

# CASE STUDY

## Balancing Business Needs

Nihilent implements LAMAT to monitor enterprise operations at Demag Cranes and Components

**D**EMAG Cranes and Components (India) is a subsidiary of Demag Cranes AG, a world leader in industrial cranes, crane components, harbour cranes and port automation technology. With ever-growing competition and a changing business environment, it became important for Demag Cranes to monitor business performance at regular intervals.

### Plagued by Business Challenges

Demag Cranes was facing numerous challenges. Some of the prominent challenges faced included:

- Defining and refining existing business key result areas (KRAs) and key performance indicators (KPIs) with targets and thresholds to align with the strategic objectives
- The need for proper data assessment to get the required information in real time.
- Consolidating the data collected from different data sources.
- Minimising repetitive efforts for data consolidation and analysis.
- Standardisation of existing business data required for future analysis.
- Creating a central repository for the data required for performance measurement.
- The need for an automatic system to track business performance at different levels in the organisation.



### A Helping Hand

Nihilent, a mid-sized global consulting and solutions integration firm, helped the management team of Demag to understand the power of scorecards and dashboards to monitor enterprise-wide performance at all levels. The company conducted workshops with the relevant stakeholders to finalise KPIs and scorecards.

Proof of concept was used to get buy-in from all the stakeholders to use scorecard as a tool to fulfil organisation requirement of tracking business performance and drill downs for MIS reporting. It also helped to cascade the KPIs at the corporate level to business units, regions and functional areas by identifying product, touchpoints and operational deliverables at every stage. The company trained the identified people on using LAMAT along with data uploading and cubes.

### Business Benefits Delivered

LAMAT implemented dashboard and scorecards at Demag to track the information and took suitable steps for operational enhancement. Other benefits which LAMAT offered are:

- LAMAT provides a holistic and balanced view of business performance at all levels.
- Key performance indicators aligned with the organisation's mission, vision and strategy.
- It allows setting and tracking goals using LAMAT stability and scalability.
- There is timely availability of information with better control on Management Information System (MIS).
- Improved productivity and reduced maintenance efforts and costs by eliminating repetitive efforts for data collection, consolidation and analysis, leading to improved service delivery and quality.
- Standardisation of data capturing and feeding process within the organisation.
- Provides a basis for rewards and recognition.

After the implementation of LAMAT, Demag's business has been growing at the rate of 30% yearly. The company can now monitor its progress against KPI regularly.