

Decoding R&D Performance

3DSE R&D Study 2021

Context & Motivation

Today's companies face enormous pressure to reduce costs while increasing innovation and improving customer service and responsiveness. To cope with these challenges in R&D, first-class performance is required to increase efficiency, reduce time to market, and ensure innovativeness at the same time. Still, a lot of companies struggle to increase R&D performance, as the drivers are complex and depend on each company's individual situation. With this study, we intend to decode R&D performance.

Key Questions

- How to **measure** R&D performance under today's challenges?
- How do companies **differ** in terms of R&D performance?
- What are the **key levers** to achieve a high R&D performance?

Outcomes

- Proven KPIs to measure R&D performance
- Cross-industry R&D performance benchmarking
- Success levers to achieve high performance and related R&D principles
- Best practices for improvement strategies

Target Group

- CTOs and Senior R&D leaders
- Technology-driven international organizations in Central Europe
- Cross-industry

Methodology

- Comprehensive survey based on 3DSE R&D performance model to assess individual benchmark positions
- In-depth interviews with outstanding participants to share their experience in order to gain further insights into individual success strategies
- Follow-up reviews with interviewees to discuss their individual benchmarking positions and areas for improvement

Facts and figures

- More than 100 study participants sharing their expertise
- March 2021 – June 2021: execution period of the survey and in-depth interviews
- September 2021: results will be presented at 3DSE R&D Management Conference 2021

Interested? Get in touch!

Contact details as well as access to our questionnaire can be found under: www.rnd-performance-study.com

