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 **Controller Award 2017 given to EDEKA Südwest**

*“An innovative, direction-pointing solution for a comprehensive change of the management system and controlling" / Complete networking and coordination of the management and controlling system into the company network*

Munich, May 15, 2017 – **The Controller Award 2017 of the International Association of Controllers (ICV) goes to EDEKA Südwest. On Monday (May 15), the team "company development" of the controlling division was awarded for its "innovative, direction-pointing solution for the comprehensive modification of the management system and controlling" at the 42nd Controller Congress in Munich.**

The EDEKA Südwest is a company group with a wholesale, a number of business units and subsidiary companies, whose success depends decisively on the complete networking and coordination of the management and controlling systems. Very often quick decisions are needed, which effects must be assessed and recognized in all directions. With the new, excellent solution, called "Development Model", EDEKA Südwest provides a central management tool. It enables business leaders to manage and control strategic objectives and actions.

The "Development Model" helps to break down the strategy into strategic goals for the following years and to assign to them measures from the various areas. In addition, measures can be allocated into the existing management systems and can also be immediately supplied with (planned) budgets and cost centers, eventually investments. They can also be therefore used as precursor and basis for the annual company planning. Each business unit manager is given a complete overview of the measures from the entire group, which will affect him - also in the coming financial years.

During development of the solution, individual measures of the business divisions or subsidiaries of EDEKA Südwest were identified as a connecting element of the systems. With the award winning "Development Model", measures from in-field handling are transferred into a central tool.

The key success factor for development and introduction was a "careful" approach; dialogue, feedback, openness for the requirements, but also for the concerns of the business unit managers. It was essential for the project initiators from the department "enterprise development" to involve all areas.

Winner shows "how the integration succeeds"

The Chairman of the ICV Jury, Prof. Dr. Jürgen Weber, WHU - Otto Beisheim School of Management, Chairman of the ICV Board of Trustees, explains: "It is easier to formulate an ambitious strategy than to implement it in practice. Pragmatic approaches that can be used in day-to-day management practice are called for, especially when the strategy is translated into concrete actions." The fact that the strategic management is often detached from the operative or is only inadequately associated with it, Weber calls a "well-known shortage in practice".

The best way to achieve integration is, as the Controller Award 2017 winner shows, "an innovative, direction-pointing solution for a comprehensive change of the management system and controlling," says prof. Weber. The awarded solution 2017 recognizes "easy access and step-by-step growth": "Integration of already existing instruments; start on Excel basis, then transition into a separate software solution; at the beginning small scale, then learning and expanding upon recognition of the associated benefits". It also highlights the need for individualized approaches and speeds as well as the inclusion of sustainability objectives.

For the judges of the International Association of Controllers (ICV), three other criteria were decisive. In addition to the sustainability of the change implemented with the solution on the one hand, they also see the benefits for the entire company on the other hand, not just for controlling - a key criterion, since the success of controlling and the success of a company are closely related. Thirdly, the solution was designed and implemented by the controllers themselves. This is important for the jurors, as the sustainability of a solution is particularly jeopardized when the change is strongly driven and operated externally.
This year's jury, chaired by Prof. Dr. Jürgen Weber, included: Hillert Onnen (former BLG, ICV Board of Trustees Member), Roland Iff (Geberit International AG), Hubert Tretter (t4t Management Consulting) and Prof. Dr. Andreas Seufert University of Applied Sciences Ludwigshafen, ICV expert work group "BI / Big Data and Controlling").

**EDEKA Südwest**

The EDEKA Südwest is celebrating its 90th birthday this year. With a group turnover of 8.4 billion euros in 2016, it is the second largest of seven regional companies in the national EDEKA network. The business area covers the federal states of Baden-Württemberg, Saarland and Rhineland-Palatinate with parts of Hesse and Bavaria. EDEKA Südwest operates food wholesale and retail as well as upstream production companies for foodstuffs. The business area counts about 1,300 food markets, and around 1,000 markets are operated by self-employed merchants. For EDEKA Südwest, work inclusive independent retail trade employees approximately 44,000 people, of whom 2,650 are apprentices.

The **International Controller Association** (ICV) has in Germany, Austria, Switzerland, Poland and 12 other countries in Central and Eastern Europe around 6,500 in practical Controlling active members. The key objective of ICV controlling philosophy is reaching permanent economic success. With its honorary chairman Dr. Albrecht Deyhle the association, founded in 1975 has shaped the Controlling in German speaking countries placed and influenced. The ICV merges controllers, CFOs, managers and scientists and it is strictly oriented its members’ benefit. Experience, communication and being focused on future-oriented trends are foundations of ICV. ICV combines practical experience with the latest research results and prepares its knowledge for practical implementation. The ICV is makes personal contribution to the success of its members and to the sustainable performance of companies. Siegfried Gänßlen is the chairman of ICV, CEO of Hansgrohe SE, Schiltach, Vice-Chairman of ICV is Prof. Dr. Heimo Losbichler, FH Steyr.

**For more information:**

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