Combined cost & performance benchmarking: a new frontier

Benchmarking across the product lifecycle

Combined cost and performance benchmarking – a unique offering that allows a strategic alignment across product roadmap, design engineering, and marketing.

Gain competitive advantage
View from all angles
Build a comprehensive, cross-departmental strategy

BEFORE BUILD | DURING BUILD | LAUNCH | LIFE

Know more about what to build, why and how.

Confidently understand which components to use with validated.

Gain unique insight on market placement, and competitive comparison.

Use unprecedented knowledge of ongoing performance for competitor positioning and future NPI.

Benchmarking across the product lifecycle

Combined cost and performance intelligence in real life: select the right components and equipment for your unique needs

Understand features, performance, standards, material grades, and the market in order to deliver performance and fair cost.

Benchmarking across the product lifecycle

Before build | During build | Launch | Life

Product ideation:
‒ Key component selection
‒ Cost perspective
‒ teardown

Industry landscape assessment:
‒ OEMs
‒ Devices
‒ Features
‒ Trends

Lifecycle inputs:
‒ Cost perspective
‒ teardown analysis
‒ sourcing analysis
‒ supply chain analysis

Lifecycle benchmarking:
‒ teardown component differentiation
‒ Performance driver analysis
‒ Qualitative discussion of variance trends

Product specifications and performance metrics
‒ framework
‒ network performance analytical and testing of:
‒ voice networks
‒ business networks
‒ public networks

Data from live, real-world testing:
‒ Marketing
‒ Consumer positioning

Real-time performance testing in the always-on world:
‒ Timely market feedback
‒ Design improvement for next product iteration

Embeddable crowd engine collects real-time measurements from real users

Benchmarking across the product lifecycle

Fully understand competitive comparisons

Assembly | Switches | Component count | Cost structure | Performance | Reliability

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Benchmarking across the product lifecycle

A continuous improvement cycle

Ready to learn more? Contact us today:
inforootmetrics.com