

Best of Consulting



Representatives of IMP and BPW accepted the Best of Consulting Award.

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How customers become innovation partners: WirtschaftsWoche recognizes BPW's co-innovation with Innovative Management Partner (IMP)

'Best of Consulting Award' for Innovative Management Partner (IMP) – a groundbreaking methodology led to the development of a digital cargo securing system that helps prevent lorry accidents

Dr Markus Kliffken: 'IMP's neutral consulting perspective and methodological expertise helped us co-innovate with our clients'

Wiehl/Munich, 12 December 2018 --- Improperly secured cargo is frequently the cause of wobbling and tipping lorries on the road – and accidents and cargo damage cost transport companies millions every year. In future, an innovative, intelligent cargo securing system from BPW will prevent this from happening. Yet the development methodology used, which was supported by the renowned consulting firm Innovative Management Partner (IMP), is also a remarkable aspect of this innovation.

[iGurt](#) is based directly on interviews and workshops with BPW customers. BPW commissioned the renowned consulting firm IMP to assist in the development process. This consulting service has now received the ‘Best of Consulting’ award from the German *WirtschaftsWoche* business magazine.

According to Dr Markus Kliffken, member of BPW’s executive board responsible for innovation management: ‘IMP supported us extremely efficiently with its methodological expertise throughout the entire development process. As a result, we were able to accurately identify and validate the idea of the iGurt, and quickly bring it to maturity. In this process, we used agile methods, in-depth interviews, user stories and ideation workshops with internal and external experts. The IMP team harmonised perfectly with our own engineering teams and enriched our internal point of view with the perspective of a neutral consultant. We would like to congratulate IMP on this prestigious award and look forward to working on upcoming projects together.’

This was the ninth year running that *WirtschaftsWoche* magazine honoured Germany’s best management consultants with its ‘Best of Consulting’ and ‘Best of Consulting (Medium-Sized Enterprises)’ awards. The extensive review of consulting firms identifies Germany’s best management consultancies, thus creating clarity in an otherwise opaque market. The winners of the awards are selected on the basis of their projects’ success; this helps clients find the best possible consultant for their next project.

Further examples of successful co-innovation at BPW can be found in BPW’s current [annual report](#), for example in the areas of [Truck & Bus](#), [E-Mobility](#), [Telematics](#) or [Internet of Transport](#).

About BPW Bergische Achsen KG

BPW Bergische Achsen KG is the parent company of the BPW Group. With more

than 1,600 employees, including around 120 trainees, the family-run company has been developing and producing complete running gear systems for truck trailers and semi-trailers at its headquarters in Wiehl since 1898. BPW's technologies include axle systems, brake technology, suspension and bearings. BPW's trailer axles and running gear systems are in use in millions of vehicles around the world. An extensive range of services also provides vehicle manufacturers and vehicle operators with the opportunity to increase economic efficiency in their production and transport processes. www.bpw.de/en

About the BPW Group

The BPW Group, based in Wiehl, Germany, is a dependable international mobility and system partner for the transport industry, serving as a one-stop shop for innovative solutions. Its portfolio embraces axles, suspension systems and brake technologies (BPW), locking systems and bodywork technology (Hestal), lighting systems (Ermax), composite technologies (HBN-Teknik), and user-friendly telematics applications for trucks and trailers (idem telematics). BPW Group's technologies and services support manufacturers' cost-effective workflows and enable vehicle operators to manage their fleets efficiently by maximising the transparency of loading and transport processes. The owner-managed BPW Group encompasses 70 companies worldwide and employs around 7,200 people. www.bpw.de/en

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