



# **GGI 2008 Product Development Metrics Survey Description**

*North American Practices In  
Innovation Processes, Tools, &  
Top Corporate Metrics*

**Prepared**

**April 30, 2008**

*This Promotional Piece  
Contains A Description  
Of The “2008 GGI  
Product Development  
Metrics Survey.”*

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# GGI 2008 PRODUCT DEVELOPMENT METRICS SURVEY

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## *Survey Description*

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# GGI 2008 PRODUCT DEVELOPMENT METRICS SURVEY

## Survey Description

### Focus

Innovation Capabilities and Techniques, and Top Corporate R&D-NPD 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.)
- Innovation Environment
- Innovation Processes
- Innovation Identity
- Innovation Tools
- Top Corporate RD&E [R&D and Product Development] Metrics Used In Industry

### Response Rate

A total of 6314 questionnaires were distributed and 209 were returned for a response rate of 3.1%.

### Respondent Profile

62% of responding companies were public companies, 38% were private companies.

Almost 50% of responding companies were from the Medical Products, Industrial Products, Consumer Products, Software-Only, Telecommunications, and Automotive/Vehicular industries.

43% of respondent companies had sales revenues less than \$250 million and 57% had sales revenues more than \$250 million.

98% of responding companies sell, 95% develop, and 81% still manufacture in North America.

Over 85% of respondents were Executive-Level Management in their company.

# GGI 2008 PRODUCT DEVELOPMENT METRICS SURVEY

## Survey Description - GGI Survey Announcement

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### ***GGI Announces its Fifth Biennial Product Development Metrics Survey***

#### ***Public Notice - July 2007***

Are you a product development leader or process influencer? If “Yes,” you will want to be counted “in” as a participant in the 2008 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.

GGI’s 2007-2008 Product Development Metrics Survey on *Innovation Processes, Tools, & Top Corporate Metrics Practices* is primary research that focuses on five areas where there is significant industry activity. Respondents complete an 11-page questionnaire covering their demographic information and the following five areas: perceptions of companies’ innovation environments over time, the utilization of innovation processes, ground breaking work on companies’ innovation “identities”, the usage of 67 innovation tools, and the current rankings of the top 86 corporate metrics used in RD&E today.

If you choose to participate you will receive the extensive Summary Report of the survey results, a GGI product that is valued over \$1000. The Summary Report 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 Manager of Market Research, Ervin A. Kule, (781) 444-5400 x202 [eak@goldensegroupinc.com] if you have any issues or questions where we may be of assistance.



## *Survey Demographics*

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# GGI 2008 PRODUCT DEVELOPMENT METRICS SURVEY

## Survey Demographics

<b>11-Pages</b>	Study conducted using fairly large questionnaire
<b>7570</b>	7094 mailers, 476 website downloads circulated in total
<b>1256</b>	1256 mailer surveys returned undeliverable
<b>6314</b>	Net surveys circulated
<b>218</b>	Total responses
<b>209</b>	Analyzable records -- 5 duplicate and 4 invalid responses eliminated
<b>3.31%</b>	Response rate
<b>+/- 5%</b>	Confidence level is standard across all Margin of Error calculations associated with the response to each question.



## *Reports Published By GGI*

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# GGI 2008 PRODUCT DEVELOPMENT METRICS SURVEY

## Reports Published By GGI: Comparison Of The Three Reports

STRUCTURE OF GGI'S REPORTS		THE THREE REPORTS		
		MR 41	MR 42	MR 44
<b>COMPOSITE</b>	<i>Survey Population Is Analyzed As A Whole</i>	text	text	text
<b>KEY FINDINGS</b>				
<b>SECTIONS</b>	<ul style="list-style-type: none"> <li>A. Respondent Profile</li> <li>B. Innovation Environment</li> <li>C. Innovation Processes</li> <li>D. Innovation Identity</li> <li>E. Innovation Tools</li> <li>F. Top Corporate Metrics Used In Industry for RD&amp;E</li> </ul>	text	text & graphic	text & graphic
<b>SEGMENT</b>	<i>Survey Population Is Segmented And Compared</i>			text
<b>KEY FINDINGS</b>				
<b>SECTIONS</b>	<ul style="list-style-type: none"> <li>Public vs. Private Companies</li> <li>Smaller vs. Larger Companies</li> <li>Process vs. Repetitive/Discrete vs. Job Shop Operations</li> <li>Higher Technology vs. Lower Technology Companies</li> <li>More vs. Fewer Employees</li> </ul>			text & graphic

# GGI 2008 PRODUCT DEVELOPMENT METRICS SURVEY

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## Reports Published By GGI: Table of Contents - MR 41 “Highlights”

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**EACH SECTION  
HAS THE SAME  
STRUCTURE.**

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# GGI 2008 PRODUCT DEVELOPMENT METRICS SURVEY

## Reports Published By GGI: Table of Contents - MR 44 “Results”

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### **I. KEY FINDINGS**

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### **II. COMPOSITE RESULTS**     *Survey Population Is Analyzed As A Whole*

#### **A. Respondent Profile**

*Each Section Is Organized*

**TBD**

#### **B. Innovation Environment**

**TBD**

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**TBD**

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**TBD**

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**TBD**

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**TBD**

**TBD**

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#### **Public vs. Private Companies**

*Each Section Is Organized*

**TBD**

#### **Smaller vs. Larger Companies**

**TBD**

#### **Process vs. Repetitive/Discrete vs. Job Shop Operations**

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**TBD**

#### **Higher Technology vs. Lower Technology Companies**

**Analysis**

**TBD**

#### **More vs. Fewer Employees**

**Presentation Slides**

**TBD**

**TBD**

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**TBD-TBD**

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## *Selected Examples Of Key Findings*

# GGI 2004 PRODUCT DEVELOPMENT METRICS SURVEY

## Selected Examples Of Key Findings



Corporate R&D Strategies being practiced:	5%	Innovator
	41%	Innovator-Extender
	36%	Balanced
	17%	Extender
	1%	Other

98% are engaged in Product Development.  
 74% are engaged in Advanced Development.  
 48% are engaged in Applied Research.  
 18% are engaged in Basic Research.

Companies that *balanced execution* and innovation totaled 34%.  
 Companies that *emphasized execution* over innovation totaled 47%.  
 Companies that *emphasized innovation* over execution totaled 8%.  
 Companies that used some “other messaging method” totaled 11%.

All 67 innovation tools were “available” to at least one of the 209 companies respondents.

The Top 5 Metrics used by respondent companies:

*[The survey contains 88 in ranked order.]*

R&D Spending as a % of Sales	79%
Total Patents Filed/Pending/Awarded	63%
Total R&D Headcount	60%
Current-year % Sales due to New Products Released In The Past “N” Years	56%
Number of New Products Released	54%

END