



SITUATION:

A leading laboratory equipment manufacturer was seeking an improved return on Research and Development investments.

CHALLENGE:

The R & D organization had been experiencing a low rate of commercialization success over the past 36 months vs. a prior period of exceptional growth.

SOLUTION:

Northpoint conducted baseline interviews and analysis of the current R & D process. Additionally, completed market and competitive intelligence analysis to establish new industry benchmarks. Collaborated with the Product Marketing team and R & D to make significant adjustments to the innovation process.

RESULTS:

Learned that 87% of spending was directed at a low growth (2.6%) business area. Also realigned R&D spending to double-digit growth markets segments.

SUCCESS STORY

Industry:

Life Sciences

Practice Areas:

- Innovation Acceleration
- Strategic Planning

ABOUT

Northpoint Business Advisors

Since 1995, Northpoint has been successfully helping companies of all sizes accelerate revenue growth. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should as well.

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration



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