

Your invitation to the
Product Differentiation Bootcamp
October 31-November 1, 2000
Chicago

Ever feel stuck in a rut?

Cranking out new products that are just incrementally better than old ones, seem like me-too's, or worse?

Eroding margins, intense competition, mature markets, more outsourcing all lead to the same result – no need for your product!!!

Find out how an ordinary (albeit talented) group of product developers managed to turn ordinary, destined-to-be-commodity products into extraordinary standouts.

Find out how you can, too.

The Product Differentiation Bootcamp

October 31-November 1, 2000 Chicago

www.ManagementRoundtable.com

The Product Differentiation Bootcamp is an exclusive gathering of industry practitioners and experts who will share practical methods for creating unique value.

While there is no single formula, innovation is not as elusive as it may often seem. The Bootcamp will demonstrate how you can exploit basic economics and human psychology to create meaningful differentiation in an over-crowded, rapidly moving marketplace.

Attendance is strictly limited to ensure a high level of individual question-answering, interactive discussion, and hands-on learning.

The Product Differentiation Bootcamp

October 31-November 1, 2000 Chicago

www.ManagementRoundtable.com

Meet the Experts



Conference Chairman

Peter Marks—Managing Director, **Design Insight**

Co-founder of the APEX (American Product Excellence) Awards, author, nationally recognized product development expert

"After the hoopla about the Web has subsided, we'll realize that the battle has always been (and still is) about differentiation. Traditional companies that have learned to leverage their strengths via the Web will be as strong or stronger than before. They'll vie with differentiated e-upstarts for market leadership. Undifferentiated companies, regardless of their *pre-e* or *post-e* origins, will be in dismal shape."

Peter Marks will set the stage for the Bootcamp, guide you through the two days, and will wrap it all up for us at the end.



Keynote

Robert McMath—President, **The New Products Showcase and Learning Center, Inc.**, co-author, *What Were They Thinking?*

Historically 8 out of 10 new consumer products fail after introduction in the American market. Some analysts believe the percentage of failure has climbed to 94%.

Looking back at some of the most spectacular new product winners and failures can be very valuable, though companies tend to bury their mistakes. Studying examples with a "hands-on" approach and seeking to understand "What Were They Thinking?" can offer a new perspective in successful product development.

McMath will discuss why so many new products fail — me-too's being a primary reason — and how you can avoid a similar fate.



Keynote

Jerry Gregoire—Former senior VP and CIO, **Dell Computer**

"Thanks to what the Internet is doing to price transparency, products are commodities and if you can think of some that aren't, just wait a couple of days... **Time will be the key differentiator** in the customer experience, and executing tasks in zero time will be the benchmark for organizations that hope to compete in a commoditized universe."

Jerry will discuss "Differentiate in Zero Time: The Difference is in the Business Model"



Ping Fu—Chief Technology Officer, **Raindrop Geomagic, Inc.**

With choice playing such a critical role in consumer-buying habits, mass customization is becoming increasingly evident in day-to-day life. When combined with the very latest digital technology, such as 3D photography, computer-aided design and rapid manufacturing, mass customization not only benefits the consumer, but it offers the manufacturer significant benefits as well: a high degree of product/service flexibility, reduced inventory risk and a competitive edge in the marketplace.

Ping Fu will discuss the latest 3D photography technology that is powering mass customization. Web visualization demonstrations for e-commerce and build-to-order examples for custom manufacturing will also be provided

Bryan Nesbitt—Manager of Advanced Design, **DaimlerChrysler**

Can a hot selling product be planned or does it just happen? How much can be attributed to design and aesthetics? Price? Understanding the psychology of customers?

Bryan Nesbitt will discuss "Launching Chrysler's PT Cruiser: A Hot Rod Leads to Hot Sales"

Julie McEntee—Director of Business Development, **Adobe Systems**

Whether you're downloading a tax form or a brochure from a web site, Adobe Systems' "PDF" file format has become ubiquitous and a virtual Internet standard.

Julie will share the techniques that Adobe used to create a virtual standard, and how they have leveraged that to make the Acrobat product line the fastest growing part of their business.

Elissa Lee—Research and Innovation, **Casio U.S. R&D**; &
Dev Patnaik—**Jump Associates**

Where do great products come from? This question has become even more clouded and urgent in the age of the Internet. Casio has had to redefine its products in a newly connected environment.

Lee and Patnaik's presentation, "Browsing the Web Through Your Toaster and Other Misnomers" will describe the journey that Casio has taken to ensure its watches and keyboards are still relevant in an era of Palm Pilots and MP3 players.

Betsy Westlake—Feminine Care Research, **Kimberley Clark**

In the race for market share consumer softgoods companies have launched an ever expanding array of life-enhancing products. However, retail shelf space to display these products is limited and consumer overload is growing. Differentiation allows tough choices to be successfully made.

Betsy will share how Kimberly Clark ensures its share of shelf space.

Harry West—PhD, Director of Research & Innovation, **Continuum**

Nowhere is differentiation more vital for leading marketers than in low price point product lines. This is where knockoffs and knockdowns can bite into market share. Differentiation through product innovation is the only effective insulation.

Harry will tell how the project morphed from protecting Master Lock from cheap knockoffs to reinventing the seemingly unchangeable padlock.

John D'Alessandro—Business Intelligence Manager, **Agilent Technologies**

Agilent Technologies has recently completed an opportunity assessment project that has looked comprehensively, and measurably, at the needs of its traditional R&D customer. This outcome-based assessment was carried out within a highly structured process called Market Driven Product Definition®, and it yielded a prioritized set of product-independent requirements to manage the internal development investment portfolio and direct acquisition and partnership strategy.

John will describe the prioritization process and its results.

Roy Schumacher—Vice President of Marketing, **Unity Systems**

The Internet presents an enormous opportunity to bridge products and services. Unity Systems has developed unique "smart home" technology, but sees the real potential in offering new services.

Roy will discuss how he and his group approach product/service differentiation in this emerging market.

Same old, same old?

Are you expending precious resources developing products with only a so-so chance of success? Why? Especially when you could:

- Avoid commoditization
- Build new revenue streams from untapped capabilities
- Increase market share and create new markets
- Earn premium margins

Don't just think about it – do something!

Come to reinvigorate your thinking and your approach

The Product Differentiation Bootcamp

October 31-November 1, 2000 Chicago

www.ManagementRoundtable.com

800-338-2223 or 781-891-8080

The Bootcamp will teach you:

- The underlying economic principles of the new economy, and how they relate to the rules of the old economy
- New ways to get at customers' unexpressed needs and wants
- To leverage the total customer experience —and how this will provide you with profound new opportunities for growth
- The role that basic human psychology plays in all purchase decisions, and how you can use this to increase sales and competitive advantage
- How to blend technology and services to create entire new markets and new sets of capabilities (a key ingredient of disruptive technologies).
- How to rejuvenate your product development process and know what risks to take
- How to compete in the e-world

Special Bootcamp Features

Does your product offer unique customer value? Will it fly in the marketplace? Are you crazy – or not crazy enough? What would make your product idea a sure winner?

The Differentiation Challenge

If you would like to get expert feedback on one of your company's product concepts (past, present or future), we invite you to take the Product Differentiation Challenge. A panel of top product development experts will review your concept and conduct a case analysis with Bootcamp participants. The exercise will reveal key processes and methods to use in defining a strongly differentiated product – it will not be just about the product per se.

Volunteers should indicate interest in advance of the Bootcamp to allow the faculty to work with you. Only a few cases will be selected, and confidentiality will be protected. Please check the interest box on the registration form – it will not obligate you, but will help in planning.

Product Reality Check Reception

For more one-on-one feedback, you may bring your idea to Robert McMath at the Bootcamp Reception, and he and others will be on hand to talk with you personally. The feedback will be less detailed than the Challenge, and the format will loosely resemble waiting on line to tell Santa your wish list.

Pre-Conference Workshops

Workshop A - Market-Driven Product Definition

Proper product definition follows a structured process for gathering customer requirements, analyzing and solidifying uncertain information, translating data into product specifications and prioritizing features. This intensive workshop will teach you:

- How to conduct customer visits and interviews to capture the richest data
- Data analysis techniques that quickly sort and prioritize mountains of VOC information
- "Kano" methods for defining products for superior customer satisfaction

Instructor: Sheila Mello, Principal, Product Development Consulting, Inc.

Workshop B - Differentiation in the e-World

While the eWorld changes our opportunities for product and service differentiation, the underlying human principles remain the same. At this workshop, you will learn:

- The human reasons most new products fail. The single most important step to get it right
- The eight ways customers choose between competitive offerings
- The three subtle interactions of rational decisions and subconscious decisions that drive customer buying decisions
- More than fifty ways to leverage advances in e-technology for increased differentiation
- Three organizing principles behind Web sites to support increased sales and customer loyalty

Instructor: Peter Marks, Managing Director, Design Insight

Workshop C - Innovation @ Warp Speed

Traditionally, the process of innovation has been considered a "soft science" akin to "herding cats." Firms are forced to settle for fuzzy data that makes creating market-leading, breakthrough products a gamble at best. This workshop will teach you:

- How to eliminate the uncertainty and random nature of innovation and value creation
- Quantifiable tools that quickly enable you to minimize risk and predict market performance
- Charting and planning methods to identify and protect yourself from disruptive technologies

Instructor: Tony Ulwick, CEO, Strategyn

AGENDA AT-A-GLANCE

Visit our website for program updates

Monday, October 30

7:30-8:30 Registration and Continental Breakfast

8:30-4:30 **Pre-Conference Workshops A, B and C**

Tuesday, October 31

7:15-8:15 Registration and Continental Breakfast

8:15-8:30 **Setting the Stage: Roadmap for the Next Two Days**

Peter Marks, Managing Director, Design Insight

8:30-9:45 **Keynote Address:**

What Can Be Learned from Product Failures

Robert McMath, Co-author of What Were They Thinking

9:45-10:15 Break

10:15-11:15 **High Differentiation in a Low Price World: How MasterLock**

Unlocked New Profits in a Commodity Market

Harry West, Continuum

11:15 -12:15 **Product Lifecycle Management through Differentiation**

Betsy Westlake, Kimberly Clark

12:15-2:00 Networking Luncheon

2:00-3:00 **Operation Insight at Agilent Technologies**

John D'Alessandro, Agilent Technologies

3:00-4:00 **3D Photography/Moving Toward Mass Customization**

Ping Fu/Raindrop Geomagic

3:30-4:00 Break

4:00-5:00 **Launching Chrysler's PT Cruiser**

Bryan Nesbitt, DaimlerChrysler

5:00-7:00 **Product Reality Check Reception: What Are You Thinking**

Wednesday, November 1

7:00-8:00 Continental Breakfast

8:00-9:00 **Building New Revenue by Creating a Virtual Standard**

Julie McEntee, Adobe Systems

9:00-10:00 **Browsing The Web Through Your Toaster And Other Misnomers**

Elissa Lee R&D, Casio and Dev Patnaik, Jump Associates

10:00-10:30 Break

10:30-11:30 **The Internet as a Platform for New Services**

Roy Schumacher, Unity Systems

11:30-12:30 **Keynote Address**

Differentiate in Zero Time: The Difference is in the

Business Model

Jerry Gregoire/ former VP and CIO of Dell Computer Corporation

12:30-1:45 Luncheon

1:45 - 3:15 **The Differentiation Challenge Panel**

3:15-3:30 Conference Wrap-Up

Registration Information

Conference Venue

The Wyndham Chicago, 633 North St. Clair Street, Chicago IL 60611. Please call the hotel at **312-573-0300** for room reservations, and mention Management Roundtable to receive the special rate (on space-available basis).

Program Fees:

The 2 day conference is \$1495 and includes breakfasts, luncheons, networking reception, refreshment breaks and the conference proceedings. Teams of 3 receive a \$100 discount each. Alumni of Management Roundtable conferences or seminars or subscribers to the *Product Development Best Practices Report* may subtract an additional \$100 from their total.

The Pre-Conference Workshops are \$595 for conference participants or \$895 as a standalone session. Fee includes all materials, breakfast, lunch, and refreshment breaks.

100% Satisfaction Guarantee:

Registering for the Product Differentiation Bootcamp is risk-free. If you are not satisfied with the program, let us know and we will return your entire fee.

Registration Form

Please accept the following registration(s) for:

- 2-day conference - **Product Differentiation Bootcamp**
 Pre-conference Workshop: A B C
 I am interested in entering the *Product Differentiation Challenge*

Photocopy this form for additional registrants - please type or print clearly

Name (Mr/Ms) _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Country _____

Phone _____

Fax _____

E-mail Address _____

Payment Method (Amount \$ _____)

Check enclosed, payable in US funds to *Management Roundtable*

Please bill my    

Account # _____ Exp. _____

Signature _____

Please bill my company, PO# _____

Four Easy Ways to Register!



E-mail and On-line Registration:

registrar@roundtable.com *or* www.ManagementRoundtable.com



Fax this form to: 781-398-1889



Mail to: Management Roundtable

92 Crescent Street

Waltham, MA 02453



By Phone: 1-800-338-2223 or 781-891-8080 (9-5:30pm EST)

Registration Code: WEB_DOWNLOAD