



New Product Development: Process Benchmarks and Performance Metrics

Authored by: Scott J. Edgett

Downloadable PDF

181 Pages

Published by Product Development Institute & APQC, 2011

Buy Now

\$395.00 US

Now Available!

[Overview](#)

[Details & Key Topics](#)

[Case Studies](#)

[Table of Contents](#)

[Customer Reviews](#)

[About the Author](#)

- What is product innovation success?
- What is the current state of your new product development process?
- What best practices can you implement to improve innovation performance?

Product innovation is critical for many companies and new product profitability is imperative. The question remains: "how can my organization improve its product innovation performance and business results?" In this study, world-renowned expert Dr. Scott Edgett collaborates with the American Productivity and Quality Center (APQC) to explore how 200+ companies, including some of the world's top organizations, achieve stellar results. Edgett shares numerous new benchmarks and offers valuable interpretations, insights and ideas through in-depth illustrations of top performing companies.

How to Gain a Competitive Advantage

This groundbreaking study offers your organization the opportunity to benchmark your new product process performance against your peers, including some of the world's top organizations. Discover if you are ahead or behind the game on numerous critical innovation process metrics. Additionally, identify practices you could be improving or implementing today to accelerate better innovation performance.

Reports are delivered the same business day.

Buy Now

Buy books securely online from Stage-Gate International using VISA, MasterCard or American Express.



Customers who have bought this book have also purchased:



Winning at New Products:
Creating Value Through Innovation
\$29.99 US

Add to Cart



Product Innovation
and Technology Strategy
\$34.95 US

Add to Cart



Product Development for the
Service Sector
\$39.95 US

Add to Cart





Search:

VIEW  | CHECKOUT

Send Page to a Colleague ►

[Home](#) [Store](#) [Books](#) [Seminars](#) [Products](#) [Services](#) [Knowledge](#) [Certification](#) [Subscribe](#) [About Us](#) [Contact](#)


New Product Development: Process Benchmarks and Performance Metrics

Authored by: Scott J. Edgett

Downloadable PDF

181 Pages

Published by Product Development Institute & APQC, 2011

[Buy Now](#)

\$395.00 US

Now Available!

[Overview](#)
[Details & Key Topics](#)
[Case Studies](#)
[Table of Contents](#)
[Customer Reviews](#)
[About the Author](#)

Table of Contents:

1. Introduction

- The Quest for Best Practices in Product Innovation
- The Key Research Questions
- Top Areas Studied
- How the Benchmarking Research Was Undertaken
- Organization of the Results

2. New Product Performance Metrics

- Percentage of Revenues and Profits from New Products
- Success, Fail and Kill Rates
- Time to Market
- On Time and OnBudget
- New Product Development (NPD) Projects Meeting Objectives
- Business Entity Performance
- Performance Metrics Used to Measure Project and NPD Program
- Defining and Identifying the Top Performers
- How the Best Versus Worst Businesses Fare in Terms of Performance Metrics
- Types of New Products Developed

3. The Idea-to-Launch New Product Process and Practices

- A Systematic New Product Process
- Key Upfront Activities that are Built into the NPD Process
- Gatekeeper Governance Practices
- Quality of Your Gate Deliverables
- Improving Your Gate Practices

4. The Impact of People

- The Way NPD Project Teams are Organized and Lead
- How to Handle Project Team Management
- Senior Leadership Support
- The Role of the Process Manager

Reports are delivered the same business day.

[Buy Now](#)

Buy books securely online from Stage-Gate International using VISA, MasterCard or American Express.



5. Portfolio Management – A Special Insert

- Portfolio Management

6. Conclusion and Recommendations

Appendix

A. In-Depth Case Studies

- Air Products and Chemicals, Inc.
- Ashland, Inc.
- Becton, Dickinson and Company (BD)
- Electro Scientific Industries, Inc. (ESI)
- EXFO

B. Selected Data Charts

- Section 1: Organizational Characteristics
- Section 2: Governance
- Section 3: Culture and People
- Section 4: The NPD Process
- Section 5: New Product Performance
- Section 6: Tools and Systems to Support NPD

Key Benchmarking Figures:

- The Sample – Industry Breakdown
- Selected Characteristics of Businesses in the Sample
- Percentage of Revenues & Profits from New Products
- Success, Fail and Kill Rates – The Average Business
- Success, Fail and Kill Rates – Top 25% vs. Bottom 25%
- Time to Market (Idea to Launch Months)
- Percent of Projects on Time, On Budget – The Average Business
- Percent of Projects on Time, On Budget – Top 25% vs. Bottom 25%
- Percent of Projects Meeting Objectives
- Additional Performance Metrics – The Average Business
- How Businesses Fare in Terms of Performance Metrics
- Key Measures Used to Define New Product Success or Failure
- Key Indicators Used to Measure the Total New Product Program
- Performance Metrics Results – The Best vs. Worst Performers
- Performance Metrics – The Best vs. Worst Performers
- Breakdown of Projects by Project Type for the Average Business
- Breakdown of Projects by Project Type: Best 25% vs. Worst 25% of Performers
- Whether Businesses Have a Systematic NPD Process in Place
- Impact of Having a Systematic New Product Process in Place
- How Business Performs on Critical Pre-Development Activities
- Gatekeeping/Governance Approaches
- How Effective are the Gates
- Deliverables
- Primary Approach to Establishing Project Teams
- NPD Project Team support – Best vs. Worst
- Who Leads the New Product Development Teams
- Senior Leadership Support – Best vs. Worst
- Types of NPD Training Offered
- How Businesses Fare on Portfolio Management
- Impact of Portfolio Management – Best vs. Worst

Customers who have bought this book have also purchased:



Winning at New Products:
Creating Value Through Innovation
\$29.99 US

 Add to Cart



Product Innovation
and Technology Strategy
\$34.95 US

 Add to Cart



Product Development for the
Service Sector
\$39.95 US

 Add to Cart

Back to: [Home](#)

© 2000-2013 Stage-Gate International 

[Careers](#) | [Site Map](#) | [Privacy Policy](#)