



## **The Performance Measurement Group announces the commercial availability of its 2007 Product Innovation Benchmark**

*After a year of preparation, the new benchmark offering is now available.*

Waltham, MA—May 15, 2007—The Performance Measurement Group (PMG), a PRTM company, announces the commercial availability of the 2007 Product Innovation Benchmark.

Undeniably, innovation leadership has emerged as a key strategy in an increasingly competitive global environment. However, companies are struggling with how to measure current and future innovation effectiveness.

The Product Innovation Benchmark provides insights into the innovation capability of the world's leading companies. The benchmark will provide client companies a comprehensive analysis of innovation and product development performance and management practices. Participating companies will:

- Learn about new and emerging management practices and understand which ones innovation leaders are using to create break-through results
- Using PRTM's unique innovation management framework, understand how to align R&D with the CEO's agenda and identify opportunities and strategies for improvement

Benchmark intelligence on over 40 companies from the Electronic and Telecommunication Equipment, Computer, Medical Device and Semiconductor industries have been gathered and form the core of the new Product Innovation database. A partial list of companies includes: Affymetrix, Analog Devices, Bayer Diagnostics, Bose, Boston Scientific, Cardinal Health, Cisco, Dell, Hollister, Intel, Lexmark, Medtronic, Micron, Motorola, Nokia, Palm, Panasonic, Phillips, and Tyco Healthcare.

Research from PMG indicates that companies with innovative management practices and mature development capabilities can realize:

- 30% to 40% higher profits
- 30% more products from the same investment
- 50% to 80% higher returns on R&D spending

PRTM, through its many Product Innovation engagements, has found that:

- A singular focus on cost leadership is losing its potency and a new wave of highly sophisticated "off-shore" firms are emerging as global competitors.
- Innovation leadership has emerged as a superior strategy for continuously outpacing the competition, to succeed companies need to better understand customers and markets and translate this understanding into a steady stream of innovative new products and services.

Those companies interested in participating in the 2007 Product Innovation Benchmark should contact PMG at (781) 434-1470 or find out more at [www.pmgbenchmarking.com](http://www.pmgbenchmarking.com).

### About PMG and PRTM

The Performance Measurement Group, LLC, a PRTM company, has been the leading supplier of operational performance benchmarks and services to Fortune 500 manufacturers worldwide for nearly 10 years. Its customized solutions encompass supply chain, product lifecycle, and customer lifecycle disciplines, and are built upon the industry's most comprehensive and extensive suite of corporate performance benchmark databases.

PRTM ([www.prtm.com](http://www.prtm.com)) works closely with leading companies worldwide to achieve breakthrough business results—fast. Since 1976, we've delivered measurable value to our clients, earning one of the highest levels of repeat business in the management consulting industry. PRTM is also a recognized thought leader and innovator. There are 14 PRTM offices and 500 consultants in the U.S., Europe, and Asia.

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