

benchmarker

evaluate | isolate | innovate

EVALUATE

Measure what really counts – the proven best practices for product innovation. Benchmark your organization's profile against the world's largest innovation database so you know exactly where you stand – how you compare to the top and average performers.

ISOLATE

Zero in on the weakest links – the best opportunities for improvement. Benchmarker™ isolates your organization's strengths and weaknesses so you can move quickly and effectively to address problem areas.

INNOVATE

Focus on what matters most – improving your organization's innovation success rate. The sooner you target and improve your innovation practices, the sooner you can improve your organization's performance.

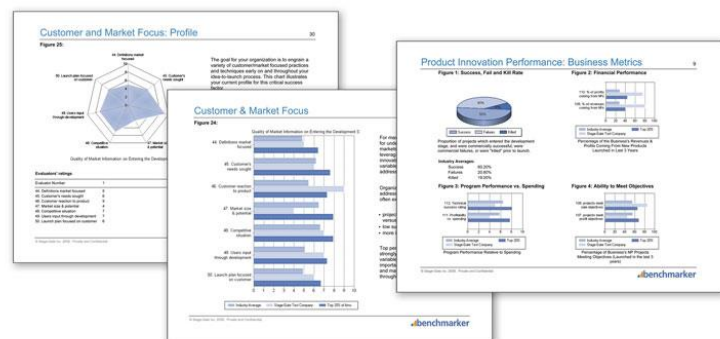


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Empowering you to Raise the Bar

Top performing innovators rely on proven business processes and systems to generate a track record of successful product innovation. If your organization's goal is to move beyond 'hit and miss' performance and achieve consistent, repeatable innovation success, a key first step is to determine if your existing processes and systems are robust enough to generate the results you are looking to achieve. It is important to know where your strengths and weaknesses lie. Benchmarker™ is designed to provide business executives with a reliable assessment of their innovation-critical processes and systems.



Inspire Your Innovation

The Benchmarker™ database is the largest, most reliable and longest running innovation database in the world. The comparative database is international in scope and contains 3000+ cases of new product projects whose outcomes are known. It is a unique, empirical record of product innovation results spanning over three decades of experience and achieving the most comprehensive review of all industries including consumer goods, manufacturing, electronics, chemical, pharmaceutical, technology, and services. This innovation database will provide your organization with a credible benchmark to improve your innovation performance.