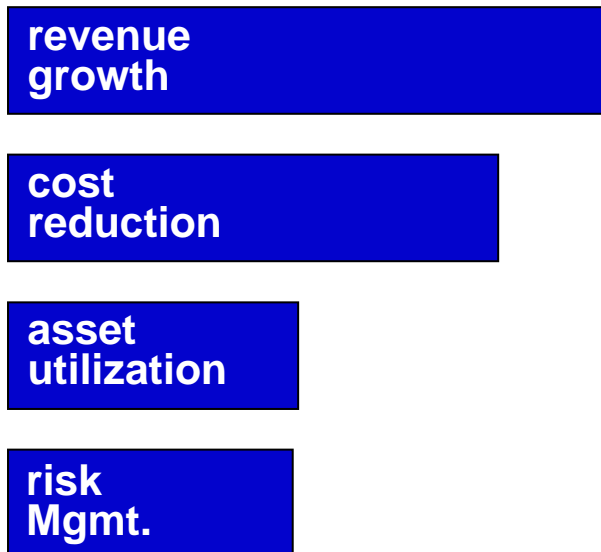




Erfolgreiche Firmen innovieren nicht nur über Produkte

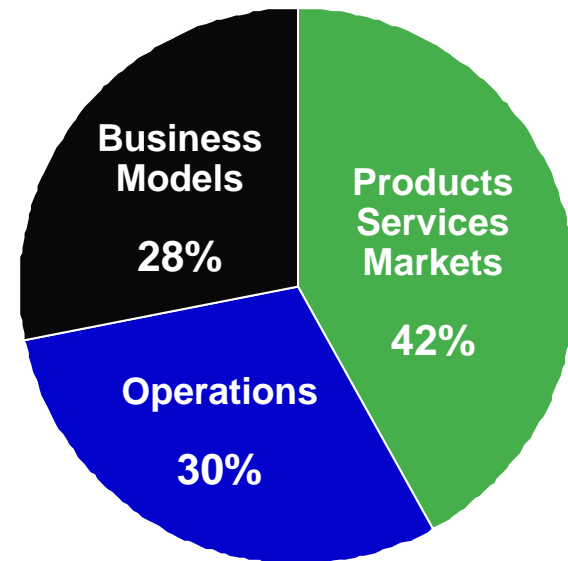


CEO Prioritäten heute....

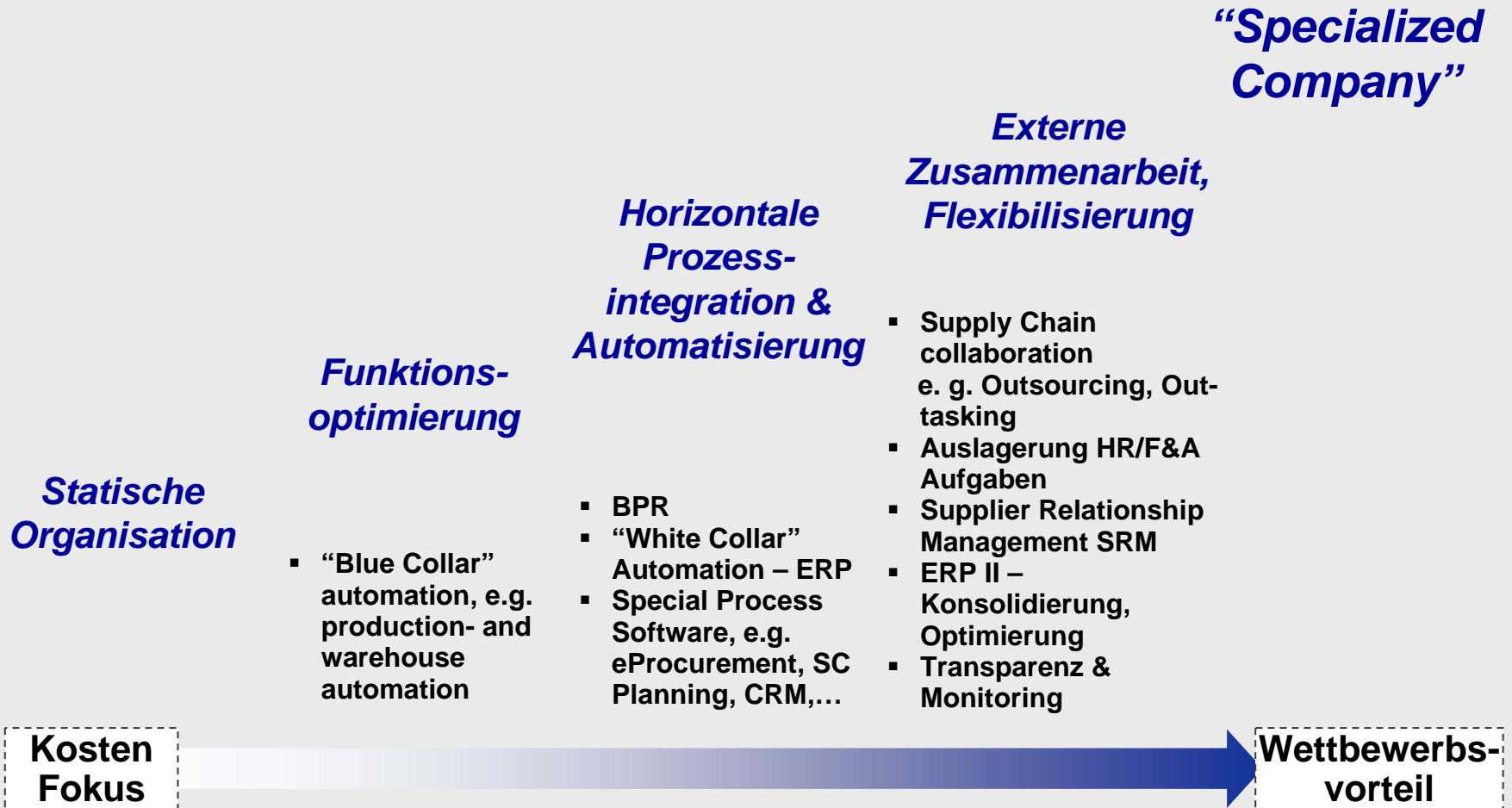


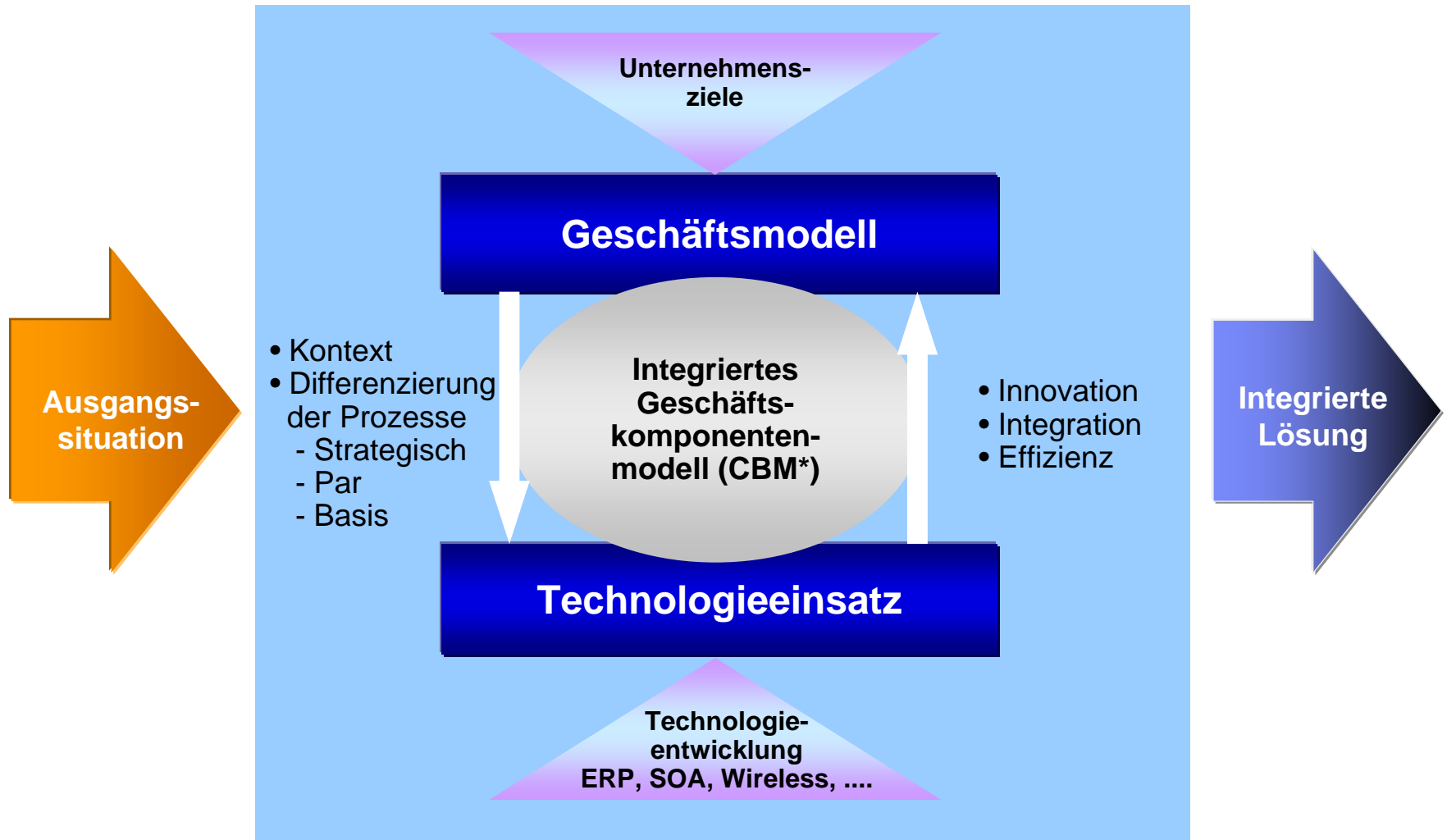
IBM Institute for Business Values (IBV) CEO Studies 2004/2006, multiple answers permitted

Umsetzung über Innovation in....



- Products/Services/Markets
- Operations
- Business Models

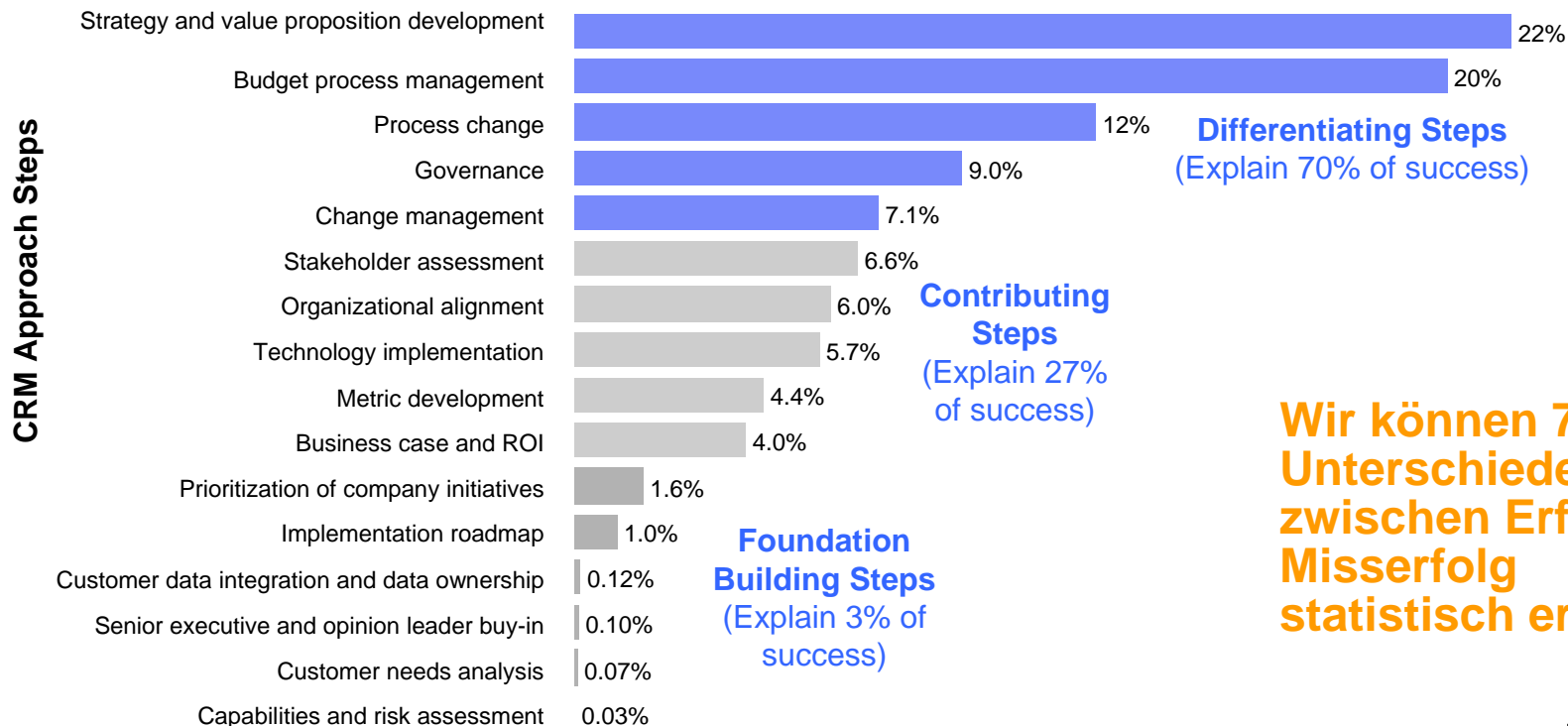




*IBM Component Business Modell



Erfolgsfaktoren bei CRM Implementierungen



Wir können 79% der Unterschiede zwischen Erfolg und Misserfolg statistisch erklären

$R^2 = .79$

Statistical Values: N = 101, results include only Americas respondents. Our acceptably low sample distribution indicates that at the 95% confidence level the obtained scores are reasonable reliable. The $R^2 = .79$ indicates that 79% of the variance of the dependent variable (Contribution to Success) can be explained by the independent variables (CRM Approach Steps).

Note: *The 19% is the highest of the percents of respondents reporting to have had "Complete Success" with a CRM initiatives, see page 13.

Source: IBM Institute for Business Value survey and analysis, 2004.

Einmalige Projekte

„Task Force“

Einmalige Project
Organisation

Kulturschock
Struktureller Wechsel

5-15%
Verbesserung

„Lean Sigma way“

Mehrjahresprogramm
z.B. Six Sigma

Kontinuierliche
Zweckbestimmung
periodisch zu erneuern

Kulturwechsel
Kontinuierliches Verbessern

2-4%
Verbesserung
jedes Jahr



Besten Dank für Ihre Aufmerksamkeit!

