

Why Trade & Industry Associations should offer a Benchmarking Service

These are challenging times for all businesses and the need to manage costs and improve performance has never been greater.

- According to a recent survey published by the Global Benchmarking Network, “**Those that are using (benchmarking) to its full capacity are achieving significant financial and non-financial results.**”
- The same survey revealed that ‘**improved performance of processes**’, ‘**major strategic issues addressed**’ and ‘**improved financial performance**’ topped the list of benefits benchmarking delivered.

Many large corporations are well aware of the **benefits of benchmarking** and use it to track their own and the performance of competitors as well as identify best practice from elsewhere. **This is done successfully even in highly regulated and competitive industries such as Telecoms via both formal and informal networking so why not your industry?**

Our research indicates that **Trade & Industry Associations** most often quote **competitive and regulatory concerns** as the biggest barrier to offering a benchmarking service. Other concerns are **the lack of expertise and tools to create, operate and manage the service** within the Association.

But now these need no longer be barriers as a fully operational benchmarking service can be outsourced to an independent provider - **Max.Net.**

Max.Net can design, manage and operate an online benchmarking service under contract for you and under your name including **legal, technical and operational issues.**

What is BENCHMARKING?

Benchmarking has been defined as ***‘the search for industry best practices which lead to superior performance’***.

Benchmarking is an established tool to improve business performance with origins going back almost 40 years.

It is used to compare performance between different organisations or business units within organisations:

- informally to address a specific challenge,
- to improve performance in a particular domain,
- to identify best practice elsewhere.

The insights generated may then be used to set new goals & targets to improve performance, and processes.

Benchmarking can be an ad-hoc project focused on a specific issue and with specific goals or, more productively, an ongoing activity with selected partners within or outside the industry and coordinated by an appropriate industry body.

We also ensure the security & **confidentiality of the data** as it is hosted on our servers in accordance with specific SLA's. **This also ensures anonymity where required.**

Benefits for Members

- A tool to help improve business performance in any domain - such as sales, marketing or logistics – **your members decide what they want to benchmark and when.**
- Benchmarking can lead to identification and sharing **of industry best practice** where it makes commercial sense to do so.

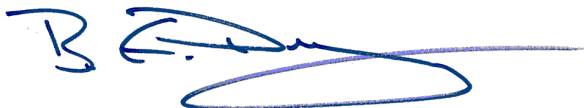
Benefits for the Association

- Create an **added value service for members**, whether free or chargeable.
- **Enhance the Association's image** and retain members.
- Demonstrate **forward thinking** and the ability to innovate.

What Next?

Give me a call or email for a no-obligation chat or to arrange for a quote.

Even if you currently provide a benchmarking service we may be able to help improve it and at a lower cost.



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