

1998 Product Development Metrics Research Summary

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Abstracts

The 1998 Product Development Metrics Survey is offered in three separate, stand-alone reports: the Research Highlights (MR1), Research Summary (MR2), and Research Results (MR4).

The first two reports, MR1 and MR2, analyze the survey population as a whole. MR1 is an “all text” summary of the findings. MR2 contains all the text of MR1 as well as a graphical analysis of each survey question. MR4 contains everything contained in MR2, plus text and graphics for five different segment analyses of the survey population.

The 1998 Product Development Metrics Research Summary is a 88-page report with slides and narrative that describe and analyze survey respondents, metric systems in industry, the state of corporate metrics, the state of project metrics, and linkages between new product performance and company reward and recognition.

Significantly more data is provided and analyzed on survey respondents (industry, company size and respondent location) and they type, location, management, and automation of corporate/R&D metrics systems. In addition, substantial attention is given to differences between corporate and R&D metrics, which raises questions about the optimization of both.

Finally, a number of interesting results are provided about the extent of teamed and concurrent activities in company NPD settings.

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II. COMPOSITE RESULTS

- A. Respondent Profile
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