

# 5 DOBT METHOD





**IDEA & STRATEGY WORKSHOPS**  
Support with ideation and roadmap creation



**TRAINING & COACHING**  
Implementation of mindset and methodology in your organization



**POTENTIAL ANALYSIS**  
Service for the analysis of ideas and projects



**METHODOLOGY & FRAMEWORK**  
Use of the MARKTGUT 5DoBT framework for internal application

# MARKTGUT...

is an old German word which defines goods that were sold at a weekly market. Even at this time, it was vital to bring the right products to the right market.

The definition of the word “market” has meanwhile become complex as well as the manufacturing of products (goods) that implies global value-added chains and complex development projects. MARKTGUT GmbH uses their expertise to support their customers in the challenge to place the right products in its important markets.

For the right **MARKET**<sub>MARKT</sub> the perfect **GOOD**<sub>GUT</sub> !





**VISION** MARKTGUT® services are the leading practice for optimizations in areas of digitization, cost management and procurement management. With our expertise, our clients harmonize and operationalize their business models, organizations, processes as well as strategies and sustainably anchor them as value drivers in their company.

<b>FOUNDATION</b>	2010
<b>LEGAL FORM</b>	GmbH since 2014
<b>SHAREHOLDERS</b>	John Benad, Thoralf Nehls
<b>EMPLOYEES</b>	interdisciplinary experiences from more than 200 projects and clients
<b>MAIN FOCUS</b>	Practical transfer for the development of strategies and rollout of projects to increase the value of the customer and its products
<b>MAIN CLIENTS</b>	Companies with complex products/services and multilayered business models
<b>INDUSTRIES</b>	Automotive, machine and plant construction, aerospace, consumer goods, electronics, health care, energy

5DoBT describes five management dimensions that are used to make well-founded and comprehensive business decisions. To determine more precisely the reasons behind the decisions, a potential value analysis method was derived from the dimensions, which focuses on monetary added values.



The **increase in sales** includes all measures for the sustained rise in the turnover of a company.



The **increase in efficiency** includes all measures for the optimization of company processes with regard to transparency, measurability and comparability, as well as measures to improve the operating climate through competence building and development due to optimal personnel structures.



**Direct cost reduction** includes all measures to reduce the direct costs of a company in order to realize reasonable savings in the long term.



**Risk minimization** includes all measures for the identification, assessment, prioritization, minimization, control and monitoring of a company's potential risks.



The **increase in innovation levels** includes all measures to reduce innovation barriers as well as measures to strengthen the innovative power within a company.



- optimal resource planning requires prioritized and selected projects according to their benefit
- transparent value contributions of activities are a precondition for prioritizing projects
- Value calculation as a decision template for project approvals not yet a matter of course



The need for more transparency and an cross-sectoral exchange of experience  
(PWC, 2011 und 2014)

Calculation of the economic benefit of projects

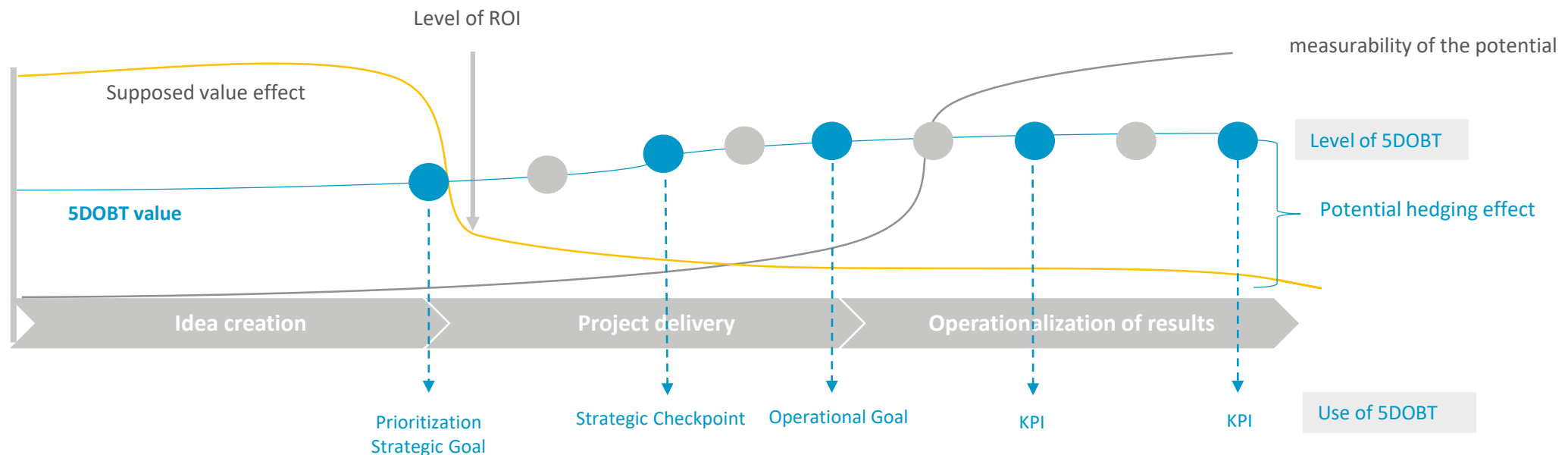
- Actual value added of projects often not known
- Estimation of performance mostly subjective and without the use of measurable benefits
- Difficulties in identifying the right criteria for measuring the value contribution of individual activities



No generally accepted standard method for value calculation existing  
(PWC, 2011)



As potential value analysis, the 5DoBT methodology allows the user to visualize the actual potential of ideas and projects. Therefore, the content and scope will be defined, the essential changes (organizational, systemic, process-related) will be identified and the resulting effects will be revealed. Based on a holistic view of effects, synergies and boundary conditions, necessary decisions can be made and concrete action measures can be derived. The identified potentials can be described both quantitatively and qualitatively and represent an strategic basis for decision making and controlling in addition to the ROI analysis. Thus, the method supports lifetime controlling from the idea creation through the project delivery to the final improvement of the company value.





## CURRICULUM VITAE

- since 2010 Founder & CEO, MARKTGUT GmbH
- 2012 - 2015 General Manager, Alengis Beratungs-GmbH
- 2010 - 2014 Head of Business Consulting, POOL4TOOL AG
- 2004 - 2010 Director Consulting, VP Business Development, VP Productmanagement, Key Account Manager, Project-Coordination, FACTON GmbH
- 2002 - 2004 Owner, IT Operation Services
- 2002 - 2004 Project leader software, Media Design Services

## CONSULTING FOCUS

- Design of processes and business strategies
- Rollout and change management strategies
- Support with the corporate structure and coordination of the new positioning
- Project and Program Management Harmonization
- Technical responsibility and design of customer projects
- standardization of projects and processes
- Formation and development training programs

## CUSTOMERS & PROJECTS

Hauni, Körber, United Grinding, Andritz, Airbus, Wittenstein, Singulus, Kärcher, Jungheinrich, Behr, Brose, Mahle, Magna, Hella, Bentley, Volvocars, Porsche, Mann + Hummel, PWO, Peguform, Modine, Marquardt, ZF, Hirttenberger, Kögel, NürnbergMesse, Bayer, Tchibo, PAS, Oris, Oystar, MHP, others...





## CURRICULUM VITAE

- since 2017 UX Business Consultant, MARKTGUT GmbH
- 2016 - 2017 Software Development, iTiZZiMO AG
- 2016 - 2017 User Experience Designer, vAudience GmbH
- 2015 Project development experimental laboratory,  
Chair of Clinical and Experimental Psychology, University of Würzburg, Germany
- 2013 - 2015 Technical Investigator,  
Chair of Clinical and Experimental Psychology, University of Würzburg, Germany

## CONSULTING FOCUS

- Efficient use of smart technologies in business processes
- Psychological ergonomics - conception of application software
- Prototype testing of innovative approaches in the TechLab
- Analysis of usability and user interaction design
- IT project management and process design
- Agile development (Scrum PSM I, Kanban, SAFe)
- Training and coaching

## CUSTOMERS & PROJECTS

University Regensburg, BAST – Federal Highway Research Institute, Continental Automotive GmbH, webfactor media, German UPA e.V., L'Oréal, Johanniter-Unfall-Hilfe e. V., Xenon Automatisierungstechnik GmbH, TRIPS GmbH, Labvolution SMART Lab, iTTiZZiMO Pickit, wohlvertraut GmbH, PMO, Schuler

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