

BLOG: **BENCHMARKING, MESA METRICS STUDY**

TARGET DATE: UNKNOWN 2011

AUTHOR: DIANE MURRAY

POSSIBLE TITLES: Which metrics matter most?

Are you using the right metrics?

Stone age metrics in a modern world?

Is stopwatch and clipboard the best we can do?

Schlepping paper reports won't improve the business.

Still using the BASS method to collect data and report metrics?

Every couple of years, [MESA \(Manufacturing Enterprise Solutions Association\)](#) puts their heads together with the researchers at [Cambashi Inc.](#) to study how manufacturers are using metrics at the operations level to ignite overall business performance. Today, it's a rare business that doesn't use metrics to survive and get ahead – but, every manager and executive wonders if they're using the *right* metrics. You know – the ones that send up a red flag when we're not on track, or promise wealth and fame when we're doing the right things the right way.

In late 2009/early 2010, the folks at MESA and Cambashi found out that [manufacturers had not improved much since 2006](#) in terms of getting timely information into the hands of the people who have the most impact on operations performance – line workers and supervisors. Why? About a third of manufacturers were still keying at least some data into spreadsheets, and nearly a quarter of all businesses still had completely manual data collection. No surprise then, that only a few leaders at the top were able to understand and link operations metrics to business metrics and success. It's the BASS syndrome – really big, super-complicated spreadsheets.

I wonder if there's been much progress since 2009/2010? With affordable analytics, mobile business intelligence, and visual factory solutions now within even the smallest manufacturer's reach, I'll be surprised if the numbers haven't gone up dramatically. If you're curious too, why not [take the 20-minute survey](#) so you can get access to the full research report in February? You might be pleasantly surprised at how well your business is doing by comparison, and you'll read about the things that leaders and laggards are doing (or not doing!) to stay ahead of the competition.