Leveraging NPD Metrics to Gain Velocity
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Abstract:
Jose, will share the results of a recent survey of ten high-technology companies on the use of metrics to accelerate time-to-market. Eighteen interviews were held with Directors, leaders of R&D and Marketing and Executive-level individuals. In addition, the research team did a literature search and applied their many years of experience in new product development.

I. Key Findings
What are the obstacles that prevent R&D organizations from achieving maximum velocity in developing new products? The researchers identified and prioritized a set twelve obstacles that keep R&D from reducing time-to-market. These obstacles can be overcome through the proper identification of the source and a set of simple metrics.

II. Good Practices
The presenters will describe the five good practices that, if applied, will have a positive impact on velocity. In addition the researchers identified a series of tools and methods that enable R&D organizations optimize time-to-market. These are proven practices and metrics as they have been shown to work by the companies surveyed.

III. Key recommendations for improving and sustaining rapid time-to-market?
The research identified seven specific improvements that, if implemented, will reduce time-to-market. These recommendations are linked to product development and to metrics. The proper use of metrics is critical and the authors identify the critical changes needed to accelerate product development.

IV. Action planning
These are difficult economic times and the presenters wish to make your time valuable. Rather than simply presenting the results of the research, they will facilitate a session to identify specific areas of improvement that your organization can implement — this way you can be on your way to gaining velocity. Several companies found that having members of R&D and Marketing at the presentation made it even more valuable.

Jose Campos
Founder, Rapid Innovation, LLC.

Since 1997 Rapidinnovation has enabled B2B companies bring successful innovation to market. The consultancy focuses on the methods and tools to accelerate product development and the needed cultural changes to sustain velocity.

Jose brings more than thirty years of experience in the area of new product definition. With specific experience in Concurrent Engineering, Quality Function Deployment (QFD), Total Quality Management (TQM), Concept Engineering (KJ), Program Management, Project Management, ISO-9000 as well as other quality systems. www.rapidinnovation.com