

# Honorary Doctor Eva Jaisli: With a locally anchored company to international success

Last year, the WISO faculty named Eva Jaisli as Honorary Doctor based on the recommendation of the BA Department. The presentation ceremony was traditionally held on Dies Academicus. On January 22, 2016, Ms. Jaisli gave a well-attended presentation at the University Bern which was also attended by VIPs from politics, economics and society.  
*From Prof. Dr. Thomas Myrach*

Eva Jaisli has been the CEO of the family company PB Swiss Tools since 1996. This is a long-established Swiss SME located in Wasen deep in the Emmental. In her presentation, she placed the focus of her observations on the positioning and development of her company.

She impressively portrayed how the tool manufacturer PB Baumann (1981: 70 percent sales at home), who was primarily focused on the domestic market, developed into the internationally oriented company PB Swiss Tools (2015: two-thirds of its sales from export). This development was based on clearly defined reflections and their rigorous implementation. Core of the positioning of the company is a rigorous local anchoring and an international orientation to markets all over the world.

In the company strategy, the development of products and the manufacture with constantly high quality is at the center: «Work with the Best» is the straightforward slogan which embodies this demand and was also named repeatedly in the presentation. Besides the high demand on quality for the products, customers should also be delighted with other features. Ms. Jaisli mentioned the color code of the screwdrivers and spanners here, or innovations such as the safety tool or the pocket tool.

A very important role in the strategy of the company is also occupied by the brand. These brand values rely heavily on Swissness: PB Swiss Tools wants to develop

and manufacture Swiss quality without any compromise. The local anchoring strongly supports this brand image. Ms. Jaisli illustrated it in the form of an anecdote: During a plant visit by a Japanese customer, he was less interested in the prepared showroom and, instead, primarily wanted to see the surroundings and check whether the environment of the company location actually corresponded to the image which he had formed of the company in Switzerland. From the perspective of an established brand, it was not without risk to change the established name of PB Baumann and henceforth work with PB Swiss Tools. The increasing internationalization in product sales did, however, suggest to do so.

The manufacture of quality products and the development of innovations are being produced better and faster with mutual loyalty. Ms. Jaisli clearly underscored the factor loyalty towards business partners and employees in her presentation. Of special importance is also the sustainable development of the company. The attempted economic success is supplemented with the development of employees and social commitment and the efficient use and protection of natural resources.

In her presentation, Ms. Jaisli also addressed political issues. The decision of the Swiss National Bank on January 15, 2015, not to defend the fixed Euro-Francs exchange rate of



Eva Jaisli

1.2 also resulted in large problems for PB Swiss Tools. For the strategy and the budget, the company is working with a rate of 1.05 CHF/€ for the long term. This represents a major challenge to the company and its strategy of local manufacturing, which Ms. Jaisli drastically illustrates. This challenge can be mastered by taking the already existing strengths of the company and increasing them further.

At the center is the goal to maintain the competitiveness. This can be accomplished by developing innovative solutions and successfully marketing and selling them. A productivity increase must also take place in manufacturing. The prerequisite

is the agility of the company and its employees to continue to successfully position the company as a niche player. Another prerequisite for the success is the close cooperation with a partner network on the home market and on the global market. Cooperation is intended to create greater customer benefit.

After her presentation, Eva Jaisli presented her audience with a quality screwdriver from the product portfolio of her company to become acquainted with it and invited the participants to a lavish apéro with local specialties. It was organized by the company Jumi, another example for a locally established innovative company. But that is another story.

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