

Lueg AG Goes In the Right Direction With Professional Planner

LUEG AG, a large reseller of DaimlerChrysler AG and Mercedes-Benz has opted for Professional Planner™ to optimize business management and consolidation. The efficient process organization of the software and the comprehensive simulation and prognosis functions facilitating professional business management were decisive in sealing the deal.

Vienna/Graz ([PRWEB](#)) June 22, 2005 -- The LUEG group persistently pursues a multiple brand strategy in regional markets and monitors the value enhancements through the successful long-term development of the different business segments. The continuous profit orientation is a decisive characteristic in this respect.

The LUEG group deploys a controlling system that supports managing the business development and at the same time provides early indicators for the development of profit and financial situation. Claudia Karmineke, Head of Controlling at Lueg AG declares: "Our current tools are no longer suitable to support optimizing the planning process for creating annual business plans and multiple year plans as well as forecasts for periods of less than a year. The synchronization effort is far too time-consuming and our flexibility is limited. Our aims to integrate the detailed plans for profit, financial and balance sheet planning and consolidation cannot be met. For this reason, we opted for Professional Planner. This software platform supports us in creating effective and efficient plans and provides absolute flexibility for simulations and scenarios. The integration of profit, financial and balance sheet planning optimizes the quality of our data and enables to take counter-measures in real-time on the basis of potential opportunities and risks."

Results in real-time

Professional Planner, the software platform for business planning, reporting, analyses and consolidation is based upon the advancement of OLAP and hence provides a unique technology. This new technology - OLCAP (Online Calculating and Analytical Processing) - for the first time facilitates multidimensional calculations supporting your planning process and providing real-time simulations.

"With Professional Planner we are able to create recipient-oriented analyses in real-time and also to display them graphically. The comprehensive key figure systems and reportings are an additional help. This way we can meet our objective: more transparency and enhancing our efficiency in planning and reporting", states Claudia Karmineke.

About Fahrzeug-Werke Lueg AG

Fahrzeug-Werke Lueg AG has about 1,950 employees in 41 centers mainly in the Ruhr Basin, Sauerland and the Western Saxony area of Germany. Their product range covers sales and service of the brands DaimlerChrysler, Mercedes-Benz, smart, Chrysler, Jeep, Ferrari and Maserati as well as Opel, Saab, Volvo, Suzuki and Hyundai since 2004. Also other services are provided such as leasing, financing and insurance by LUEG Leasing GmbH or real estate management by Immobilien und Verwaltungs GmbH.

The DaimlerChrysler sector of the LUEG group consists of 14 modern Mercedes centers in the Ruhr Basin while Autohaus LUEG GmbH comprises three Mercedes centers in Saxony. In the Ruhr Basin three specialized commercial vehicle centers provide comprehensive services such as opening hours until 10 p.m. on workdays, fetch-and-deliver-services, driver mobility, utility vehicle rent, service contracts and much more to provide a maximum of modern, mobile flexibility for utility vehicle customers.

A special department in the Center Essen is dedicated to work out solutions for Mercedes-Benz automobile and motor pool customers.

The smart sector is represented by LUEG Compact Car GmbH Centers in Essen, Dortmund, Bochum, Recklinghausen, Hagen and Zwickau/Western Saxony.

Chrysler and Jeep activities are covered by LUEG Cars GmbH with two centers in Essen and Bochum. LUEG sportivo GmbH represents the brands Ferrari and Maserati in Meerbusch for the Rhine/Ruhr area and complements the LUEG service portfolio for luxury sports cars.

LUEG Creativ Technik GmbH is dedicated to vehicle maintenance of all different brands within the LUEG group, the activities are covered by e.g. Car-Lack-Center Ruhr in Bochum and Recklinghausen, Autobedarf Knoblauch GmbH and cooperation with GEWA GmbH, both in Essen.

WINTERHELLER software GmbH www.professionalplanner.com

WINTERHELLER software was founded in 1988 by Prof. Dr. Manfred Winterheller, a renowned expert in business administration. The company develops and sells Professional Planner™ - a software platform for planning, analysis, reporting and consolidation.

Professional Planner™ is based upon the technological advancement of OLAP. This new technology - OLAP for the first time facilitates multidimensional calculations, completely supports your planning process and provides real-time simulations.

More than 4,000 companies with more than 15,000 users of all sizes and sectors of industry worldwide are deploying Professional Planner™.

Among clients in Austria are: Duropack AG, Grazer Stadtwerke, Konica Minolta, baumax AG, Danube University Krems, Mondi Business Papers Holding.

Among clients in Germany are: German Football League, FC Bayern München, Premiere, Thomas Cook, Viessmann, Siemens.

Among international clients are: Brau Union Hungary, British Telecom The Netherlands, Hutchinson Technology USA, Migros Basel Switzerland, Virbac Group France, Canon Spain.

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