

# Choose the Right Investments | Create Long-Term Value

**Corporate investments largely define a company's future. So why is capital planning so often conducted ad-hoc, with unwieldy and inaccurate processes—and why is it so hard to keep investments aligned with company strategy?**

Make the right investment decisions, and do so more easily, when you:

1. Make your planning as strategic as your investments
2. Integrate investment planning with traditional budgeting and forecasting
3. Gain visibility into investment performance



**The challenge: You have tactical tools for a strategic job.**

Without tools specifically for planning strategic investments, Finance has to force-fit FP&A solutions plus spread-sheets to do the job. But this doesn't provide the business context you need to understand investments' business impact, just like the numbers provided by the LOB are without context when rekeyed into the financial system. Other shortcomings: errors, no version control, inconsistency, accountability, and lack of true analytics.

**The challenge: Your plan is valid – now it isn't.**

It's taken months, and thousands of man-hours but you've published The Plan. Investments are in line with growth objectives, revenue and spend numbers will help the company meet its targets. The LOBs, in turn, have built budgets to meet those numbers. A few months later comes a surprise competitor announcement, and your plan and all its dependencies fall out of strategic alignment. And you're back to the drawing board.

**The challenge: It's hard to prove downstream performance.**

Your tools for ensuring investments are on-target are rarely up to the task of adjusting costs and benefits as investments are executed. Compounding the challenge, the tools you do have often use old and inaccurate data, or they're hard to use, or the answers they provide have to be painstakingly arranged into a framework that works for all your various audiences – or all of the above.

**The answer: Planview Enterprise® for a strategic view.**

Planview Enterprise replaces this expensive tactical approach with a strategic planning platform that easily integrates with the budgeting and planning tools of EPM/CPM systems, as well as ERP, GL, and other financial systems. This provides Finance with an enterprise-wide view into the impact of investments. For the LOB, it automates the business/Finance feedback loop while eliminating massive spreadsheets and rekeying of data, mitigating errors and inefficiency. And for the company, it provides a single source of real-time data for all investment-related information, eliminating accountability and version control issues.

**The answer: Planview Enterprise to streamline your planning process.**

Create plans consistent with corporate strategy and adapt them quickly, not recreate them, when conditions change. Planview Enterprise easily integrates with your finance and enterprise applications, and ensures that LOB investment plans are seamlessly imported with all relevant information intact. Along with powerful what-if scenario building capabilities that let you see the impact of potential changes before you make them, this cuts planning cycles by ensuring that you have access both to the most current and accurate numbers, and to the business context that gives meaning to those numbers.

**The answer: Planview Enterprise for complete visibility into investment ROI.**

Planview Enterprise serves up leading reporting and analytics in an easy-access portal integrated directly into its real-time planning and execution platform. You're just a click away from real-time data that tracks spend as it occurs and re-forecasts costs for fast, smart decisions. And everyone sees what they need to see it, in applications they use already, like Microsoft Excel, PowerPoint, and SharePoint, from the CEO to the LOB manager and everyone in between. Result: the entire enterprise can respond intelligently and replan nimbly when conditions change.

# Planview Enterprise® for Corporate Financial Planning

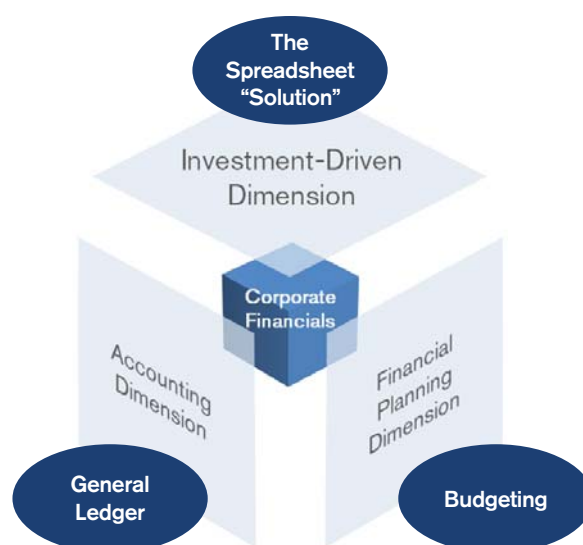
Choose the right investments for your company, understand their financial implications, and validate their return.

With a centralized view of all enterprise investments, you'll be able to:

- Establish consistent investment prioritization
- Streamline investment planning processes
- Get top-to-bottom visibility into performance
- Shorten planning and replanning cycles
- Translate business drivers into budgets and capital plans

Planview Enterprise is an end-to-end enterprise portfolio management approach that gives you the power to map your investments to company strategy.

Supported by leading process and analytics technologies, it's a complete solution built to the exacting specifications of Finance organizations, with leading-edge execution management built in for the LOB.



Planview Enterprise brings a new dimension to capital planning, integrating investment planning, traditional operational budgeting, and company strategy for the industry's most comprehensive approach.

*"Organizations must shorten the planning cycle by using a dedicated application rather than spreadsheets to support their (financial) planning processes." – Ventana Research*

*"Portfolio management should be used to ensure that risk-adjusted returns are in line with the firm's overall appetite for risk." – Forrester*



Choose the right investments and create long-term value for your company with Planview Enterprise for Corporate Financial Planning. Visit [Planview.com/Finance](http://Planview.com/Finance) today for demos, videos, and more.