



GGI 2004 Product Development Metrics Survey Description

*North American Practices In
Product Selection, IP, and
Top Corporate Metrics*

*This Promotional Piece
Contains The
Front Cover
And A
Description
Of The
“2004 GGI Product
Development Metrics
Survey.”*

**Prepared
October 25, 2004**

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GGI 2004 PRODUCT DEVELOPMENT METRICS SURVEY

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Survey Description

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Survey Description

Focus

Product Selection, Intellectual Property, and Top Corporate Metrics

Topic Areas

The questionnaire was designed to secure the following information in five areas:

- The Respondent's Profile (location in the company structure, title, etc.)
- Product Selection Process
- Product Selection Tools
- IP Management Process
- IP Management Tools
- RD&E Metrics Used In Industry

Response Rate

A total of 4050 questionnaires were distributed and 202 were returned for a response rate of 5.0%.

Respondent Profile

Over 38% of the responding companies came from the automotive, chemical, electronics, or industrial and medical products industries.

Selected information in this document has intentionally left blank or TBD. When the survey results are published in September 2004, this document will be updated to reflect the actual results.

43% of respondent companies had sales revenues less than \$250 million and had less than 1000 employees.

87% of the respondents sell, develop and manufacture in North America.

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Survey Description - GGI Survey Announcement

GGI Announces its Fourth Biennial Product Development Metrics Survey

Are you a product development leader or process influencer? If “Yes,” you will want to be counted “in” as a participant in the 2004 survey. If “No,” participation in the survey may help in further paving the road to become a product development leader or process influencer. At the very least, reading the survey questionnaire and understanding the theme of the research will be informative.

The GGI 2004 Product Development Metrics Survey “theme” is “the processes and relationships between the selection of innovative/inventive new products and the intellectual property that is produced -- prior to the approval of a project/product for development.” Intellectual property is rapidly growing in importance, and this is perhaps a chance to be one of the first in the industry to participate in research of this nature.

If you choose to participate you will receive the extensive Executive Summary of the survey results, a GGI product that is valued over \$1000. The Executive Summary will provide 40-50 pages of detailed text and graphical reporting on how others, typically North American industrial and high tech manufacturers, responded to the same questions along with observations and analyses written by GGI’s research team.

Please contact our Director of Research, Richard James, (781) 444-5400 x202 (rjj@goldensegroupinc.com), or our Director of Publications, Anne Schwartz, (781) 444-5400 x204 (ars@goldensegroupinc.com) if you have any issues or questions where we may be of assistance.



Survey Demographics

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Survey Demographics

12-Pages	Study conducted using fairly large questionnaire
5253	1708 mailers, 3249 e-mail pieces and 296 website downloads circulated in total
1203	88 mailer and 1115 e-mail pieces returned undeliverable
4050	Net pieces circulated
208	Total responses
202	Analyzable records 5 duplicate and 1 invalid responses eliminated*]
5.0%	Response rate

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* Participant still receives a copy of the results.



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 31	MR 32	MR 34
COMPOSITE	<i>Survey Population Is Analyzed As A Whole</i>	text	text	text
KEY FINDINGS				
SECTIONS	<ul style="list-style-type: none"> A. Respondent Profile B. Product Selection Process C. Product Selection Tools D. IP Management Process E. IP Management Tools F. Top Corporate Metrics Used In Industry for RD&E 	text	text & graphic	text & graphic
SEGMENT	<i>Survey Population Is Segmented And Compared</i>			text
KEY FINDINGS				
SECTIONS	<ul style="list-style-type: none"> 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 - MR 31 "Highlights"

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MARKET RESEARCH
PRODUCTS
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FOLLOW.**

**EACH SECTION
HAS THE SAME
STRUCTURE.**

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Reports Published By GGI: Table of Contents - MR 32 "Summary"

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Reports Published By GGI: Table of Contents - MR 34 "Results"

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Process vs. Repetitive/Discrete vs. Job Shop Operations	Cross-Functional Resources, Managing Capacity TBD
Higher Technology vs. Lower Technology Companies	R&D Metrics Used TBD
More vs. Fewer Employees	TBD
Authors	TBD

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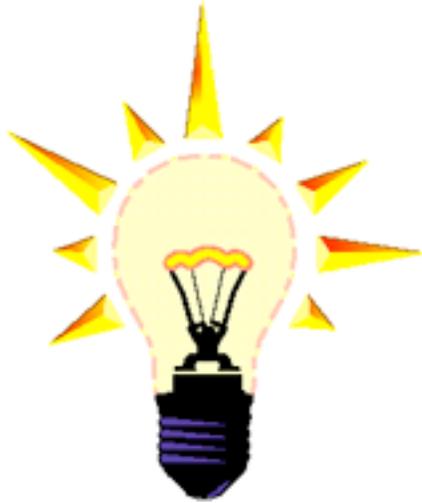


Selected Examples Of Key Findings

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Selected Examples Of Key Findings



The more rigorous 2.5-Step project/product selection process had the highest usage, 47% in 2004, ahead of the 2-Step process's 35% for the first time in GGI's survey history.

Tools usage for product selection purposes was significantly high compared to respondents believing usage also generated either innovation or IP. Two thirds of respondents believe IP management will be more or much more important in the next five years.

The number of individual metrics surveyed in 2004 was 75, up from 60 in 2002. Every metric was used by at least one company.

The increased penetration of metrics use over the entire span of metrics listed stood out as a major trend.

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END