

WGMB Study “Hidden Champions on the Consulting Market”: BrainNet the Only Consulting Firm with Top Rankings in All Supply Chain Management Categories

New Study puts BrainNet Number 1 for Purchasing Advice

Bonn, May 20, 2009 – The consulting market in Germany is worth around Euro 18 billion, and almost a quarter of the turnover earned here goes to just 25 management consulting firms. In this highly prized top sector, which is characterized by professional expertise, strong sales, outstanding staff and a high degree of customer confidence, a number of specialists have maintained their profiles alongside established firms for decades. These now include as well the supply chain management consulting firm BrainNet, as the current study “Hidden Champions of the Consulting Market,” commissioned by the Scientific Society for Management and Consulting (WGMB) confirms.

From the perspective of the 249 CEOs, Managing Directors and top-level managers surveyed, BrainNet is the number one when it comes to purchasing consulting. The company is – together with Roland Berger – also the only consultancy to be listed in the Hidden Champion top 5 ranking in all the supply chain management disciplines (purchasing, internal supply chain & processes and distribution logistics). With regard to the most important selection criterion for consultants, expertise, BrainNet also came in the top 3 – ahead of BCG and Roland Berger.

With the strategic decisions in recent years in particular – the merger with the Swiss Supply Management Group consulting firm, the launch of a successful joint venture with Euro Asia Consulting (EAC) and the close cooperation agreement with the Supply Chain Management Institute (SMI) at the European Business School – BrainNet has established a market position as the number 1 in the discipline of purchasing beneath the Hidden Champions.

As well as its expertise, BrainNet’s extremely broad client portfolio also allowed it to score particularly well; BrainNet’s clients include 80 of the Fortune 500 companies and hundreds of SME-sector firms. Added to this is the presence of BrainNet teams spanning many years on all of the world’s key procurement markets.

“The results of the study are very impressive proof of the fact that we have made the right decisions for our company’s development over the years,” says Christian A. Rast, CEO of BrainNet. “It has always been our philosophy not to regard purchasing simply as a cost-

cutting machine, but rather as a strategic value lever that impacts on every aspect of a company. With this approach, we have been able to help countless clients establish long-term, future-focused supply chain management activities.”

In recent years, BrainNet has set standards in supply chain management with benchmark projects: clients such as CLAAS, LBBW, SAP and Miele have been awarded multiple innovation prizes for these projects.

“The world is facing massive socio-economic, political and ecological changes. International companies therefore need to make some critical strategic decisions over the coming months,” says Rast. “Almost every one of them will be related directly or indirectly to global procurement networks. We’ll be helping our customers create the basis for long-term success with these decisions.”

The latest business developments at BrainNet shows that the role of purchasing is being assigned a central role as a cost-cutter, value driver and risk manager, particularly during times of crisis. Despite the industry trend, BrainNet is experiencing growth rates of more than 15 percent and has recently opened new offices in Stockholm and London. “Our advice always has a rapid and clearly measurable return on investment. The value of our contribution is therefore immediately visible,” summarizes Rast. This is also confirmed by study results, since out of all the consulting firms investigated, BrainNet came a proud second in terms of price / performance ratio.

About the BrainNet Supply Management Group AG

BrainNet is one of the leading international brands for supply chain management consultancy. Employing 220 members of staff, BrainNet turns over €30 million globally. BrainNet develops and realizes tailored solutions for more than 80 of the companies listed in the Global Fortune-500 and around 240 fast growing SMEs. For years, BrainNet has had offices in Bonn, Boston, Budapest, Chicago, London, Mumbai, Munich, Shanghai, St. Gallen, Stockholm, Tampa and Wroclaw.

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Through its close collaboration with the Supply Chain Management Institute (SMI) at the European Business School (EBS), BrainNet offers a totally unique value-creation chain ranging from research and training young talent at leading business schools to implementing consultancy projects and strategic qualification of top managers and supply chain managers.

For more information about BrainNet, please go to www.brainnet.com

BrainNet – people creating connected solutions

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