

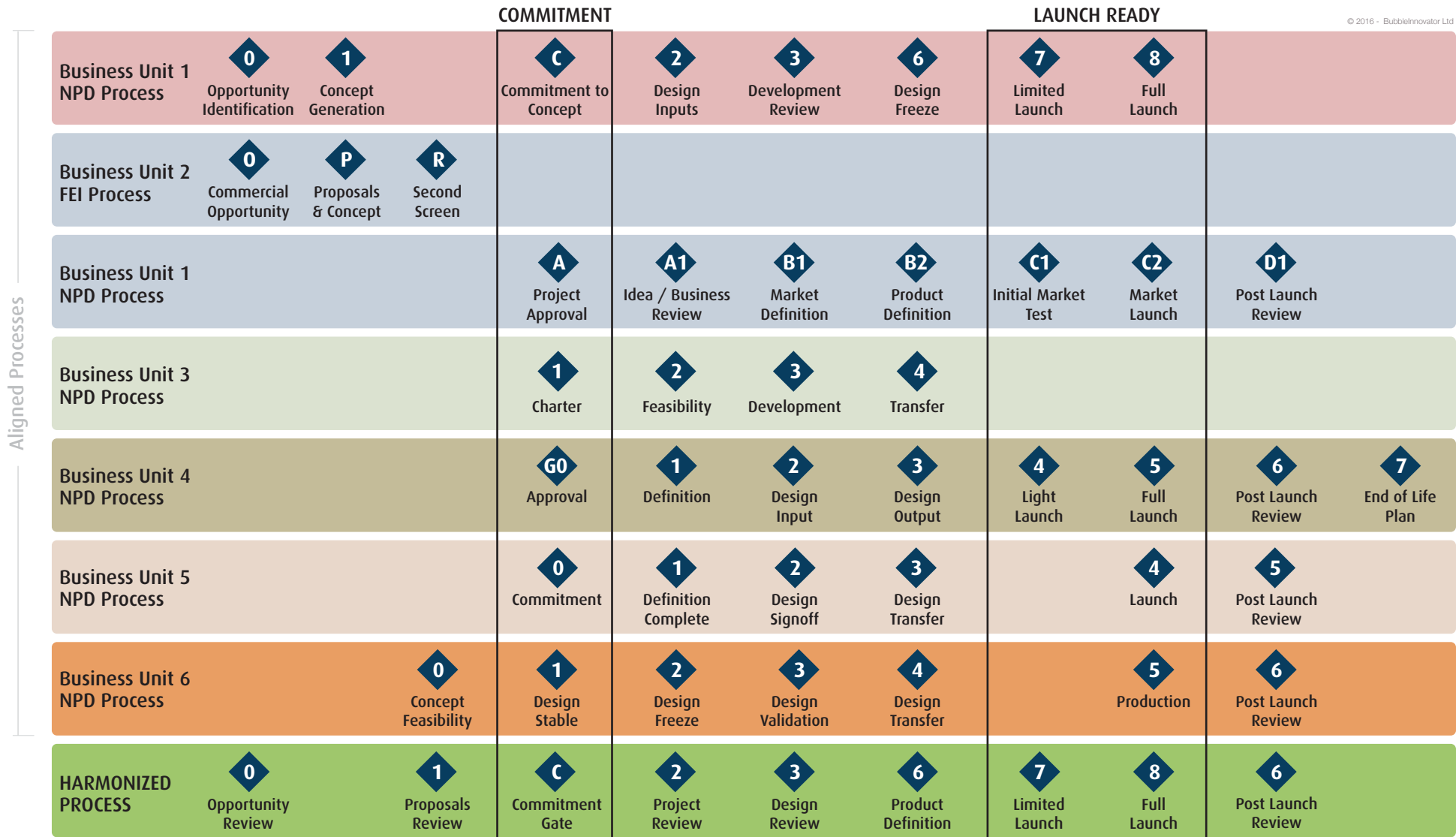
Combining New Product Development Processes

Example of Aligned and Harmonized Gates

When two or more Product Portfolios come together, through M&A or other activity, product development processes can be misaligned as far as Phases and Gates are concerned. In this state, it often seems impossible to harmonize language, definitions and activities, but commonality can always be found once you're clear on what you're fundamentally committing resource to at each gate.



INNOVATION STARTS HERE



Note: This is an illustrative example of a hypothetical harmonized gate process. No connection to actual companies / processes are implied or evident.

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