

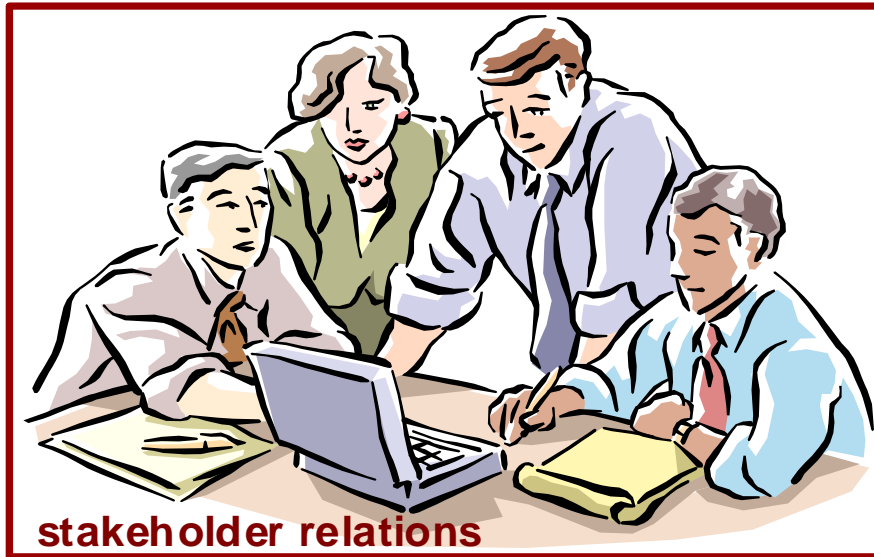
1. background – we needed objective references to assess performance



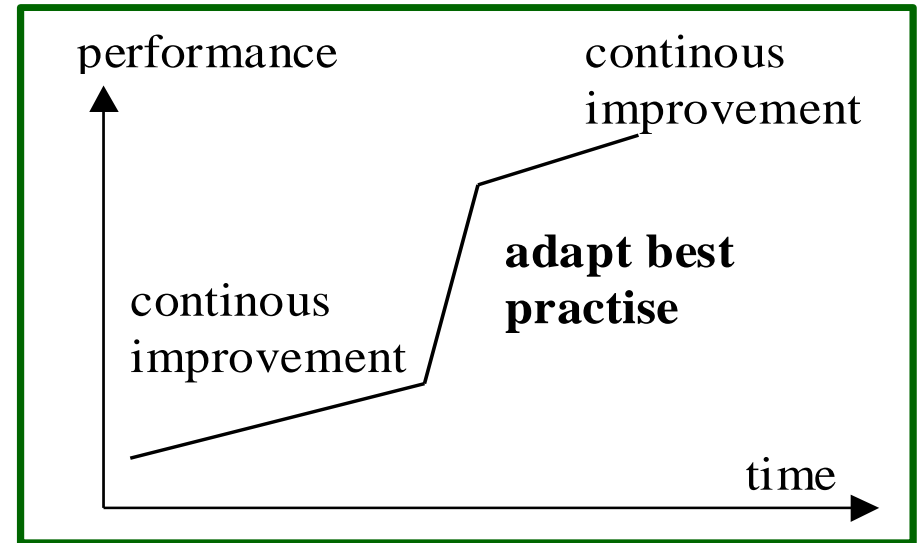
1. background – we needed good examples to improve performance



1. background – driving forces for benchmarking



a **defensive** weapon for external use to handle stakeholders; regulators, politicians, the general public, owners, subsidiaries, personnel, suppliers



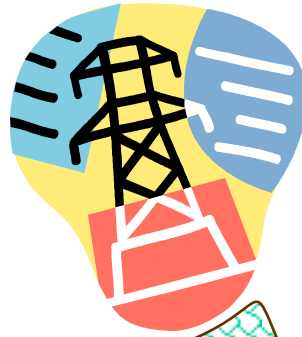
an **offensive** weapon for internal use to radically improve company strategy, performance, practises, processes

1. background – driving forces for benchmarking

indicators:

- ✓ mid term efficiency
- ✓ long term efficiency

efficiency



indicators:

- ✓ reinvestment level
- ✓ maintenance level
- ✓ quality of delivery
- ✓ working conditions
- ✓ component age
- ✓ customer satisfaction
- ✓ environmental standard

unsustainability

→ the closer to the edge, the more need for accurate controlling