



Social Product Innovation

Short Survey

May-2010



Findings

- Global Customers contribute to over 50% of user base for high performing product line of an average product company!
 - Need a global perspective in product innovation
- Lead time for new product releases is reducing significantly across product companies
 - Need newer ways to manage this challenge, given that the customer base is getting more and more global
- Over 50% of product leaders believe that social media can play a significant role in managing these challenges
- There are multiple challenges to manage in adopting social product innovation. Top ones include:
 - Choice of Platform; Product Development Process and Legal Frameworks



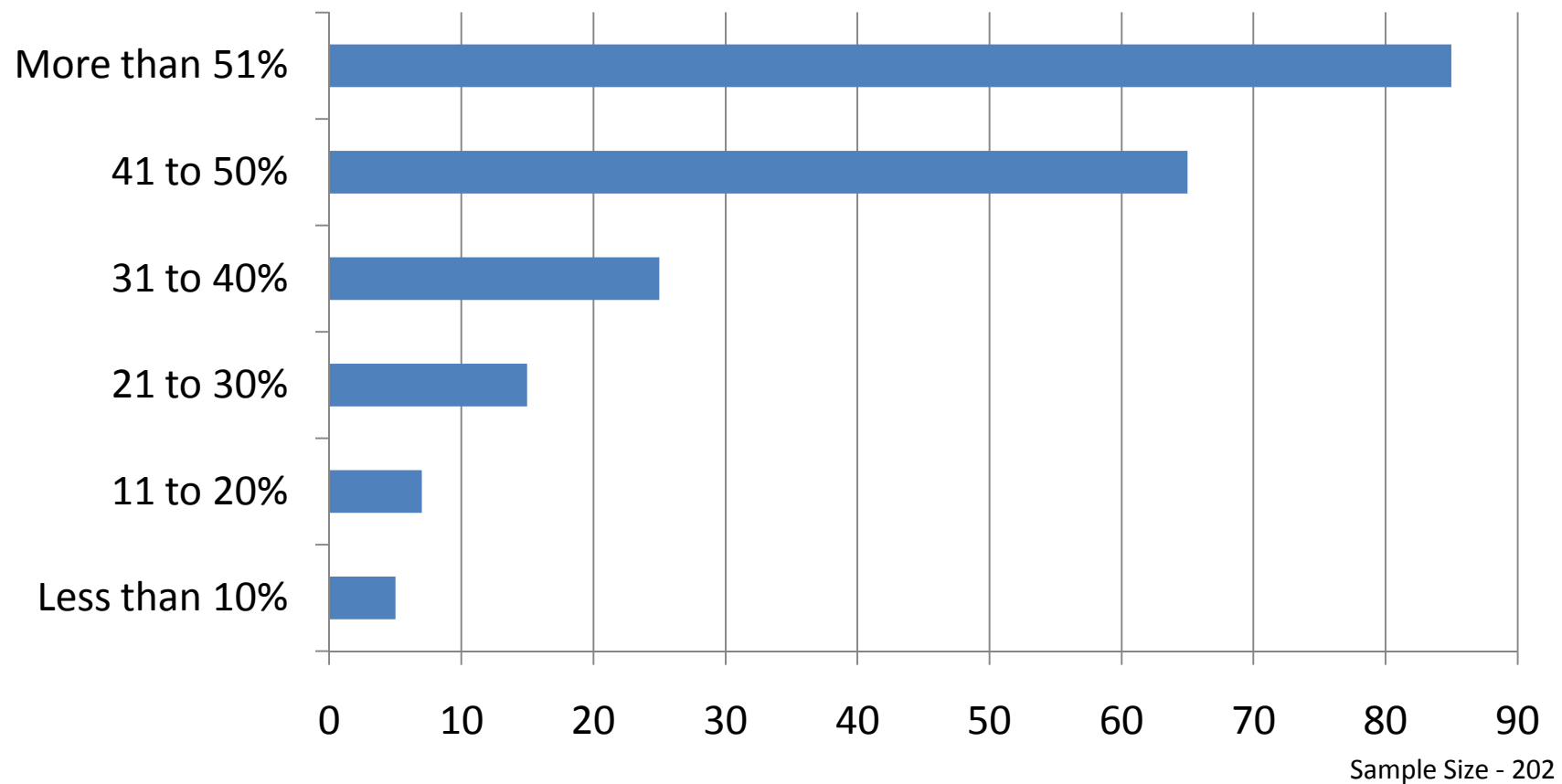
Q1

- What percentage of customers for the high performing product come from global market?
 - Less than 10%
 - 10 to 20%
 - 21 to 30%
 - 31 to 40%
 - 41 to 50%
 - More than 50%



Response 1

%age of Global Customers for high performing product line





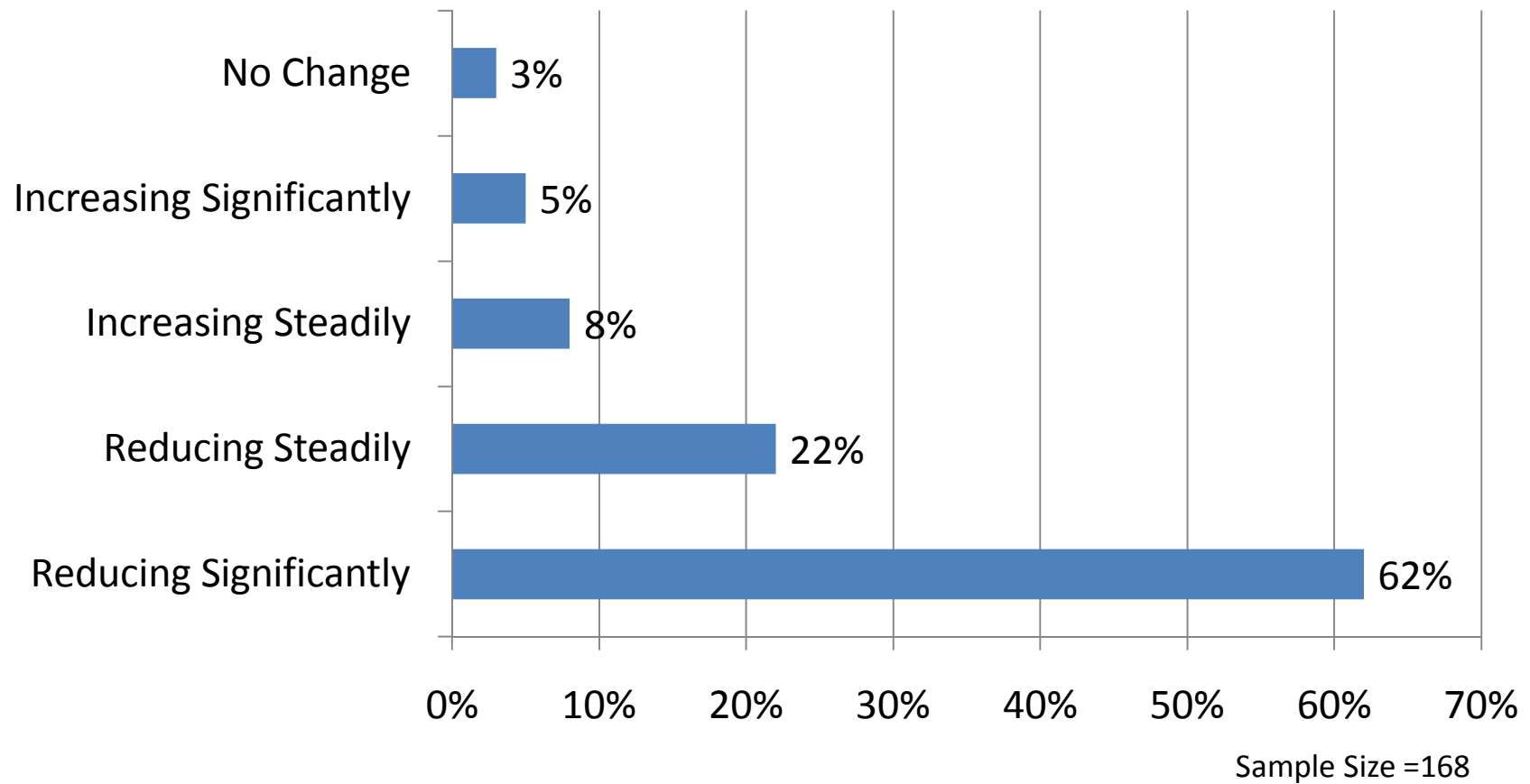
Q2

- How is the lead time for new product introduction changing?
 - reducing significantly (over 20% y-o-y)
 - Reducing steadily
 - Increasing steadily
 - Increasing Significantly
 - No change



Response 2

Lead time for new product release





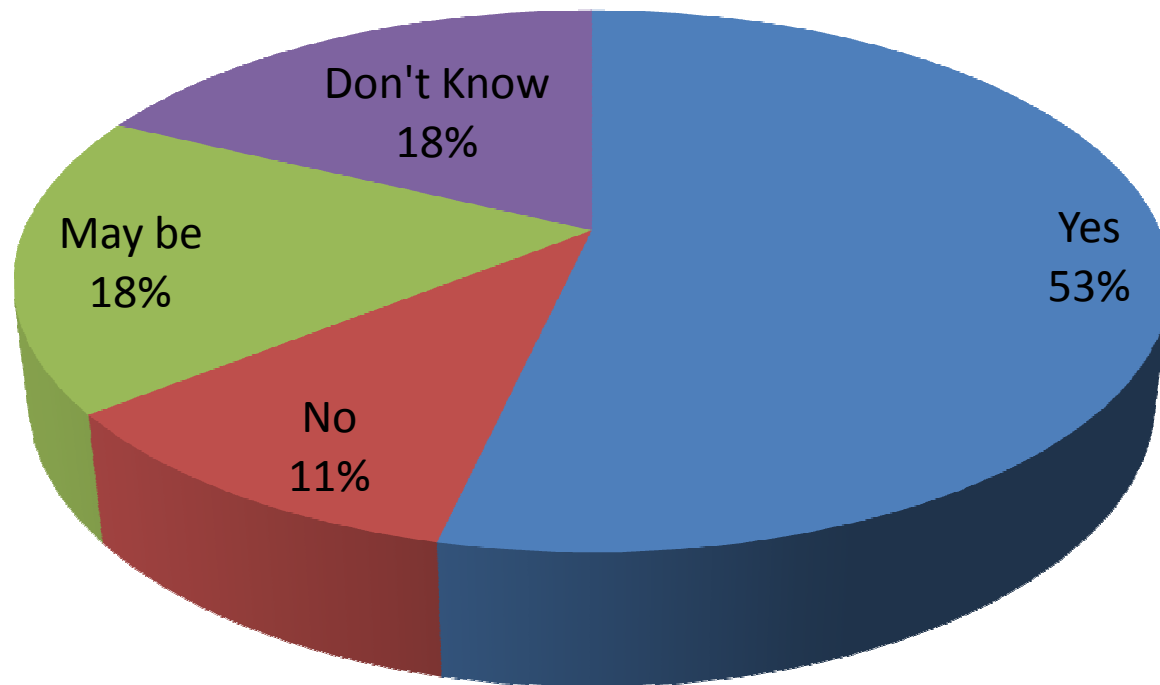
Q3

- Do you think Social Media can help you in facing these challenges effectively?
 - Yes
 - No
 - Maybe
 - Don't Know



Response 3

Can Social Media be a Solution to Product Innovation?





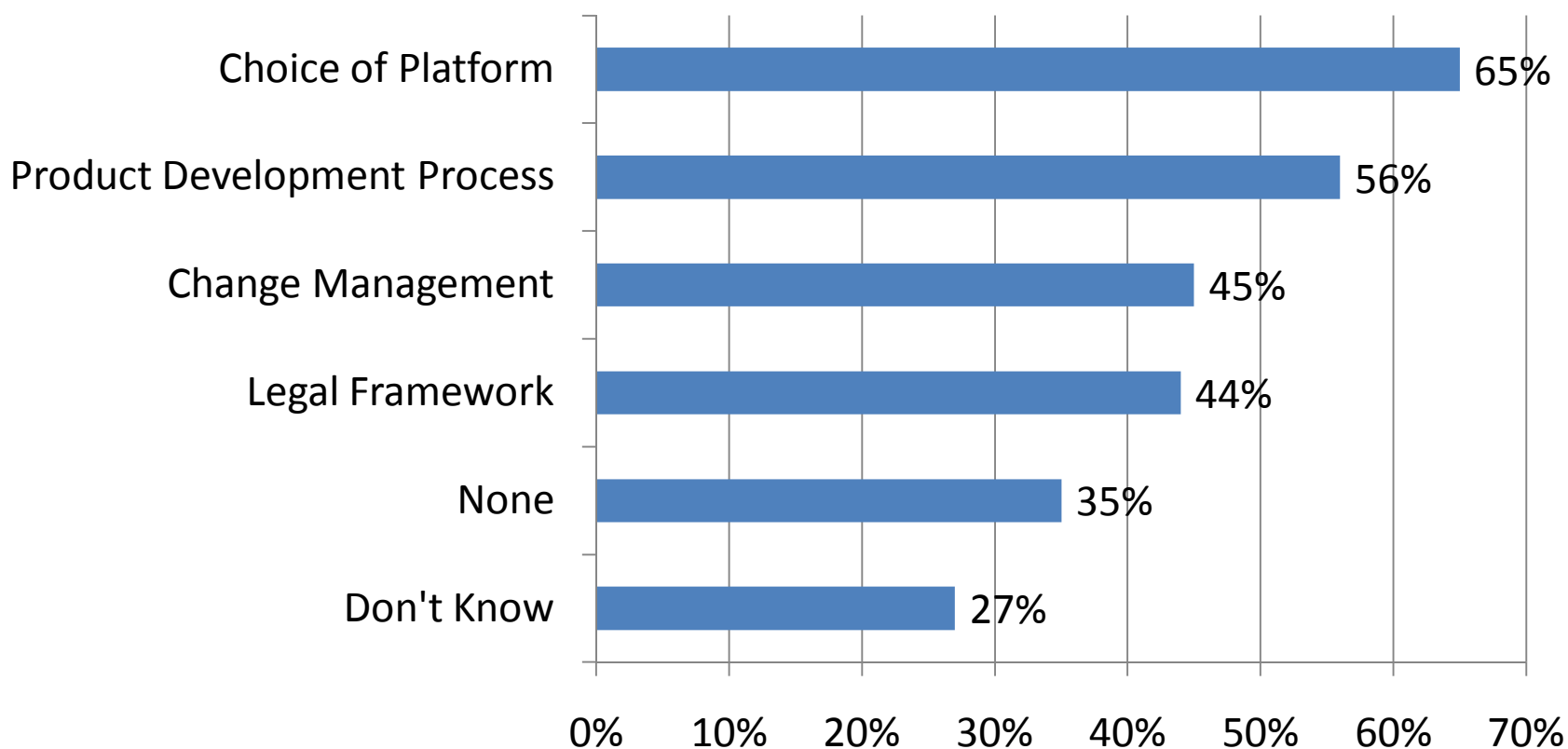
Q3

- What are your key challenges in adopting Social Product Innovation?
 - Choice of technology platform
 - Difficulty in adopting to existing product development process
 - Change management across product life-cycle
 - Unclear legal framework
 - None
 - Don't Know



Response 3

Challenges in adopting Social Product Innovation





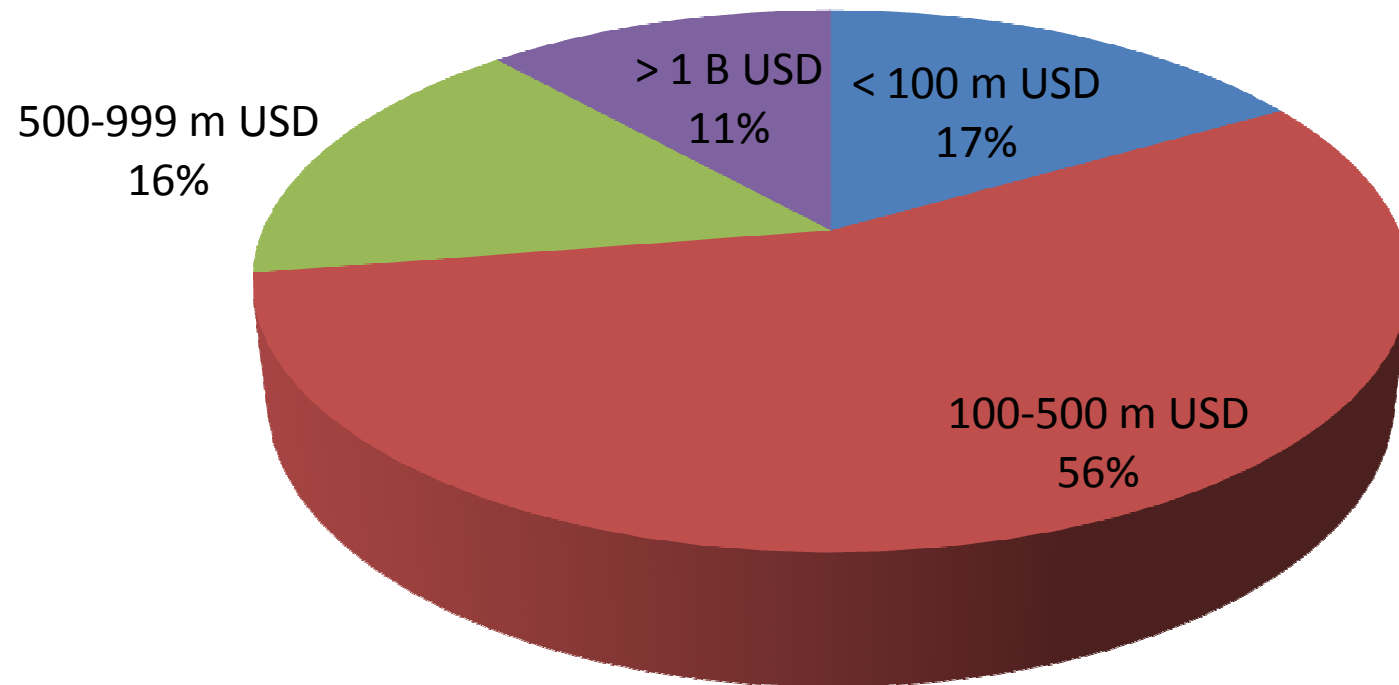
Q4

- What is the revenue of your company?
 - Less than 100 m USD
 - Between 100 - 500 m USD
 - Between 500 - 999 m USD
 - More than 1 B USD



Response 4

Revenue of Company



Q5

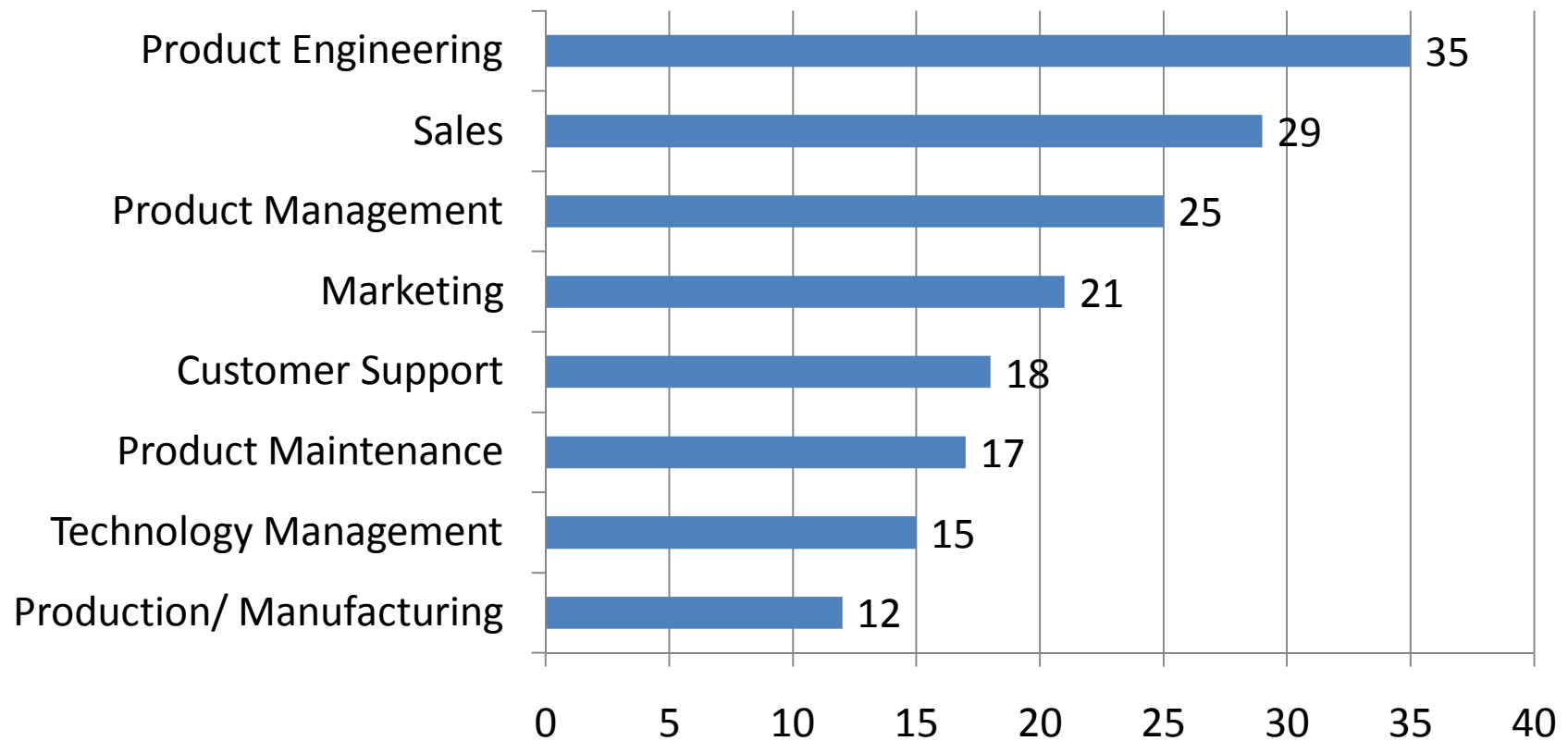


- What is your job function in the company?
 - Product Management
 - Product Engineering
 - Technology Management
 - Sales
 - Marketing
 - Customer Support
 - Product Maintenance



Response 5

Job function of Respondents



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THANKS!

