

Product and service development

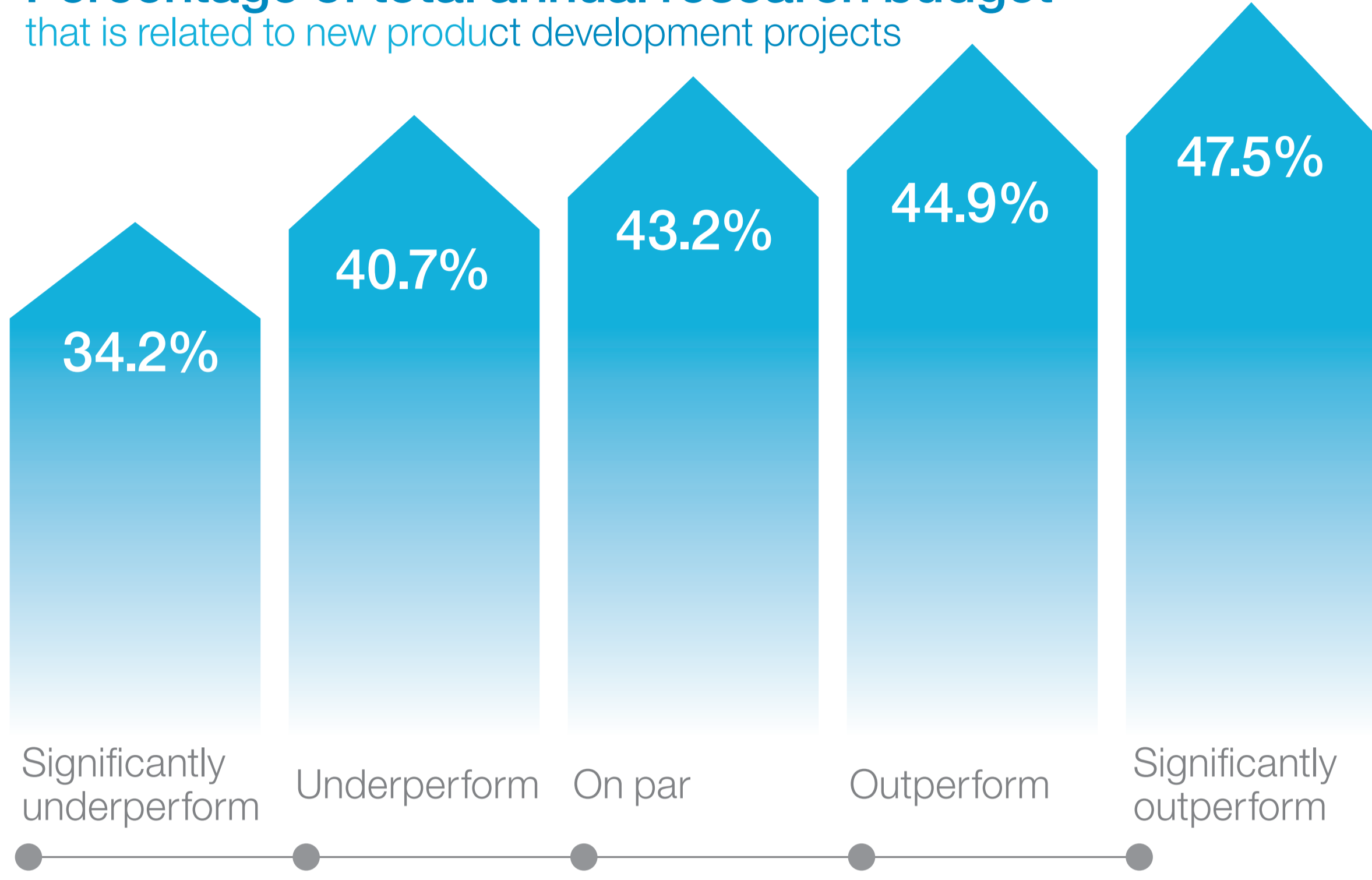
2016 study findings address common client priorities



Drive revenue growth

Focus on white space: Organizations emphasizing completely new development tend to have higher revenue growth

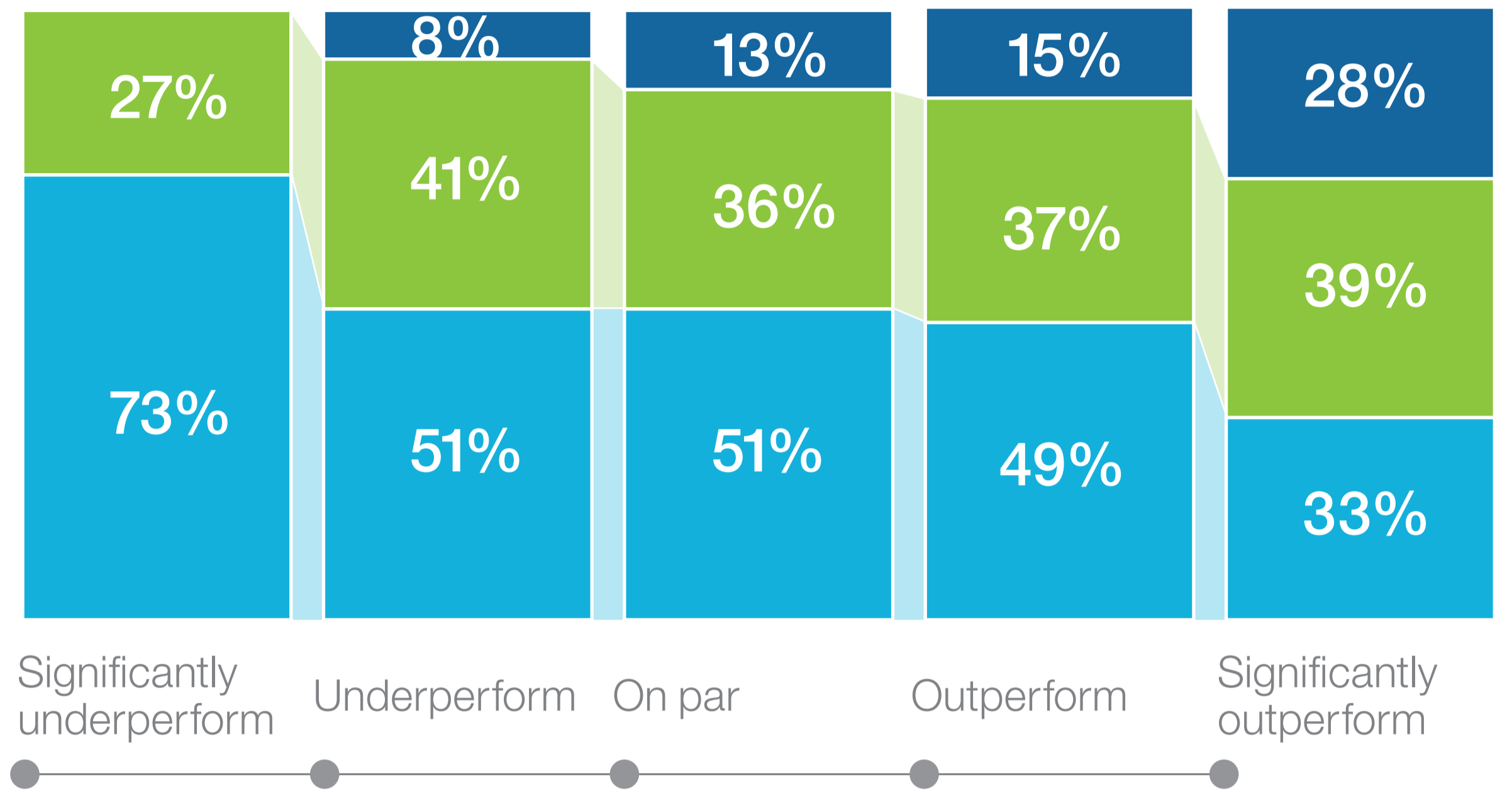
Percentage of total annual research budget that is related to new product development projects



How revenue growth compares to peers

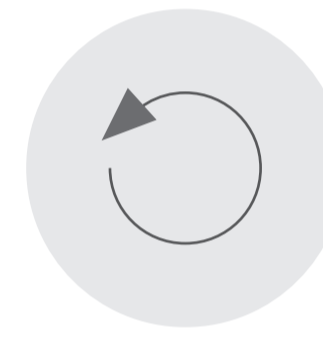
Involve customers: Customer involvement in development is associated with higher revenue growth

To what extent customers participate in new product and service development



How revenue growth compares to peers

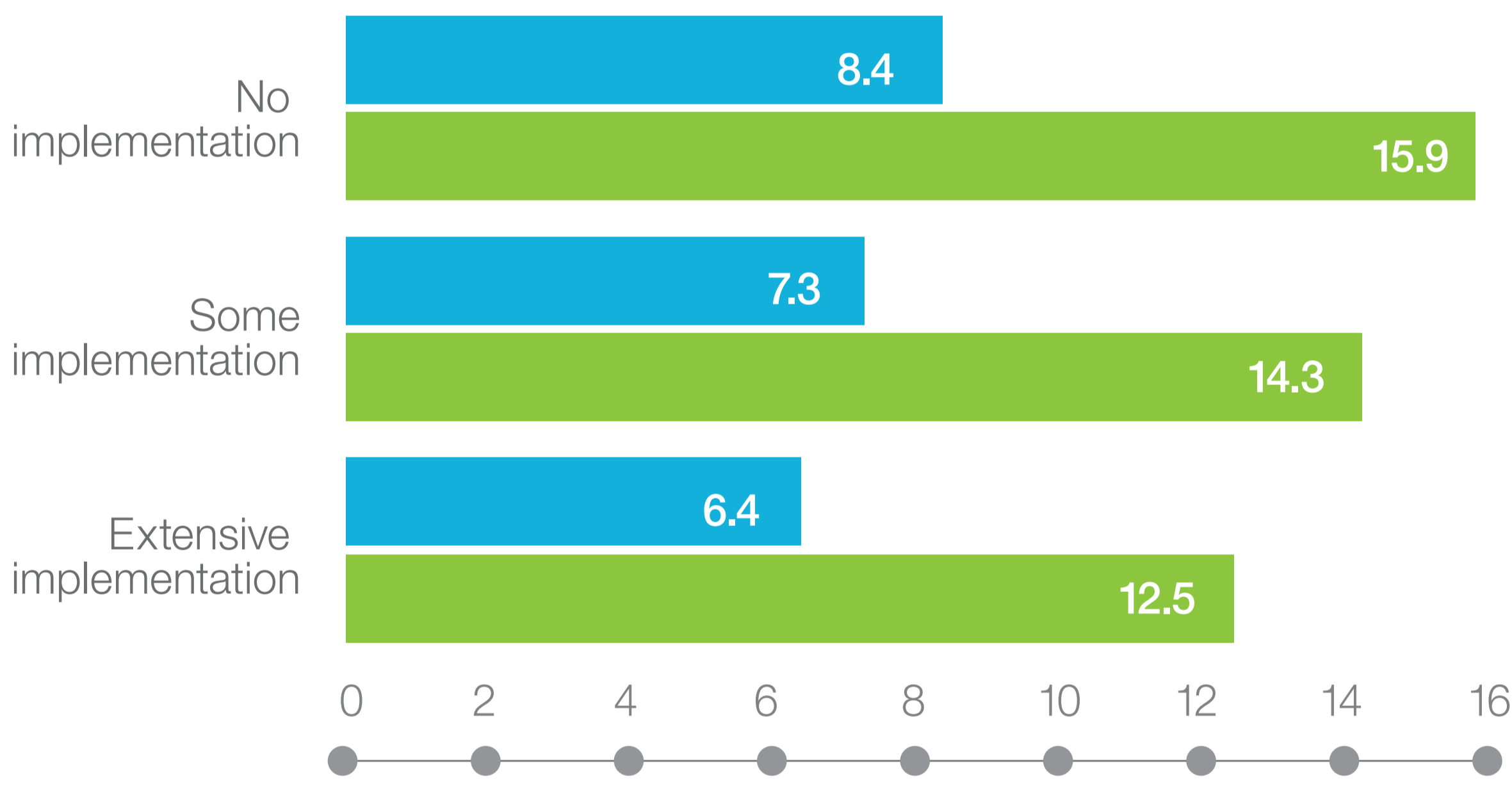
■ No participation ■ Some participation ■ Extensive participation



Reduce time to profitability

Understand your customers and products: Using 'big data' analytics platforms to gather customer/product insights improves time to profitability

Use of big data analytics platforms to gather customer and product insights

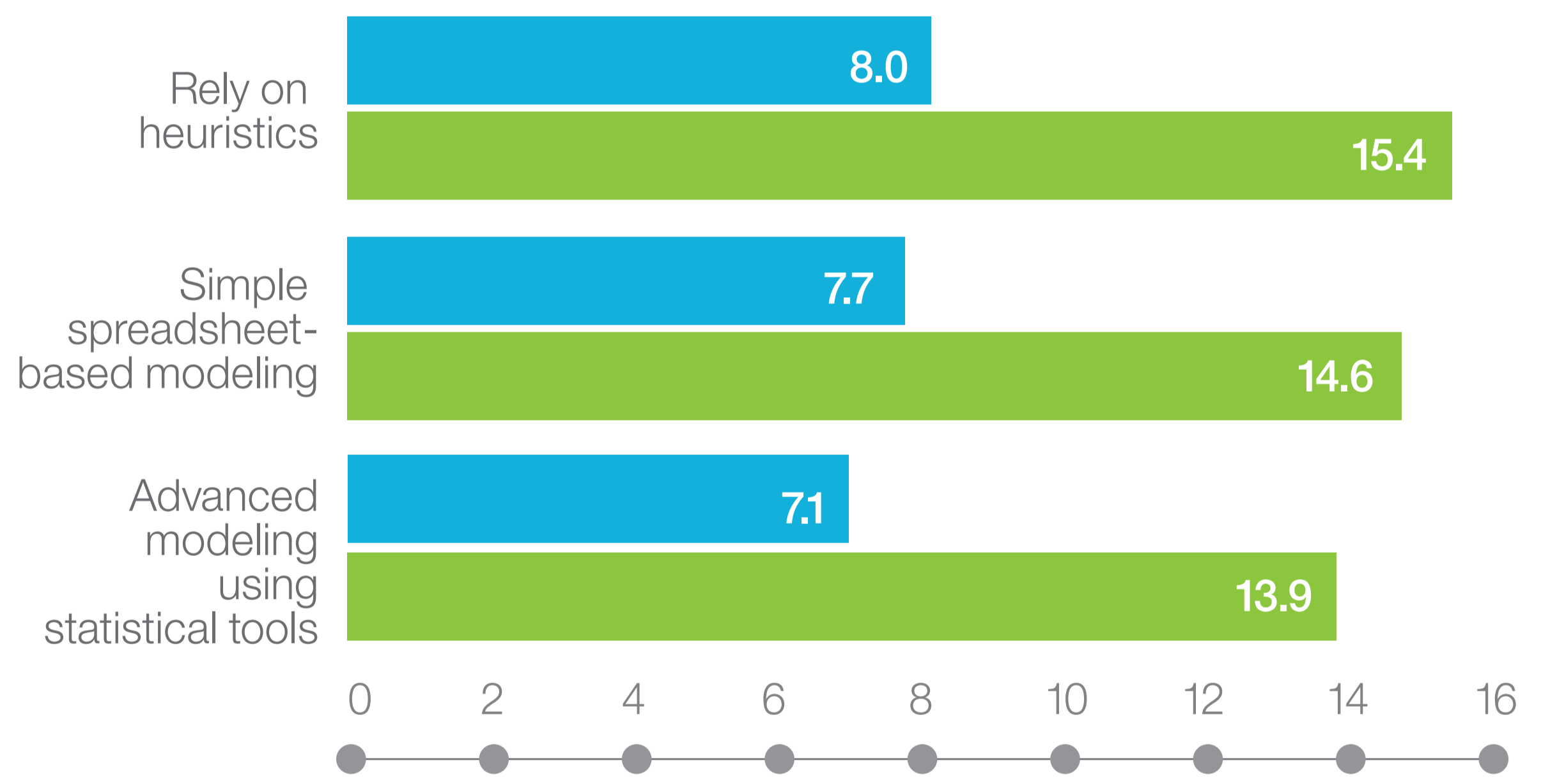


Time to profitability in months

■ Existing product/service improvement ■ Completely new product/service

Select the most profitable projects: Using advanced scenario visioning to better predict margins can help reduce time to profitability

Use of scenario visioning to better predict margins



Time to profitability in months



Reduce time to market

Use agile methodologies: Ability to perform short sprints improves time to market

Time to market in days from the start of the design process (when resources are first assigned) until the product/service is ready for sale

