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**CONTACT:**

Clay Adams

RSG, Inc.

(802) 295-4999 x107

[cadams@rsginc.com](mailto:cadams@rsginc.com)

<http://www.rsginc.com>

**Resource Systems Group, Motorola to present at PDMA's 2005 International Conference.**

White River Junction, VT — October 2005 — Steve Lawe of Resource Systems Group (RSG) will present a case study at the Product Development and Management Association's 2005 International Conference in San Diego later this month. The case discusses the user trial feedback system he developed with Motorola, a tool that facilitates the exchange of information across product testers, engineers, and other stakeholders. Spurred by the revival of Motorola's Six Sigma culture, the web-based feedback system helps the organization find, prioritize, and fix defects prior to release and to measure and focus on key metrics that promote product quality from the perspective of the consumer experience.

Lawe, RSG's Director of Technology, has collaborated with Motorola to develop a tool that bridges the gap between how consumers and product engineers view product quality issues. "One of the key challenges in building this system has been translating how the consumer experiences the product into terms and metrics that can be understood and applied by the engineering teams," Lawe said. Building from the consumer's experience is a cornerstone of Six Sigma, a fact underscored by the primary involvement of Consumer Insights & Intelligence. The system produces accurate, organized feedback from users, and the information is used to benefit everyone from product and software engineers to call centers to account teams.

RSG and Motorola will share their learnings at the PDMA's International Conference, which runs from 22-26 October. PDMA is the premier global advocate for product development and management professionals, with nearly 2500 members located across 43 countries. Other presenters at the conference include Dr. Michael Treacy, author of "The Discipline of Market Leaders", as well as product development leaders from IBM, Intel, Clorox, Dow Corning, and FedEx.

*[RSG, Inc.](http://www.rsginc.com) is a leading consulting and market research company that was established in 1986 to advance the state-of-the-practice of market research while providing reliable, fact-based market intelligence. Based in White River Junction, Vermont, the firm has conducted several hundred market studies throughout North America, South America, Europe and Asia. RSG is comprised of five practices that share a core quantitative competence and common analytical tools, with specializations in transportation, the environment, technology, advanced market research, and market-based business consulting.*

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