



GGI 1998 Product Development Metrics Survey Description

*North American
Corporate Metrics,
Project Metrics, Metrics Systems
& Reward-Recognition Practices*

*This Promotional Piece
Contains The
Front Cover
And A
Description
Of The
“1998 GGI Product
Development Metrics
Survey.”*

**Prepared
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Goldense Group, Inc. 1346 South Street Needham, MA 02492
Goldense Group, Inc. P. O. Box 350 Dedham, MA 02027
www.goldensgroupinc.com

Phone 781-444-5400
Fax 781-444-5475

GGI 1998 PRODUCT DEVELOPMENT METRICS SURVEY

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Survey Description

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Survey Description

Focus

The purpose of the 1998 Product Development Metrics Survey was to determine industry measurements and practices for Projects, and for R&D at the Corporate level. What measurements and practices do the leading edge companies use to monitor and/or reward new product performance?

Topic Areas

The survey instrument was designed to secure the following information from participating respondents:

- The respondent's profile (location in company structure, title, etc.).
- The status of R&D metrics systems in American industry.
- The state of corporate R&D metrics.
- The state of project R&D metrics.
- Linkage of performance to corporate reward and recognition processes.

Response Rate

Approximately 6,200 questionnaires were distributed and 197 were returned for a response rate of 3.2%.

Respondent Profile

Companies best represented in the responses came from the Medical Products (13%), Electronics (10%), Automotive (9%) and Industrial Products industries (7%), with lesser percentages from a number of other industries.

About one-fifth of all respondents fell into the \$100-\$250 million sales revenue "bucket" with the next largest "bucket" at \$1-\$5 billion, and the other "buckets" had roughly equal percentages.



Survey Demographics

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Survey Demographics

14-Pages	Study conducted using fairly large questionnaire
6221	Pieces mailed
197	Total responses
190	Analyzable records -- 7 duplicate responses eliminated
3.2%	Response rate
95%	Confidence Interval is standard across all Margin Of Error Calculations associated with the response to each question



Reports Published By GGI

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Reports Published By GGI: Comparison Of The Three Reports

STRUCTURE OF GGI'S REPORTS		THE THREE REPORTS		
		MR 1	MR 2	MR 4
COMPOSITE	<i>Survey Population Is Analyzed As A Whole</i>	text	text	text
KEY FINDINGS				
SECTIONS	A. Respondent Profile B. Metrics Systems In Industry C. State of Corporate Metrics D. State of Project Metrics E. Linkage Of Performance To Reward & Recognition F. R&D Metrics Used In Industry [Part Of Section C Above]	text	text & graphic	text & graphic
SEGMENT	<i>Survey Population Is Segmented And Compared</i>			text
KEY FINDINGS				
SECTIONS	Public vs. Private Companies Smaller vs. Larger Companies Process vs. Repetitive/Discrete vs. Job Shop Operations Higher Technology vs. Lower Technology Companies More vs. Fewer Employees			text & graphic

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Reports Published By GGI: Table of Contents - MR1 "Highlights"

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**The Survey Questionnaire will be provided separately in its entirety for this specific report*

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Reports Published By GGI: Table of Contents - MR 2 "Summary"

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Selected Examples Of Key Findings

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Selected Examples Of Key Findings



54% of respondents described their metrics system as a “Manual System,” with about 39% describing their system as “Partially automated.” A mere 7% described their system as “Fully automated.”

The distribution and emphasis of metrics was as follows: Corporate/Overall = 21%, Project = 46%, Functional = 19%, Improvement = 12%, Other = 2%.

A healthy majority of respondents (66%) claimed that at least “some” standard measures are used across all projects.

The vast majority (79%) of the respondents said that they did not use “bottom-up” reviews. Of those who did, the review goes only one level up.

END