



Report on benchmarking project at DVZ GmbH

## The training element of an IT benchmark

DVZ GmbH wanted to find out how competitive its IT services are. Maturity reviewed the portfolio of the IT service provider by means of a benchmark.

DVZ based in Schwerin is the IT service provider of the State Government of Mecklenburg-Vorpommern. Its portfolio of services ranges from advice and concept creation, system development, procurement and operations to system maintenance. In addition to its so-called internal customers, DVZ also offers its IT services to external clients. Both customer groups expect high quality at a good price. To obtain an objective assessment of its service capacity, Hubert Ludwig, Managing Director of DVZ, decided to commission a benchmark project. "You have to know how competitive your range of services is and, above all, how they stack up against the rest of the market."

The subject for the project was the two formerly separate units, the computer centre units and services, which had been merged as part of a process of restructuring within the company. "We selected this section because we wanted to obtain qualified information on necessary changes and possible synergies which we did not simply want to base on internal estimates", explained Ludwig.

By comparison with its peer group, the analysed sections (apart from the mainframe segment) produced better than average results. In

the so-called new technologies, such as Unix, Linux and client services, DVZ was not only better than average but was in the top third. This is particularly remarkable since the peer group was made up of a total of eight service providers which are exclusively active on the free market and offer their IT services amid fierce competition. The presentation of the benchmark results was at least in part a "welcome to reality", however. But the company also wanted to improve its services to remain competitive. "This is only possible if we charge the same prices as those on the open market", explains Ludwig. It is now up to the company itself to draw the correct conclusions, develop practical measures and to implement them as quickly as possible in its processes.

But that is not the end of the matter as far as Hubert Ludwig is concerned, as he believes that a benchmark of his company's internal services as an ongoing process. "I compare it to a top sportsman who can only produce and maintain his best performances if he adheres strictly to a tailored training programme. He can then take part in a competition to see exactly where he stands against his rivals. Regular benchmarking to assess our services is therefore part of our training programme." ■

### Profile



#### Company

Datenverarbeitungszentrum  
Mecklenburg-Vorpommern GmbH (DVZ)

#### Website

[www.dvz-mv.de](http://www.dvz-mv.de)

#### Benchmark targets

Qualified information on necessary changes and possible synergies which are not simply based on internal estimates.

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Hubert Ludwig, Managing Director of DVZ