

# Lünendonk GmbH – Competence<sup>3</sup>

Strategic Data Research – Strategic Roadmap Requirements – Strategic Transformation Services

Facts & Figures

Kaufbeuren, 2010

LÜNENDONK



# Your Contact

## Jörg Hossenfelder

- Managing Partner
- Graduate studies in journalism and political science in Mainz and Bologna, majoring in public opinion and survey research
- Freelance journalist at press and TV media
- Since 2000, communication consultant specialising in Business-to-Business communication
- Joined Lünendonk GmbH in 2004 as Consultant
- Since 2005, Managing Director of Lünendonk GmbH
- Since 2009, Managing Partner of Lünendonk GmbH, Gesellschaft für Information und Kommunikation, Kaufbeuren



# Facts

- Founded:  
1983, since 2000 as GmbH
- Location: Kaufbeuren
- Area of operation:  
Germany, Austria, Switzerland, Italy, France,  
Great Britain, USA
- Employees: 20



# Vision 2015

## **Our Mission Statement:**

- ▶ **We are the leading information and transformation specialist for B2B services.**
- ▶ **We collect and analyse information in order to develop successful business strategies from this knowledge base.**
- ▶ **We systematically increase the success rate of companies and make them more visible in their respective market environment.**
- ▶ **We are much valued partners of the B2B service providers.**

**At a Glance**

***“We are the partners of the service providers!”***

We are partner for everything that helps to reputedly enhance the market visibility and success rate of our customers and themes on the market.

**Strategic Data Research  
(SDR)**

**Strategic Roadmap  
Requirements (SRR)**

**Strategic Transformation  
Services (STS)**



**Our focus: Business-to-Business Service Providers**

- Management Consulting • Audits • IT Consulting • Technology Consulting and Engineering Companies • IT Service Companies • Software Companies • Telecommunication Service Providers
- Facility Management Companies • Healthcare Service Provider • Training Companies
- Temporary Employment Agencies – *further market sectors in preparation!*

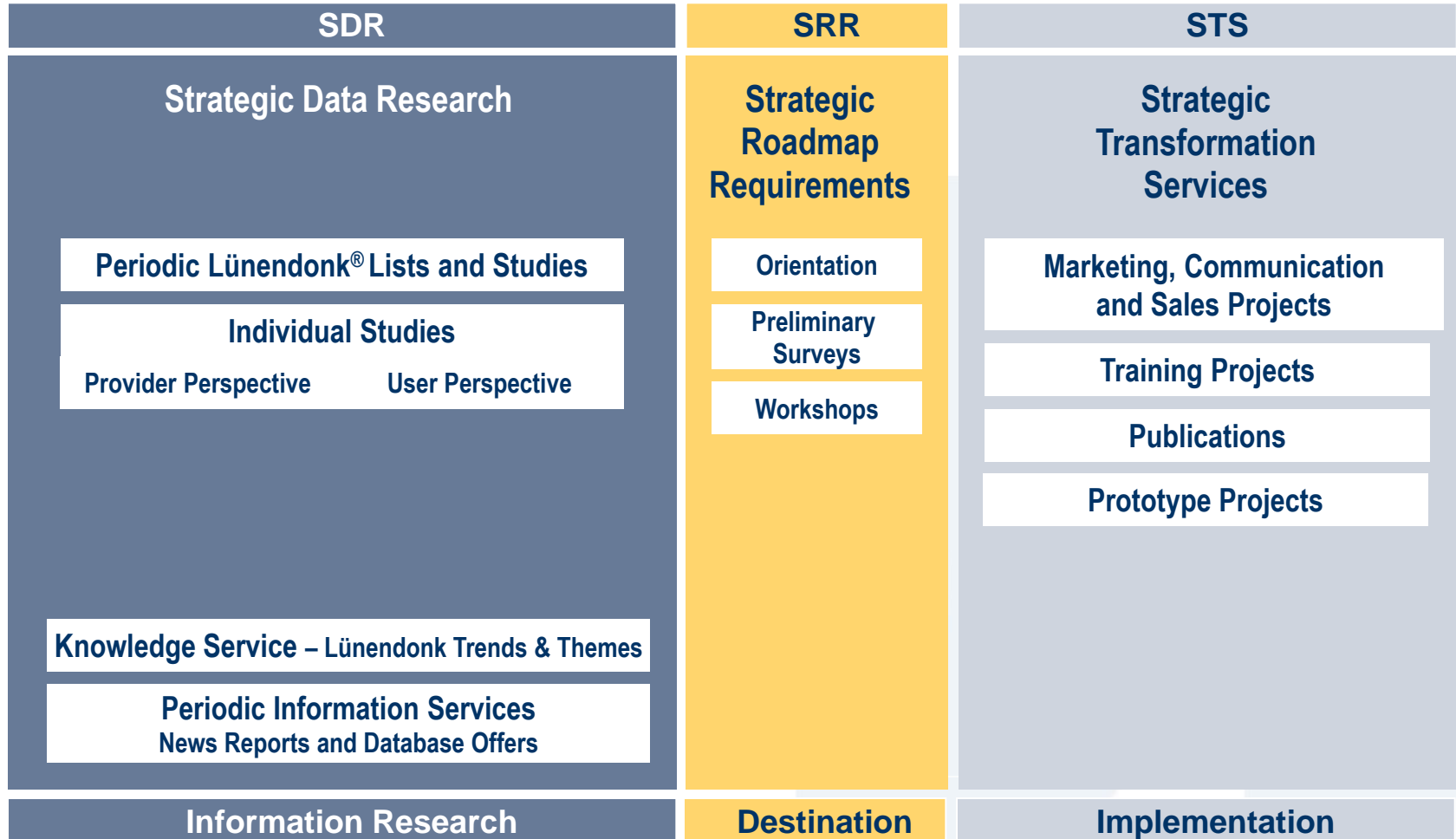
**Our Services**

Provider surveys, user surveys, individual surveys, analysis workshops, marketing, communication, sales support, micro benchmarking, moderation, publications, strategy relevance conference, corporate monitoring, lectures

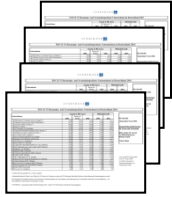
***Know-how on an executive level – quality instead of quantity!***

# Our Portfolio Structure

## INFORMATION AND TRANSFORMATION PARTNER



# Standard Lünendonk® Lists and Studies



The Lünendonk® Lists have been published annually since 1983. They deal with the rankings of the top providers of qualified B2B service markets. They have firmly established themselves as market barometers and create transparency about the developments in the monitored markets and market segments. Participation in the lists is free of charge for companies.

In 2010, the following Lünendonk® Lists are available or planned for the German market:

- ▶ **Leading Facility Management Providers of Infrastructural and Technical Property Management in Germany**
- ▶ **Leading Providers of Industrial Maintenance in Germany**
- ▶ **Leading Standard Software Companies in Germany**
- ▶ **Leading IT Consulting and Systems Integration Companies in Germany**
- ▶ **Leading IT Services Companies in Germany**
- ▶ **Leading Business Innovation/Transformation Partners in Germany**
- ▶ **Leading Providers of Business Intelligence Software in Germany**
- ▶ **Leading Management Consulting Companies in Germany**
- ▶ **Leading Engineering and Technology Consulting Companies in Germany**
- ▶ **Leading Accounting and Audit Firms in Germany**
- ▶ **Leading Temporary Employment and Personnel Consulting Companies in Germany**

# Individual Lünendonk® Studies: Current Examples



Lünendonk user studies help providers especially with the preparation and implementation of effective marketing strategies for own market positioning. The telephonic user studies are carried out in cooperation with qualified research service providers.

The following Lünendonk user studies are available or have been planned for the German market:

- ▶ **Procurement of Strategic Management Consulting in Germany 2010** (planned)
- ▶ **Price/Skill Level Matrix Management Consulting** (2009)
- ▶ **Cumulative Services – A Chance for the Business Location Germany** (2009)
- ▶ **Procurement of Facility Management Services in Germany** (2009)
- ▶ **Benchmarking of Facility Management Companies in the Healthcare Market** (2008)
- ▶ **The Future of IT Consulting and IT Services** (provider and user view combined) (2007)

# Lünendonk® Trend Studies



The question is equally important to providers as it is to users: are we on the right track – i.e.: the right subject and solution? Trend studies bring light to this issue, thereby supporting the decision-making process. You examine the information available on the market, supplement it with own studies and 25 years of market know-how. The result: condensed trend studies, which really help you along!

Some examples:

- ▶ Trend study “**Management Perspective: Value Proposition by Strategic External Service Providers for IT and HR Tasks**” in collaboration with TDS AG (2010).
- ▶ Trend study “**More Flexibility by Integrated Personnel Services: Process Partnerships In the Era of Talent Shortage**” in collaboration with Autovision (2009).
- ▶ Trend study “**Controlling, Gauging and Forming Business Processes Intelligently – Business Process Management and Business Service Management as Instruments to Control Business and IT**” in collaboration with Realtech AG (2009).
- ▶ Country reviews “**Argentina**” (2008), “**Hungary**” (2009), “**South Africa**” (2009), “**Czech Republic**” (2010).
- ▶ Trend study “**The Future of Consulting: 10 Theses to the Convergence of Marketing and Information Technology Developments, Prospects and Risks**” in collaboration with Sapiient GmbH (2008).

# Lünendonk® Guides and Information Services



- **Lünendonk®- Issue Dossier “Mergers & Acquisitions / Post Merger Integration”** in collaboration with Accenture, Capgemini Consulting, IBM Global Business Services and Kienbaum Management Consultants (2010).
- **Lünendonk®-Guide 2009 “Providers of Technology Consulting and Engineering Services in Germany”** in cooperation with Altran, Brunel und der OSB AG (2009).
- **Lünendonk®- Issue Dossier “Restructuring – Successful Reorganisation of Companies”** in collaboration with Droege International Group, goetzpartners Management Consultants, Kienbaum Management Consultants und Management Engineers (2009).
- **Lünendonk®-Guide Facility Management 2009 “Integrated Services”** in collaboration with Archimedes Facility-Management GmbH, HSG Zander, Klüh Service Management, Piepenbrock Dienstleistungsgruppe, Sodexo and Strabag Property and Facility Services (2009).

Lünendonk® information and analysis services sum up the most important news from the market and from the companies themselves. Furthermore, the market analyses of Lünendonk evaluate the information within the context of background information.

- ▶ Lünendonk News Analysis IT Services (24 issues per annum in English)
- ▶ Lünendonk News Report “Consultants in Competition“ (12 issues per annum in English)
- ▶ Lünendonk Info Service “Facility Management“ (12 issues per annum)

# Additional Information

## **Lünendonk GmbH – Gesellschaft für Information und Kommunikation**

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