

TECHNOLOGY LANDSCAPING

Make the best decisions possible with in-depth analysis and technology insights in the pursuit of new markets, emerging technologies, or new manufacturing strategies.

Committing to a new technology can be a game-changing decision. Because of the speed at which technology changes today, making the right technology choice is critical to success. When you need a thorough, in-depth view of a technology space in order to make the right decision, choose NineSigma's Technology Landscaping™ service. NineSigma Technology Landscaping identifies trends, gaps, areas of overlap, and assesses the technical maturity of potential solutions as they relate to your unique needs.

Strategic Decision-making Powered by In-depth Analysis and Technology Insights

Technology Landscaping simplifies complex issues and assesses a range of technology questions including readiness, fit with performance and maturity requirements, as well as regulatory and product comparisons. This information is used to prioritize focus areas and make recommendations on where to place technology investments to meet your business demands.

WHEN SHOULD YOU USE TECHNOLOGY LANDSCAPING?

When you need to...

- » Improve performance or seek ideas, processes or technologies from other sectors
- » Evaluate potential technology investments and determine which path offers the greatest return
- » Assess complex regulatory, competitive and technology factors
- » Consider alternative ways of approaching a problem when a shift in the market occurs



Technology Landscaping uses visualization tools including MindMaps and custom-developed, visually-oriented matrices to assess the technology area of interest. Throughout this process, we'll provide a number of deliverables, including:

- » The search strategy
- » Technology categories and key players
- » Summaries of key findings and trends
- » Detailed technology opportunities
- » Recommendations for possible paths forward

Project timing is typically 8-12 weeks, but can vary depending on the scope of the need and the depth of analysis required.

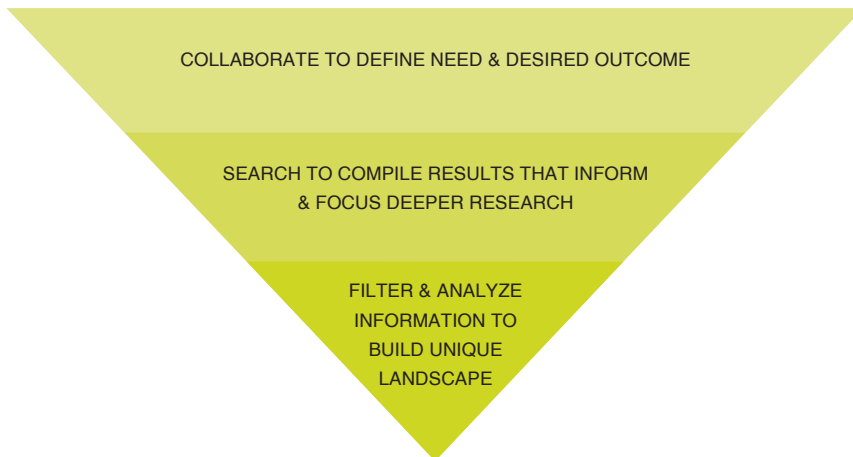
The NineSigma Advantage

Our approach is unique because we apply a proven open innovation methodology to uncover new sources of data and information and then translate that information into strategic, executive-level recommendations. Insights into market and technology trends are derived from our technical analyses as well as NineSigma's proprietary global Knowledge Base, which spans industries and technical disciplines. The Knowledge Base gives us access to emerging and established

technologies and capabilities all over the world to quickly guide our search into new and different areas and present actionable recommendations to our clients. Our team of researchers delivers comprehensive materials in formats that are fully customized to the client's need. Combining knowledge from both public and private sources as well as our ability to tap into the global innovation community, lets us create a wider, deeper analysis than our clients might find elsewhere.

KEY BENEFITS OF TECHNOLOGY LANDSCAPING:

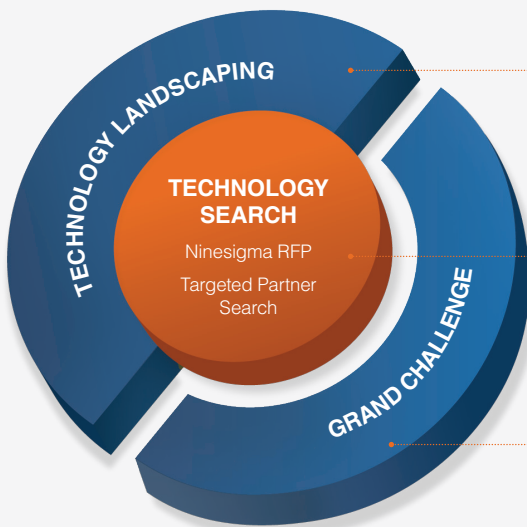
- » Distills broad technology domains into actionable priorities
- » Translates relevance of emerging technology to existing products or markets
- » Assists you in understanding the implication of enabling technology
- » Connects seemingly unrelated technology areas
- » Uncovers paths to potential solutions or outcomes not previously considered



"NineSigma's Technology Landscaping helped us confirm that we were knowledgeable about most of the commercialized technology in our area, but it also helped us identify key players and universities involved in emergent technologies of which we had a marginal understanding. The Technology Landscaping assessment enables a market leader to forge ahead with confidence."

- AYANA JOHNSON, OPEN INNOVATION MANAGER, MEADWESTVACO BEAUTY & PERSONAL CARE AND HOME & GARDEN

ABOUT NINESIGMA'S CORE SERVICES





TECHNOLOGY LANDSCAPING: Provides an in-depth assessment of a technology area to identify and evaluate the current and future state of relevant technologies as they are being developed across industries. Identifies development partners, potential competitors or new white space opportunities and can accompany a NineSigma RFP or Targeted Partner Search.

TECHNOLOGY SEARCH: Enables companies to reach far beyond their existing capabilities and networks to find new and breakthrough approaches to their innovation challenges. A solution seeker can use a NineSigma RFP where a range of solutions is desired or a Targeted Partner Search where a small number of vetted partners are needed and time is a critical factor.

GRAND CHALLENGE: Engages diverse technical and stakeholder communities with a compelling prize strategy and integrates strategic PR and marketing to identify breakthrough, transformative opportunities.

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