

## Automobili Lamborghini Holding S.p.A.

Operative Efficiency

Simone Zamboni

### **Lamborghini lays the foundation for an efficient inventory management by means of a transparent KPI-Cockpit**

**Supported by the management consultancy ZLU, we were able to lay the foundation for an efficient inventory management at Lamborghini in a timely fashion. Thereby, the jointly developed stock reporting system based on a transparent and weekly updated KPI-Cockpit was an important milestone for the sustainable success.**

Automobili Lamborghini Holding S.p.A. based in Sant' Agata Bolognese, Italy, is a 100% subsidiary of the premium car maker AUDI. Being a manufacturer of exclusive luxury sports vehicles, we are directly competing with companies such as Ferrari or Aston Martin

*ZLU not only convinced us as objective adviser but also as operative manager.*

Simone Zamboni,  
Head of Industrial Services, Automobili Lamborghini Holding S.p.A.



Due to the significant increase of our production volumes from about 250 vehicles in 2001 up to nearly 2,500 vehicles in 2008, our underlying processes expanded quickly and drastically. Related to this, our stock levels as well as inventory adjustments also increased significantly. Therefore, the improvement of our process efficiency at Lamborghini became inevitable despite already taken measures such as the establishment of a new logistics centre next to our plant. The focus of this process improvement was decided to be on the management of our inventory.

In order to get competent support for this task we collaborated with the consultancy ZLU due to its convincing references for process improvements, particularly in inventory and stock management. Through the development and establishment of a new inventory reporting system based on an effective KPI-Cockpit together with ZLU, we created a remarkable transparency and were able to define clear responsibilities. This is the effective basis for the reduction of our stock levels and the improvement of our process efficiency we needed. Thereby, ZLU not only convinced us as objective adviser but also as operative manager who not only pushed the implementation of the developed cockpit constantly but also supported us significantly in the structured analysis of the inventory deviations and adjustments.

With the support of ZLU we not only established the newly developed KPI-Cockpit as continuous management instrument for our inventory in a timely fashion but also initiated measures for the reduction of our stock levels as well as the increase of our stock transparency. This implies a process- and organisation-related development of the material planning at Lamborghini which was only possible due to the intensive coaching and training on the job by ZLU.