



## Case Study

# NPD Process Increase Sales

## New Product Development Process Increases Sales

### Client Situation:

In the electronic materials field, the semiconductor industry drives a very rapid rate of technology adoption, requiring a steady stream of new products from materials suppliers. The need existed to increase both the number of new products and the speed of new product introductions.

### Client Problem:

New product development teams were not making a large enough business impact in a Strategic Business Unit (SBU) of a Fortune 50 company. A basic framework for a new product development process was recently established, but not used on all project teams.

### InnoCentrix Solution:

Developed a unified stage/gate product development process. Implemented the process, developed and conducted team training modules, formulated gate keeping checklists, trained business unit executives on gate keeping, facilitated gate meetings, tracked product metrics, and led pipeline management meetings (portfolio management).

### Client Benefits:

Two years after completing the process implementation, revenue from new products (less than three years old) increased from 10% to over 25% of total business unit revenue, representing approximately \$80 million in annual revenue from new products.

## Testimonials

### Associate Research Director, Fortune 100 Company –

*"InnoCentrix has the ability to align business leaders, sales and marketing, and technologists to define a new product opportunity, develop a scientific approach, conceptualize, and lead the development and commercialization activities. In my 25 years of industrial research management, I encountered few who could do this as well as InnoCentrix."*

### Vice President of Technology, Fortune 100 Company

*"I selected InnoCentrix because they have a strong focus on the commercialization process and the requirements to drive a research concept to a profitable business. This unique skill provides them with the leadership and courage to identify the key strategies for a business to grow and prosper."*

### Director of Marketing, Fortune 100 Company –

*"InnoCentrix provided us with valuable insight into a high growth emerging market opportunity in electronic materials. They outlined the technical requirements to successfully enter the market and offered a detailed description of the material modifications and testing required. Their unique combination of technical and business expertise was extremely valuable to our team."*