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2013 GLOBAL R&D/INNOVATION AND PRODUCT DEVELOPMENT PRIORITIES SURVEY RESULTS



Embracing Customer Insights

Embedding the voice of the customer in product development and effective portfolio management continue to be top challenges for R&D executives. In 2013, R&D leaders should reassess their processes for identifying customer needs, developing realistic technology road maps, finding new applications for existing products, and prioritizing new innovations.



FREE

Access the 24-page report at <http://www.frost.com/sublib/display-market-insight.do?id=277456989>

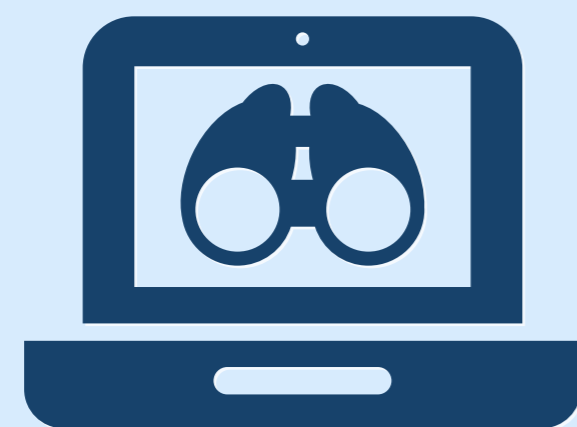


Key R&D/Innovation and Product Development Challenges

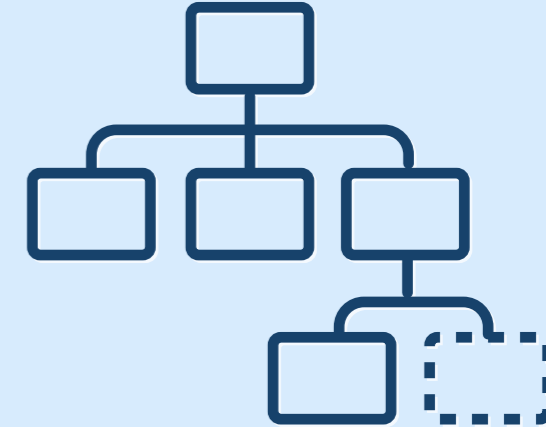
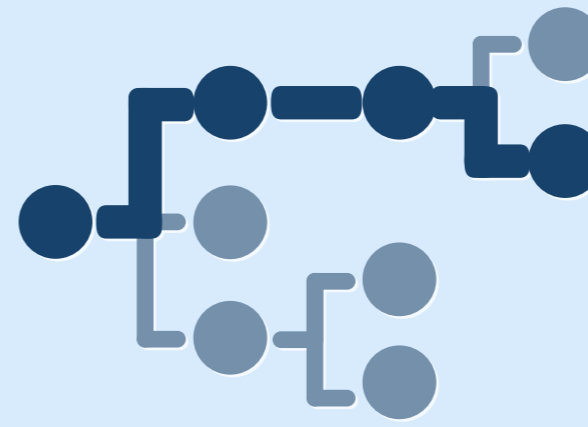
Respondents identified their top internal challenges for 2013 and the associated root causes.

PRIMARY CHALLENGE AND ROOT CAUSE

Generating an accurate and relevant technology roadmap



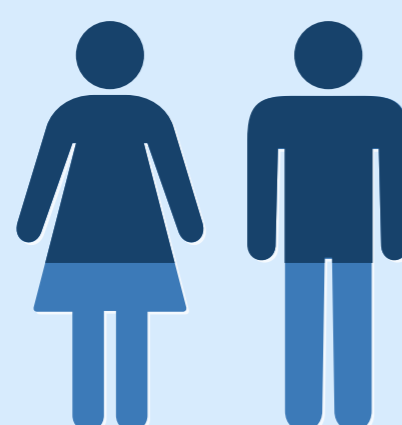
Lack of process and experienced staff



R&D/Innovation and Product Development Resource Trends

Respondents shared their expected 2013 budget and staffing levels.

STAFFING LEVELS



41%

Expect staffing to increase moderately

BUDGETS



43%

Predict moderate budget increases



Voice of the Customer (VOC) in Product Development

Respondents shared their perspectives on the applicability of VOC to the product development process.

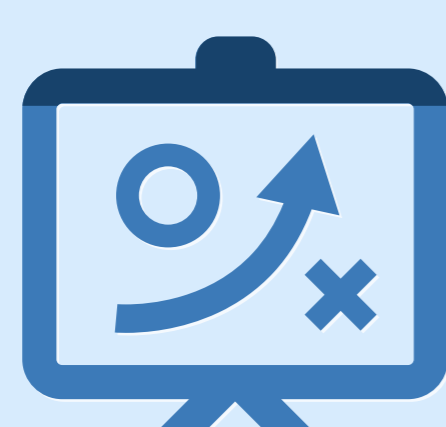
VOC IN PRODUCT DEVELOPMENT



84%

Employ VOC in product development

Primary Use



84%

Use VOC to develop new products in existing markets

PRIMARY VOC METHOD



82%

Conduct on-site customer visits to gather insights

Register at <http://www.frost.com/sublib/display-market-insight.do?id=277456989> to download a free copy of our:

» "R&D/Innovation and Product Development Priorities: 2013 Global Survey Results"

SOURCE: "R&D/Innovation and Product Development Priorities: 2013 Global Survey Results" <http://www.frost.com/sublib/display-market-insight.do?id=277456989>.

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