The Tinker's Toolbox - Andy Zynga of NineSigma on Product Development

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Hosted by Alix Paultre, the Tinker's Toolbox is the Advantage Design Group's web-based interview show where we talk about the latest technology, components, and design issues for the electronic design engineering community.

In today's podcast we talk to Andy Zynga of NineSigma (www.ninesigma.com [1]) on Product Development issues in the design community. NineSigma provides organizations with external innovation resources and enables them to share knowledge to accelerate the development cycle, with a global network [2]of solution providers and an extensive database that spans industries and technical disciplines.

Right-click to download the podcast [3]

Here is a link to the podcast in case the playback button is inoperative: Andy Zynga Interview [4]

Here is a recent press release from the company:

NineSigma, the leading worldwide provider of innovation services, today announced that 43 of its clients have been named to the Thomson Reuters 2011 Top 100 Global Innovators list.

According to Thomson Reuters, these organizations demonstrate an exceptional “commitment to progressing innovation globally, to the protection of ideas through intellectual property management and to the commercialization of inventions.” As a

result, they are fueling innovation, job creation and economic expansion.

“Innovation is increasingly becoming a differentiator in our competitive global economy, and we are pleased to contribute to the success of these top companies,” said Andy Zynga, CEO of NineSigma. “The organizations that lead their industries will continue to be those that most effectively capitalize on solutions and knowledge that reside within and outside their companies while finding ways to move faster with less risk.”

Embedding innovation into their strategies is improving the value that these NineSigma clients are providing to their shareholders, as well. For example, the Market Cap Weighted Average revenue of the Top 100 grew 12.9 percent in 2010 over 2009, and this was over five percent more than the S&P 500. Nearly three-quarters of Top 100 companies that are publicly traded also enjoyed an increase in their stock price. In addition, these top innovators added more than 400,000 jobs last year.

Criteria for inclusion in the Top 100 included success patenting inventions, protecting these inventions in major world markets, the influence and impact of their innovations, and the volume of innovative patents they achieved.

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Links:
[1] http://www.ninesigma.com
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