



Case Study

NPD Velocity Increase

New Product Development Process Acceleration

Client Situation:

In the electronic materials field, the semiconductor industry drives a very rapid rate of technology adoption, requiring a steady stream of new products from materials suppliers. A critical product development team was struggling completing the materials and process development of a complex flip-chip multilayer substrate.

Client Problem:

The team was fragmented and lacked focus. The team had the “right people on the bus, but they were sitting in the wrong seats” or were doing too many different tasks. The team did not have a clear vision of success and a well defined project plan to achieve results.

InnoCentrix Solution:

Performed a careful skills/talents evaluation for each team member. Developed clearly defined goals and objectives for each team member and reorganized the team to align individual skills with team deliverables. The entire team participated in developing the project plan to ensure buy-in. The team held a weekly 1 hour meeting to report on actions items (completed and new action items). The team used careful design of experiments (DOE) to accelerate experimental learning and process improvements.

Client Benefits:

Within 6 months increased the pilot-line manufacturing yields from 30% to over 90%, improved electrical test yields from <10% to 70%, and enabled a 90% pass rate on key reliability testing.

Testimonials

Associate Research Director, Fortune 100 Company –

"InnoCentrix has the ability to align business leaders, sales and marketing, and technologists to define a new product opportunity, develop a scientific approach, conceptualize, and lead the development and commercialization activities. In my 25 years of industrial research management, I encountered few who could do this as well as InnoCentrix."

Vice President of Technology, Fortune 100 Company

"I selected InnoCentrix because they have a strong focus on the commercialization process and the requirements to drive a research concept to a profitable business. This unique skill provides them with the leadership and courage to identify the key strategies for a business to grow and prosper."

Director of Marketing, Fortune 100 Company –

"InnoCentrix provided us with valuable insight into a high growth emerging market opportunity in electronic materials. They outlined the technical requirements to successfully enter the market and offered a detailed description of the material modifications and testing required. Their unique combination of technical and business expertise was extremely valuable to our team."