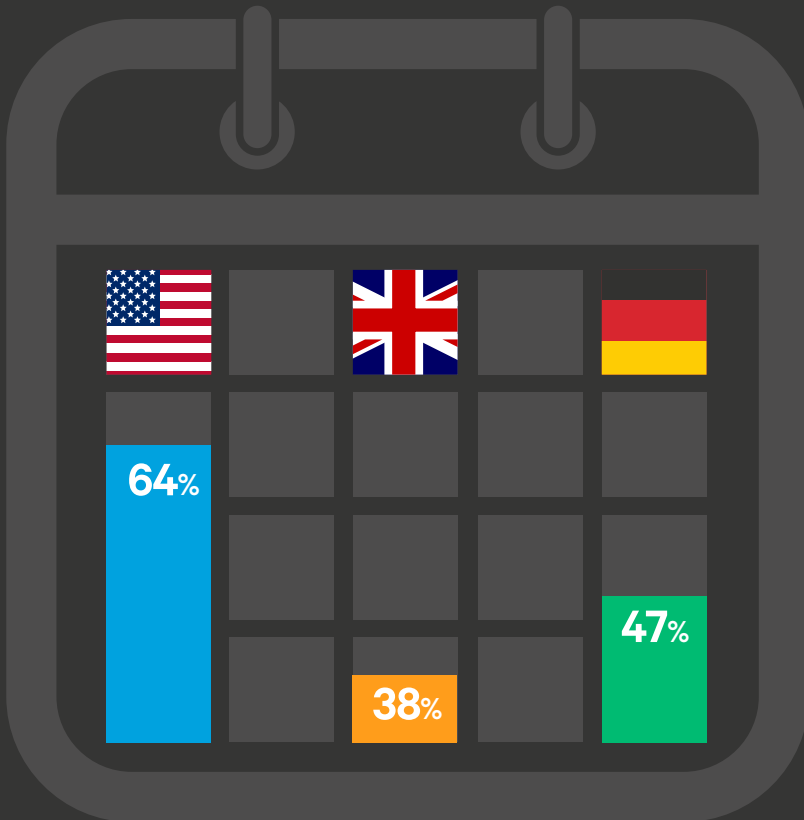




Innovate or Perish

US organizations innovating faster and more widely than European counterparts:

64% of US organizations take up to six months to bring new products to market – only 38% of British and 47% of German organizations can achieve this goal



Research Methodology

The research was commissioned by Automic and conducted by Vanson Bourne among 4,400 individuals in four countries: France, Germany, the UK and the US. This included 4,000 (1,000 in each country) consumers across a broad demographic profile, and 400 senior business and IT leaders (100 in each country) in the energy and utilities, financial services, retail and telecommunications industry sectors.