



# **GGI**

## **Seminar Series**

# *Metrics Summit*

**Presented**

**April 15-17, 2014**

Goldense Group, Inc. 1346 South Street Needham, MA 02492  
Goldense Group, Inc. P. O. Box 350 Dedham, MA 02027  
[www.goldensgroupinc.com](http://www.goldensgroupinc.com)

Phone 781-444-5400  
Fax 781-444-5475

# MEASURING PRODUCT DEVELOPMENT II

## SEMINAR AGENDA & Table of Contents

This document contains **privileged and/or confidential information** and is intended only for the use of the addressee. Any reproduction of this document without the express written consent of Goldense Group, Inc. is prohibited.

Copyright © 2005-2014  
Goldense Group, Inc.  
All Rights Reserved.

ISBN10 1-932468-41-2  
ISBN13 978-1-932468-41-0

**April 15, 2014**

MPD II  
ABSTRACT



### *TABLE OF CONTENTS*

*PAGE*

<b>State Of Practice In The Early 21st Century</b>	<b>3</b>
<b>R&amp;D Productivity</b>	<b>14</b>
<b>Pipeline Management</b>	<b>38</b>
<b>Capacity Management</b>	<b>65</b>
<b>Hurdle Rates</b>	<b>81</b>
<b>Trade-Off Analysis</b>	<b>89</b>
<b>Break-Even Time [BET] &amp; Time-To-Profit [TTP]</b>	<b>99</b>
<b>Risk &amp; Complexity</b>	<b>103</b>
<b>R&amp;D Metrics Utilized</b>	<b>149</b>
<b>A Set Of Metrics For R&amp;D</b>	<b>160</b>
<b>Assembling A Set Of Metrics For R&amp;D</b>	<b>169</b>
<b>The Future Of R&amp;D-NPD Metrics</b>	<b>185</b>
<b>Summary</b>	<b>191-194</b>

Goldense Group, Inc. 1346 South Street Needham, MA 02492  
Goldense Group, Inc. P. O. Box 350 Dedham, MA 02027  
[www.goldensgroupinc.com](http://www.goldensgroupinc.com)

Phone 781-444-5400  
Fax 781-444-5475

# PROACTIVE & PREDICTIVE R&D METRICS

## SEMINAR AGENDA & Table of Contents

This document contains **privileged and/or confidential information** and is intended only for the use of the addressee. Any reproduction of this document without the express written consent of Goldense Group, Inc. is prohibited.

Copyright © 1999-2014  
Goldense Group, Inc.  
All Rights Reserved.

ISBN10 1-932468-38-2  
ISBN13 978-1-932468-38-0

**April 16 AM**

PPRD  
ABSTRACT



### *TABLE OF CONTENTS*

*PAGE*

<b>Forward Metrics Framework</b>	<b>3</b>
<b>Planning Metrics</b>	<b>13</b>
<b>Proactive Metrics</b>	<b>35</b>
<b>Predictive Metrics</b>	<b>46</b>
<b>Reactive Metrics Become Planning Metrics</b>	<b>74</b>
<b>Summary</b>	<b>79-88</b>

Goldense Group, Inc. 1346 South Street Needham, MA 02492  
Goldense Group, Inc. P. O. Box 350 Dedham, MA 02027  
[www.goldensgroupinc.com](http://www.goldensgroupinc.com)

Phone 781-444-5400  
Fax 781-444-5475

# PRODUCT DEVELOPMENT METRICS PORTFOLIOS

## SEMINAR AGENDA & Table of Contents

This document contains **privileged and/or confidential information** and is intended only for the use of the addressee. Any reproduction of this document without the express written consent of Goldense Group, Inc. is prohibited.

Copyright © 2002-2014  
Goldense Group, Inc.  
All Rights Reserved.

ISBN10 1-932468-39-0  
ISBN13 978-1-932468-39-7

**METRICS  
IN GRAY TEXT  
WERE COVERED  
IN MPDII & PPRD**

**April 16 PM  
April 17**

PDMP  
ABSTRACT



<i>SECTION</i>	<i>TOPIC</i>	<i>PAGE</i>
<b>PERSPECTIVES</b>	<b>Goal Setting</b>	<b>3</b>
	Effectiveness vs. Efficiency	--
<b>METRICS STRUCTURES</b>	Corporate vs. Project Metrics vs. Functional vs. Improvement	--
	Predictive vs. Reactive Metrics	--
<b>SPECIAL PURPOSE</b>	Product Selection Metrics	--
	Hurdle Criteria	--
	<b>Project Team Contract Metrics</b>	<b>9</b>
	<b>Post-Launch Criteria</b>	<b>14</b>
	<b>Improvement Initiatives Metrics</b>	<b>24</b>
<b>GENERALLY UTILIZED</b>	Corporate Metrics	--
	<b>Portfolio Management Metrics</b>	<b>29</b>
	<b>Intellectual Property Metrics</b>	<b>44</b>
	Capacity Management Metrics	--
	<b>Basic &amp; Applied Research Metrics</b>	<b>55</b>
	<b>Advanced Development Metrics</b>	<b>57</b>
	Project Tracking Metrics	--
	<b>Functional Metrics</b>	<b>66</b>
	<b>Cross-Functional Metrics</b>	<b>79</b>
	<b>Supplier Management</b>	<b>89</b>
	<b>INDUSTRY SPECIFIC</b>	Software
<b>Pharmaceutical &amp; Biotech &amp; Life Sciences</b>		<b>111</b>
<b>PORTFOLIOS</b>	Sizing	<b>126</b>
	Assembling	<b>141</b>
	<b>Implementing</b>	<b>156-166</b>

Goldense Group, Inc. 1346 South Street Needham, MA 02492  
Goldense Group, Inc. P. O. Box 350 Dedham, MA 02027  
www.goldensgroupinc.com

Phone 781-444-5400  
Fax 781-444-5475