

## Fifteen years of valuable input

Erschienen: ITJ international transport journal, 17-18 / 2011

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Dr Acél & Partner, a Swiss management company, organised an event at the beginning of April 2011 and revealed some exciting insights regarding ideas and solutions related to current logistic subjects. Dr Acél & Partner has been considered one of the leading logistics and management consultancy experts in the German-speaking world for the past 15 years.



Dr. Peter Acél, co-owner and CEO of the consultancy firm Dr Acél & Partner.  
Foto: Altermatt

There were more than 60 participants at the recent «Impuls-Apéro» staged by Dr Acél & Partner in Zurich (Switzerland). The programme of the anniversary event distinguished itself through special variations on topics related to the area of logistics and provided valuable information for a successful future. In a general survey joint owner and CEO Dr Peter Acél elaborated on 15 years of advisory activities on the subject of international logistics. In addition, he offered a view of logistic trends.

### Process optimisation and innovations

A report, entitled «lessons from the crisis – changes to business strategies» addressed process optimisation, internationalisation and innovation. Jan Sibold gave the report on behalf of Ulrich P. Hermani, the CEO of the German engineering federation (VDMA) in Baden-Württemberg, which represents 3,100 medium-sized member enterprises in Germany. Sibold presented the results of an empirical investigation of the lessons the economic downturn had to offer, from the point of view of a German mechanical engineering business. «Offensive instead of defensive» has proven its worth in the times during and after the crisis. According to Sibold, the emphasis lies on strengthening innovative activities, the creation of a buffer strategy regarding flexibility in capacity utilisation, as well as extensive risk management.

Dr Norbert Spirig, member of the hospital management at the University of Basel, used the so-called case-based lump sum system to illustrate how it is possible to win through the use of good logistics. The scheme is due to start in 2012, when cases in Swiss hospitals will be split into homogenous groups with economically similar expenses and settled consistently. The division into groups of cases with related diagnoses is based on medical data. The experiences from the current project show that this classifications system enables cost efficiency without damaging quality. Spirig noted that the critical success factors are management of the medical need, optimal investment in the areas of operation and accommodation, linking data to the causer concerned, and the regular exchange of information between all those involved (medical professionals, heads of nursing, purchasers, pharmacists, the overall logistics).

The host Acél went into detail about experiences, potential, and trends in logistics. With the help of three projects (Swiss Post, Mondaine group and Wander) he offered an insight into the focal points of logistics, production and organisational management. According to Acél, an integral approach is essential for the success of a logistics project. Therefore, it is necessary to use a top-down strategy in a company, as well as to ensure a bottom-up approach to ensure acceptance by participants.