

F R O S T & S U L L I V A N

7th Annual Global

INNOVATIONS IN NEW PRODUCT DEVELOPMENT AND MARKET STRATEGY, 2011:

A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

Sharpening Your Focus on Efficient Innovation that Delivers

June 12-14, 2011 | Hilton San Diego Resort & Spa | San Diego, CA

FEATURED SOLUTION PROVIDERS ON-SITE:



WHAT'S NEW....

- All New Tracks!
- 19 Interactive Sessions Delivering Great Ideas and Take Aways
- Powerful Thought Leadership and Best Practices from the Nation's Leaders in Innovation, R&D, Product Development and Strategic Marketing
- Frost & Sullivan's Mega Trends Insights, and Top Technologies to Watch Bulletin
- A Best Practice Guide to Integrating Mega Trends into Strategic Planning and Innovation
- CEO Leadership Roundtable
- Top Take-Aways Panel
- Nonstop Networking – Blowout Networking Reception ...and More
- A Frost & Sullivan Exclusive! Solutions Wheel: A Client/Solution Provider Speed Date

WHO WILL PARTICIPATE

- CEO's, Presidents, General Managers, CTO's, COO's and Chief Innovation Officers
- Vice Presidents and Directors of:
 - Commercialization
 - Portfolio Management
 - Corporate Strategy
 - Product and Brand Management
 - Emerging Technology and Technology Management
 - Product Planning and Development
 - Engineering
 - Research and Development
 - Global Sourcing
 - Strategic Marketing
 - Innovation/Ideation
 - Technology Acquisition, Licensing
 - Marketing Research/Consumer Insights
 - Technology Strategy and Assessment
 - Market Planning and Analysis
 - Supply Chain
 - New Business Development and Alliances

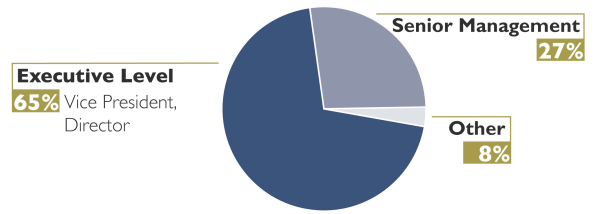
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Director, New Product Incubation
AMS

PAST PARTICIPANT PROFILE



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SUNDAY, JUNE 12, 2011 - NETWORKING EVENING

- 5:00pm** Sponsorship Orientation & Registration Reception
- 6:30pm** Welcome Networking Reception
- 7:30pm** Speaker & Thought Leader Orientation

MONDAY, JUNE 13, 2011 - GENERAL SESSION AND EXHIBITION

- 7:30am** Registration, Continental Breakfast, and Exhibition
- 8:15am** Ice Breaker, Welcome, and Introduction
- 8:30am** KEYNOTE - Creating Systemic Innovation: Assessing Your Organization's Innovation DNA
- 9:15am** EXECUTIVE INSIGHTS - Top 20 Global Mega Trends and Their Impact on Business, Cultures and Society
- 9:45am** Networking, Refreshment, and Exhibition Break

CONCURRENT TRACKS:

Design a program structure to meet your individual needs.

- Track 1:** Strategic Planning for Vision, Innovation and Business Opportunity
- Track 2:** Innovation and Product Portfolio Strategy and Implementation
- Track 3:** R&D That Delivers: Metrics and ROI

- 10:15am** INTERACTIVE Breakout Sessions - Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

- BP1. Walking the Line between Your Organization's Strategic Vision and Innovation Strategy
- BP2. Creating New Sources of Value: The Must Have Elements of Sustainable Innovation
- BP3. Unlock Your R&D Potential: Focusing on the Commercially Viable Product Revenue Drivers

- 11:15am** CONCURRENT SESSIONS
INTERACTIVE - Solutions Wheel - Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers.

Runs concurrently with:

INTERACTIVE - Town Hall Executive Panel - Collaborative Models for Innovation: Calibrating Resources and Building Trust in an Innovation Ecosystem

- 12:00pm** Top Technologies to Watch Bulletin

Followed by:

The Power Lunch - Networking Discussions Hosted by Industry Leaders

- 1:30pm** INTERACTIVE Breakout Sessions - Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

- TT1. Beneath the Surface Innovation: Brand Insight & Development
- TT2. Developing a Portfolio that Delivers on Strategy, Growth, and Risk and Return
- TT3. The Financial Rubrics: NPV and ROI

- 3:00pm** Networking, Refreshment, and Exhibition Break

- 3:30pm** SUCCESS STORY - Innovating Business Models for New Opportunity

- 4:00pm** EXECUTIVE ACTION - Building the Kind of Innovation Teams that Can Truly Lead: Making Innovation Teams Work!

- 4:30pm** INTERACTIVE Breakout Sessions - Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

- PC1. Setting Internal Product Development Expectations
- PC2. Innovation in Design
- PC3. Innovation in Customer Experience and Service

- 5:30pm** Interactive Breakout Sessions Conclude

- 5:45pm** Life's a Beach: Surf Party

TUESDAY, JUNE 14, 2011 - GENERAL SESSION AND EXHIBITION

- 8:00am** Continental Breakfast and Exhibition
- 8:30am** Ice Breaker and Overview
- 8:45am** KEYNOTE - The Keys to Rapid, Sober, and Successful Innovation
- 9:15am** INNOVATION SUCCESS STORY - Blue Oceans: Innovating Beyond Your Current Market Boundaries
- 9:45am** INTERACTIVE - Ask the Experts! Panel Discussion - Distilling and Finding Opportunities in Mega Trends
- 10:30am** Networking, Refreshment, and Exhibition Break
- 11:00am** INTERACTIVE Breakout Sessions - Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

RT1. Directing New Product Development for Value Enhancement using VOC and Competitive Assessments

RT2. Solving the Implementation Challenge: Aligning Your Resources with Product and Portfolio Strategy

RT3. Implementing and Communicating Critical Innovation Metrics that Really Matter

- 12:30pm** PRODUCT SUCCESS STORY - Transitioning New Products to Emerging Markets

- 1:00pm** Food For Thought - Networking Luncheon

- 2:00pm** EXECUTIVE BULLETIN - Managing Disparate Market and Product Opportunities

- 2:30pm** BEST PRACTICES - A Best Practice Case Study - From Macro to Micro: Translating Mega Trends into Strategy

- 3:30pm** Networking, Refreshment, and Exhibition Break

- 4:00pm** EXECUTIVE INSIGHTS - How Do Other Countries Innovate? Innovation Contests and Partnering on a Global Scale

- 4:30pm** INTERACTIVE - CEO Leadership Roundtable: Perspectives on Igniting Innovation Cultures that Out-Innovate Competitors

- 5:00pm** TAKE-AWAYS PANEL
Lessons Learned from Our 7th Annual Global Innovations in New Product Development and Market Strategy Executive MindXchange

- 5:30pm** Executive MindXchange Networking Reception

Runs concurrently with:

2011 Excellence in Best Practices Awards Banquet

Join us in celebrating innovation and leadership as Frost & Sullivan presents these prestigious awards recognized by industry leaders, the investment community and the media at our Annual Excellence in Best Practices Awards Reception and Banquet. Participation involves an additional fee and separate registration. See registration page for details.



SUNDAY, JUNE 12, 2011 – NETWORKING EVENING

Bring plenty of business cards, relax, meet-and-greet during this fun filled evening devoted to making new contacts and new friends.

- 5:00pm** Sponsorship Orientation & Registration Reception
- 6:30pm** Welcome Networking Reception
- 7:30pm** Speaker & Thought Leader Orientation

MONDAY, JUNE 13, 2011 | GENERAL SESSION AND EXHIBITION

- 7:30am** Registration, Continental Breakfast and Exhibition
- 8:15am** Ice Breaker, Welcome and Introduction
Brian Fitzpatrick
Senior Vice President & General Manager
Frost & Sullivan

KEYNOTE

- 8:30am** **Creating Systemic Innovation: Assessing Your Organization's Innovation DNA**
James Stikeleather
Chief Innovation Officer
Dell

The term "innovation," when correctly understood, refers to a new way of doing something. It may be an incremental and emergent change, or it could be a radical and revolutionary shift in thinking, products, processes or organizations. This presentation will explore the difference between "invention" (an idea made manifest) and "innovation" (ideas applied successfully in practice) with key insights for accelerating forward momentum and balancing organizational risk taking.

Key Take-Aways:

- Success factors for how organizations of all sizes and missions can create systemic innovation programs
- Insights on linking such programs to performance and growth through improvements in efficiency, productivity, quality, competitive positioning, market share, or any other metric
- Steps to take for achieving differentiation and greater constituent satisfaction

EXECUTIVE INSIGHTS

- 9:15am** **Top 20 Global Mega Trends and Their Impact on Business, Cultures and Society**
Krishna Srinivasan
Global President
Frost & Sullivan

To set the stage for visionary thinking and next generation models for success, it is vital to identify the most pertinent global forces which will impact commerce, technology and social interaction/structure. This session will highlight the most important global mega trends, potential scenarios of specific trends in 2020, and the implications of these mega trends in transforming society, markets and cultures.

Key Take-Aways:

- Insight on opportunities/threats arising out of future mega trends, and on preparing contingency plans based on probable scenarios
- A fresh approach to gauge the future direction of the mega trends to develop appropriate market strategies
- Ways to analyze growth opportunities in your industry and generate powerful ideas for design/development and technology planning

- 9:45am** **Networking, Refreshment, and Exhibition Break**

Solutions Showcase
Hosted by:

**CONCURRENT TRACKS:**

Design a program structure to meet your individual needs.

- Track 1:** Strategic Planning: Capturing Vision, Innovation and Business Opportunity
Track 2: Innovation and Product Portfolio Strategy and Implementation
Track 3: R&D That Delivers: Metrics and ROI

INTERACTIVE

- 10:15am** **Breakout Sessions – Create, Communicate, and Connect**
Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

- BP1. Walking the Line Between Your Organization's Strategic Vision and Innovation Strategy**

CO-FACILITATORS:

Jeff Benson
Regional Director
Sopheon

Bill Beane
Corporate Director, Technology & Innovation Systems
Parker Hannifin

Many companies perceive a widening gap between their product development activities on a day-to-day basis and their stated strategic goals; however, leading global innovators – companies such as Parker Hannifin – are implementing new processes and supporting technologies to help them integrate their roadmapping, ideation, and product development processes all while encouraging a culture of open innovation. And with dramatic results: Parker's enterprise-wide Winnovation strategy has netted them a 500% increase in their product portfolio over the last four years.

Key Take-Aways:

- Insight into market trends, supplier capabilities, and new technologies to position your organization to move quickly and strategically in advance of the competition
- A framework for integrating market, technology and product roadmaps with the development process
- Parker Hannifin's lessons learned: bottom line benefit from improving cross-functional communication and collaboration; better visualization of the "true" product pipeline; and discovering "new product commercialization" does NOT end at launch

- BP2. Creating New Sources of Value: The Must Have Elements of Sustainable Innovation**

FACILITATOR:
Carol Pletcher
President
Pletcher, Inc.

Innovation is tagged as a core driver for creating competitive advantage and growth, and the responsibility for ensuring that the innovation system can sustain the flow of innovation is shared by executives, business leaders, project leader and team members. As leaders at every level are challenged to align innovation and business strategies, strategic alignment requires the balance between two powerful forces, namely profits (earning and margins) and market share (revenue and volume).

Key Take-Aways:

- Insight into the link between sustainable flow of innovation and growth
- Identification of the bottlenecks that constrict the flow of innovation
- Strategies, tools and techniques to address bottlenecks

BP3. Unlock Your R&D Potential: Focusing on the Commercially Viable Product Revenue Drivers

CO-FACILITATORS:

Sheila Mello

Managing Partner and Principal

Product Development Consulting, Inc.

Clement Yu, Ph.D.

Director, Instrument Systems

Novartis Vaccines and Diagnostics, Inc.

Increasing the market success rate of new product introductions is one of the most important—and most elusive—goals of R&D. But how can you determine which areas will be most fruitful for investment? And how can you do it in a way that reduces time to market, eliminating expensive mis-steps and do-overs? You'll find out in this interactive session featuring a case study from Novartis Vaccines and Diagnostics, Inc., which undertook a market-driven approach to product definition that provided invaluable feedback about where to invest to enter a new market space.

Key Take-Aways:

- Framework for understanding what gets in the way of your customers achieving their objectives and translating that understanding into measurable customer requirements
- Tools for driving innovation based on market needs, not financials or political implications
- Approach to simultaneously determine short and long term approaches that involve existing and new technology

CONCURRENT SESSIONS

11:15am INTERACTIVE - Solutions Wheel

Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers.

Runs concurrently with:

INTERACTIVE - Town Hall Executive Panel

Collaborative Models for Innovation: Calibrating Resources and Building Trust in an Innovation Ecosystem

MODERATOR:

Stephen Bye

Chief Technology Officer

Sprint

PANELISTS INCLUDE:

Timothy Grayson

Innovation Director

Canada Post

Ricardo dos Santos

Senior Director

New Business Development

Qualcomm

Brian Romansky

Director, New Business Opportunities

Pitney Bowes

Vidya Raman-Tangella

Vice President

Product Innovation

United Healthcare

James Dwyer

Vice President, GoM Region Engineering

Baker Hughes

Effective collaboration is an important variable contributing to the successful implementation of innovative opportunities, whether looking at open innovation, technology partnerships, intrapreneurship or other models. Creating sustainable, productive relationships with these collaborators is part art and part science with a healthy bit of chaos mixed in. This session will focus on the experiences and actions where collaborative innovation leads to mutual success.

- Insight on asking the right questions throughout the collaboration process to establish mutual benefit and goal orientation
- Principles, theories and extendable best practices for innovation collaboration that can improve the probability of success
- Framework for defining/having the 'right innovation culture' and is this something that can be created systematically?

12:30pm Top Technologies to Watch Bulletin

The Frost & Sullivan Technical Insights team introduces the top emerging technologies that should be on your radar.

Followed by:

The Power Lunch – Networking Discussions Hosted by Industry Leaders
Practitioners and solution providers host a menu of luncheon discussions on pertinent issues. Dine and dish with industry experts. The list of discussion topics will be available onsite.

INTERACTIVE

1:30pm Breakout Sessions – Create, Communicate, and Connect

Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

TT1. Beneath the Surface Innovation: Brand Insight & Development

CO-FACILITATORS:

Jennifer Kitchen

Managing Director, North America

Promise Corporation

Nick Coates, Ph.D.

Research Director

Promise Corporation

Brand development and innovation often run up against a stumbling block: customers privilege what they know and what's possible over what they really need. This leads to ideas that aren't innovative and don't cut-through in a crowded market place. What industry needs is a way of engaging customers in the realm of the 'ideal' – a methodological approach that enables customers to articulate what they really need. Only this can lead to true breakthrough ideas.

Key Take-Aways:

- Framework for an approach to brand analysis and development that is based on oblique, not direct questioning and therefore leads to truly innovative and breakthrough ideas
- Practical exposure to 2 specific techniques / exercises for oblique brand building: absence and projection
- Insights into the capacity of this approach in co-creation with customers and partners

TT2. Developing a Portfolio that Delivers on Strategy, Growth, and Risk and Return

FACILITATOR:

David Matheson

President and Chief Executive Officer

SmartOrg

Strategic portfolio management enabled Dow AgroSciences to improve financial results by more than a billion dollars, and has been written up as a best practice process in major media. In this highly participative think tank you will learn about the processes and tools that helped Dow drive this impressive performance, and work with your peers and thought leaders to apply the key process elements to your organization.

Key Take-Aways:

- Framework to screen projects using strategy and investment criteria
- Tools to establish and compare project value
- Insight on minimizing project risk
- Metrics to assess and track project value over time
- Success factors to make decisions that produce the highest returns

TT3. The Financial Rubrics: NPV and ROI

FACILITATOR:

Shan Rajegopal

Head of Portfolio Management Practice

Pcubed

Normally used to estimate how much money they can expect from a particular new product project, we will dive deep into perspectives on the use of NPV and ROI as profitability calculators, i.e. do new products' NPV and ROI change with different scenarios like: changes in technical/market risks; changes in building technological/market resources; changes in price, cost, and market size; and other scenarios. How does the company decide the right new product portfolio approach for the market they serve?

Key Take-Aways:

- Insight into the difference between NPV and ROI as metrics for new product projects
- Tools to understand strengths and weaknesses of these metrics, specifically in assessing new product and technology investments
- Framework to maximize the value for new product project portfolio
- Do's and don'ts when using NPV or ROI as metrics for new product project investment assessment

3:00pm Networking, Refreshment, and Exhibition Break

SUCCESS STORY**3:30pm Innovating Business Models for New Opportunity****Kevin Riley***Vice President, Innovation & Consumer Health Solutions
Blue Cross Blue Shield of Florida*

How can innovation principles apply to the rigors of developing new market business models within a traditional ecosystem? Learn how Blue Cross Blue Shield of Florida has applied these principles to 1) define market opportunities, and 2) make them a realization during a time of significant shift in market dynamics.

Key Take-Aways:

- Guide to the application of Disruptive Innovation principles in creating new products/models in conservative industries
- Insight on how you can use Service Blueprinting in understanding value-based consumer product design

EXECUTIVE ACTION**4:00pm Building the Kind of Innovation Teams that Can Truly Lead: Making Innovation Teams Work!****Anthony Creed***Vice President, Customer Experience
Kelley Blue Book*

Many processes and procedures promise to deliver innovation on demand, but if they delivered on that promise, we wouldn't need events like this one! Based on long experience in the field, it can be said process doesn't matter: it's the people that make innovation happen. But how many people? What kinds of people? Doing what? This presentation will posit a few answers to these questions, suggest how you can set up your innovation teams for success, and provide a simple framework in place of process.

Key Take-Aways:

- Insight into who should – and should not – be on your innovation teams
- Action steps your teams should be taking to deliver innovation in a timely manner
- Template of key deliverables and milestones to expect from your teams

INTERACTIVE**4:30pm Breakout Sessions – Create, Communicate, and Connect**

Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:**PCI. Setting Internal Product Development Expectations****MODERATOR:****Timothy Grayson***Innovation Director
Canada Post*

Product developers in large organizations share the entrepreneur's curse. They have to first ensure that their innovative developments are embraced and supported by all the organization's relevant stakeholders, and later ensure that even a successful new product doesn't die under the weight of unrealistic expectations. The curse is that sometimes just to secure the support, the product developer has a hand in setting those expectations. Is there an easy way out of this dilemma? If not, what are the best paths for getting through it?

Key Take-Aways:

- Gain insight into how change management methods apply to expectation setting with stakeholders and approvers in advance
- Lessons learned from others who are experiencing the same challenge
- Develop a framework for how to use the "grieving" process to help manage expectations after the fact

PC2. Innovation in Design**MODERATOR:****George Coulston***Vice President – Research, Development & Engineering
Kennametal*

Innovation: Everyone talks about it, and most of us believe it is important, but do we really understand what it is and how to manage or measure it? Should incremental innovation, a very important and most prevalent form of innovation, be managed the same way as radical innovation? What challenges do companies face as they strive to become more innovative?

Key Take-Aways:

- Examples of different approaches to managing the various forms of innovation from incremental to radical
- Lessons learned from others as they worked to overcome common challenges associated with implementation of innovation programs
- A framework for managing white-space innovation

PC3. Innovation in Customer Experience and Service**MODERATOR:****Anand Ramachandran***Director, Co-Innovation
SAP*

Experience is fast becoming the operating mantra for consumer-facing companies and increasingly also for enterprise-facing companies. As consumers, we all recognize a good experience with a company's products or services when we feel it, but few of us are able to articulate what it takes to create an positive experience for our customers. What makes an outstanding and memorable customer experience?

Key Take-aways:

- Framework for customer experience
- Examples of experiential innovation
- Techniques to formulate, communicate, and execute experiential strategies

5:30pm Interactive Breakout Sessions Conclude**5:45pm Life's a Beach: Surf Party****TUESDAY, JUNE 14, 2011 – GENERAL SESSION AND EXHIBITION****8:00am Continental Breakfast and Exhibition****8:30am Ice Breaker and Overview****Brian Fitzpatrick***Senior Vice President & General Manager
Frost & Sullivan***KEYNOTE****8:45am The Keys to Rapid, Sober, and Successful Innovation****Michael Wynblatt, Ph.D.***Vice President, Innovation Center
Eaton Corporation*

"Fail fast!" they tell us, but a collection of fast-failed projects won't drive growth in your company. Better would be "succeed fast!" How can we structure innovation projects so that they have the best chance for success, and move along a rapid rate? What pitfalls can be avoided through the way we organize our attempts at innovation?

Key Take-Aways:

- Pitfalls in driving innovation and open innovation
- Best practices for execution of innovation projects – how to drive to successful results
- Best practices for working with external inventors – how to structure and achieve win-win projects

INNOVATION SUCCESS STORY**9:15am Blue Oceans: Innovating Beyond Your Current Market Boundaries****Michael Botos***Executive Director, Strategic Direction
Ernst & Young LLP*

Adjacent markets can deliver above average growth and profitability...if you know where to look. But the "blue ocean" is a big place. You can't afford to boil it. Instead, companies must focus on customer value drivers to identify new growth and innovation opportunities across customer segments and geographies, product/service offerings, channel strategies and business models. Through a mix of innovation case study examples and "real world" stories, this presentation will provide a roadmap for innovating beyond your current market boundaries.

Key Take-Aways:

- Framework for defining market boundaries and analyzing customer experiences
- Leading practice examples from innovation success stories
- Lessons learned from innovation "failure" stories
- Success factors for "blue ocean" innovation at your company

INTERACTIVE

**9:45am Ask the Experts! Panel Discussion
Distilling and Finding Opportunities in Mega Trends**

MODERATOR:

Andres Jordan
Vice President, Innovation
Deutsche Telekom NA

PANELISTS INCLUDE:

Ajit Bhatia
Vice President,
Product Development & Innovation
AAA Club Affiliates, Inc.

Anthony Creed
Vice President, Customer Experience
Kelley Blue Book

Stephanie Johns-Chin
Associate Vice President,
Product Development
Chubb Corporation

Karl Preissner
Section Head,
New Business Creation - Family Care
P&G

Hockey player Wayne Gretzky's famous advice to "skate where the puck will be, not where it is" when applied to business implies that you should start with a good understanding of the trends, i.e. "where business will be". Whether you think business-shaping trends on urbanization, e-mobility, etc. are vital to future planning or see it as a fool's errand to try to predict the future, our distinguished panel will inform both the optimist and the cynic. We will explore what wisdom each type has to offer, providing insight on what you can and cannot extract from megatrends, and ultimately focusing on how you can practically make these megatrends useful for your organization.

Key Takeaways:

- Insight into translating megatrends into strategic imperatives
- Pitfalls and success factors in using trends in business planning
- Ways to understand what the trends mean for your organization

10:30am Networking, Refreshment, and Exhibition Break

INTERACTIVE

11:00am Breakout Sessions – Create, Communicate, and Connect

Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

RT1. Directing New Product Development for Value Enhancement using VOC and Competitive Assessments

FACILITATOR:

Erik Glitman
Managing Director
Fletcher CSI

Examining how the new product development process can align product value propositions with customer needs, we will discuss how the win/loss evaluation process, combined with customer feedback, can identify unmet needs in the value proposition and chart product development to both match what the customer needs and overcome competitor offers in the space. Tools to determine how well existing solutions, and new products under development, will meet customer needs as well as how well competitors are at meeting those same needs, will be covered and examples of success described.

Key Take-Aways:

- A tool set to take results for Win/Loss evaluations and incorporate findings into the NPD process
- A guide to assess where competitors (and your company) are putting too much or too little on the table with their product and value offers
- A methodology to assure that the value offer is aligned with customer needs, both those articulated and those unknown

RT2. Solving the Implementation Challenge: Aligning Your Resources with Product and Portfolio Strategy

FACILITATOR:

Carrie Nauyalis
Director, Product Management
Planview

Bringing innovative products to market depends on a multitude of factors including pipeline visibility, resource capacity planning, and agility in an uncertain and dynamic environment. This highly interactive session will address how to deliver the highest business value across the enterprise, so come join leading practitioners bring to life real-world examples from their product innovation areas, and contribute your own stories to the dialogue.

Key Take-Aways:

- Insight into what other product development companies describe as challenges to deliver products to market and the strategies they're employing to overcome those challenges
- A framework to understand and analyze competing business goals, and the ability to perform scenario planning in dynamic environments
- Best practice strategies for resource optimization and a disciplined process for directing resources to your product portfolio

RT3. Implementing and Communicating Critical Innovation Metrics that Really Matter

FACILITATOR:

Guy Henninger
Senior Vice President of Business Development
Inova Software

Whether you're "scaling up" your existing program or trying to take it to the "next level," the value of your innovation program needs to be measured and demonstrated in order to continue to garner support from the business. Sometimes, the measure of true value of innovation can be elusive. Traditional ROI metrics used in other parts of the business (eg. costs saved, revenue generated) don't always capture the momentum or traction that your innovation program is gaining. Participants in this interactive session will discuss ways to apply meaningful metrics they can use in their business no matter what level of maturity.

Key Take-Aways:

- Framework to demonstrate innovation opportunities as potential "performing assets"
- Insight on the difference between "leading" and "lagging" indicators of performance and how to apply them in your program
- Template to implement at least one new meaningful metric that will change your program for the better in the coming year

PRODUCT SUCCESS STORY

12:30pm Transitioning New Products to Emerging Markets

Anthonie Lombard

Vice President & Director Global Engineering
Residential & Commercial Water
ITT Corporation

Everyone knows the recipe: determine the "voice of the customer", define the product specifications, develop the product and launch in our markets - and do it over and over. Since this is a customer-focused process it should work as well in emerging and recently emerged markets as it does in developed markets, right? Wrong! The truth is that there are dynamics at work in emerging markets which might actually achieve the opposite result, i.e. poor take-off, meager sales and low returns on investment. So, what can be done to ensure success?

Key Take-Aways:

- Insight into the fundamental differences between developed, emerged and emerging markets in the context of innovation
- Pitfalls of using "cookie cutter" innovation models while transitioning to an emerging market focus
- Guide to refocusing your product development teams on emerging markets
- Best practices in creating innovation networks, fast development, prototyping and collaboration with customers, employees and lead-users in emerging markets

1:00pm Food For Thought - Networking Luncheon

Thought Leaders host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available onsite.

EXECUTIVE BULLETIN

2:00pm Managing Disparate Market and Product Opportunities

Graham Milner

Executive Vice President, Global Innovation

WD-40

What the BEEP is going on with WD-40 brand? Join us for the first public look at WD-40 brand's Brand Exploration Extension Project, as two years and two continents in the making the first true extensions to this brand are about to launch. Take a journey into the growth story and discover the challenges and pitfalls along the way, as well as insights gleaned from the ultimate keys to success.

Key Take-Aways:

- A practical guide to extending a brand icon..present in 85% of USA homes
- Lessons learned from the internal and external conversations needed to bring these ideas to market
- A case study in the making: will it be a "how to" or a "how not to"?

BEST PRACTICES

2:30pm A Best Practice Case Study - From Macro to Micro: Translating Mega Trends into Strategy

Keith O'Brien

Vice President, Global Research

Frost & Sullivan

This interactive session will detail how Knorr-Bremse AG, a global rail and commercial vehicles manufacturer, developed a systemic process to identify and integrate Mega Trends with its strategic planning process. Subsequently, we will examine lessons learned as the company establishes a dedicated Mega Trends team and implements a Macro-to-Micro process for identifying and prioritizing Mega Trends to drive growth.

Key Take-Aways:

- Insight on how to identify and prioritize Mega Trends
- Tools to secure commitment from key stakeholders for a trends initiative
- Guide to prioritizing the most business relevant trends
- Action steps for integrating Mega Trends with annual strategic planning

3:30pm Networking, Refreshment, and Exhibition Break

EXECUTIVE INSIGHTS

4:00pm How Do Other Countries Innovate? Innovation Contests and Partnering on a Global Scale

Vish Krishnan, Ph.D.

Endowed Chair & Professor of Innovation, Technology, and Operations

University of California at San Diego (UCSD)

Shareholders expect corporate innovation investments to deliver revenue, market, and profit growth, and as most of the growth in the coming years will be experienced in emerging markets, it is important to understand how these countries innovate. To this end we will discuss "resource-constrained innovation", specifically how products and processes are tuned and inspired by socio-economic and natural resource constraints, as well as implications for how agile companies must use partnering and the new model of innovation contests to dramatically raise the ROI of their innovation investments.

Key Take-Aways:

- Guide to understanding how resource constraints impact innovation
- Insight on how constraints open up new degrees of freedom
- Framework for raising the ROI for innovation investments through partnering and innovation contests

INTERACTIVE

4:30pm CEO Leadership Roundtable: Perspectives on Igniting Innovation Cultures that Out-Innovate Competitors

MODERATOR:

Krishna Srinivasan

Global President

Frost & Sullivan

PANELISTS INCLUDE:

Andre Temnorod

Chairman and Chief Executive Officer
Cypress Communications, Inc.

Robert Moussa

Chairman & Chief Executive Officer
Dilon Diagnostics

Martin Drew

President
iView Systems

David Russell

President
Russell N.D.E. Systems Inc.

David Bush

Chief Executive Officer
lasta

TAKE-AWAYS PANEL

5:00pm Lessons Learned from Our 7th Annual Global Innovations in New Product Development and Market Strategy Executive MindXchange

MODERATOR:

Jim Block

Director, Global Advanced Technology

Diebold

PANELISTS INCLUDE:

Devon Crowe

Principal Engineering Fellow

Raytheon

Todd Hoff

Vice President, Global Marketing & Product Development

Lennox Industries

Thomas Marlow

Global Head of Intellectual Property

Fairchild Semiconductor

Participants at each Executive MindXchange come away with a wealth of key learnings and it can be a challenge to take it all in! During this panel session, members of our Advisory Board will highlight important themes, take-aways and lessons learned as a capstone for the last few days.

5:30pm Executive MindXchange Networking Reception

Runs concurrently with:

2011 Excellence in Best Practices Awards Banquet

Join us in celebrating innovation and leadership as Frost & Sullivan presents these prestigious awards recognized by industry leaders, the investment community and the media at our Annual Technical Insights Awards Reception and Banquet. Participation involves an additional fee and separate registration. See registration page for details.

THOUGHT LEADERS FROM:

- A.O. Smith Corporation
- AAA Club Affiliates, Inc.
- Agilent Technologies
- Align Technology
- Ascom
- BarrierSafe Solutions International, Inc.
- Baxter Healthcare
- Boston Scientific
- Brinks
- Citrix Online
- Clorox Company
- Cookson Electronics
- Covidien
- Daymon Worldwide
- Diebold
- Dow Corning
- Fairchild Semiconductor
- Freedom Innovations
- GE Energy
- Georgia Pacific
- Hallmark
- Intel
- Lennox Industries
- Merck
- MFLEX
- Millipore Corporation (division of Merck)
- PAETEC
- Plantronics
- Powerwave Technologies
- PPG Industries, Inc.
- SAP
- Starkey Laboratories
- Synovis Life Technologies
- The Dow Chemical Company
- The Nutro Company
- Timken Company
- US Cellular
- WellPoint, Inc.