



The management team from the left: Dr. Thorsten Liebehenschel, André Köhler, Uwe Harnischfeger, Robin Desens and Roland Pietsch.

HPP Consulting

German marketing and strategy specialist for the digital revolution

Founded in 1996, the Frankfurt-based consultancy HPP Consulting, which focuses on marketing and strategy optimisation, supports their clients' growth through discovering new market possibilities. While the origins of the consultancy are in the automotive sector, their portfolio has continuously widened. Nowadays, HPP Consulting has, next to projects in various technology and service industries, established a second core focus in the telecommunication sector. Currently, all these sectors are facing the challenges of digital transformation. Challenges that the consultants at HPP are more than willing to address.

TEXT: THOMAS SCHROERS | PHOTO: HPP CONSULTING

Initially, HPP was a business segment for the Daimler daughter debis Marketing Services. Integrated in the company, the segment became a success and consequently an independent business. A thor-

ough restructuring gave the new company its strategic foundation and new name, the HPP Harnischfeger, Pietsch & Partner Strategie- und Marketingberatung GmbH. Since 2016, five partners, who were all

trained in the company, own HPP as major shareholders, employing a staff of 60 highly qualified people.

In its 20 years of doing business, the consultancy has emancipated itself from its former parent company Daimler, but is still uniquely tied to the automotive sector. It has also developed extensive expertise within the telecommunication sector. "We have always chosen a path of qualitative growth," explains Uwe Harnischfeger, founder and managing partner. It has been the choice for this path that enabled HPP to establish itself in the fast-changing environments of their core markets and with



regard to modern topics like digitalisation. Currently, it is the latter that continues to transform business and social life at large and initiate exciting projects for HPP.

Challenges of digitalisation

In the automotive sector, digitalisation has become an item of daily news. Catch-phrases are connected cars, e-mobility, online sales and digital sales tools. Not only is the car itself revolutionised by technological advancements, the facilitating business structures around it are as well. For the automotive sector, the main challenges arise when it comes to the sales and service process. The processes have to be translated into the digital environment and they have to be implemented into retail organisation. Nowadays, digitalisation is an integral component of each automotive project that HPP does. "Next to the development of digital products, business models and processes, early attention should be directed to brand integration, clear positioning and customer communication. And not only in terms of functionality, but in relation to the added value

for the customer. When this value is not obvious, something is preventing developments," explains HPP Partner Dr. Thorsten Liebehenschel.

Digitalisation expertise

Due to constant training and education activities, HPP Consulting has accumulated experience and expertise in digital transformation. In the value chain of digital transformation, the customer journey is identified as a core item for change. When developing this customer journey, HPP follows a holistic approach that reviews all influencing factors. Starting with the definition of a target picture, this process follows a constant reviewing of the status quo in relation to the target state. In order to truly make the change to a successful, digitalised customer journey, HPP's consulting is further addressing internal and external challenges in adaptation. Various instruments are used for different market, customer and competition analysis, all of which become a part of the main process of identifying and solving these adaptation challenges.

'Know-how' and 'do how'

HPP Partner André Köhler explains that the company's strength lies in being aware of the know-how, knowing what should be done, and the 'do how', knowing how this can be done. Because of this line of thinking, a topic like digitalisation is not just abstract and theoretical for the consultants, but a lived and applied practice. For HPP, combining both the know-how and do how has been the key to an international customer base and projects for markets including Japan, China and the US. It has also led to acknowledgements by publications like the German business magazine *brand eins*, which rated HPP Consulting among the best German marketing, brand and pricing consultancies in 2016. As the rating took the reputation within the consulting industry, as well as client satisfaction into account, HPP's management team is proud of their achievement. Acknowledgments like this reassure the qualitative path HPP has followed for 20 years and continues to follow as the digital revolution plays out.

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