

## PLANVIEW ENTERPRISE

### The End-to-End Portfolio Management Solution for the Enterprise

The enterprise environment is defined by change. Shifting customer needs, the competition, budget cuts, manpower fluctuations, and more – all can jeopardize your company’s ability to meet strategic objectives. Yet you must ensure that your organization delivers what your customers need on time and on budget, with the resources available.

What you need is a solution that helps you maintain balance between strategic objectives and execution to achieve the required result: drive revenue, cut costs, and mitigate risk.

Enter Planview Enterprise, the market-leading portfolio management solution that helps you drive towards success with confidence, while making the inevitable in-flight adjustments your environment requires.

- 20 years of innovation
- Close customer partnership
- Undisputed market leadership

The result: the Planview end-to-end approach to portfolio management



#### Planview Enterprise

Planview Enterprise® is the market-leading portfolio management solution from Planview. Portfolio management helps you optimize your business by balancing strategy against scarce resources – people and money.

Planview Enterprise components include Enterprise Portfolio Management for linking strategy with execution, Product Portfolio Management for maximizing the market impact of products, Ideation Management for amplifying the voice of the customer throughout products and services, Service Portfolio Management for managing the total cost of business service delivery, and Insight Analytics for accelerating informed business decisions. Planview Enterprise is available both in on-premise and hosted, Software-as-a-Service options, for optimal deployment flexibility.

Learn more at [www.planview.com/Enterprise](http://www.planview.com/Enterprise).

#### Use Planview Enterprise to:

- Align strategies with resources and funding
- Enhance control of delivery and resource assignment
- Easily share mission-critical information for better decisions made faster
- Optimize product portfolio roadmaps and delivery
- Harness customer ideas and get offerings to market faster
- Capture and manage total cost of services and provide cost transparency

Planview Enterprise is a comprehensive platform spanning and integrating *Ideation, Operational Planning, Execution Management, and Value Delivery*, underpinned with the *Performance Metrics* you need to keep things on track.

With critical insights into the full portfolio of projects, products, and services across the enterprise, you can:

- Maximize opportunity by balancing strategy with people and money
- Differentiate and build competitive advantage by driving innovation
- Create an agile, efficient, and unified organization
- Establish metrics to measure value

This true end-to-end portfolio management solution delivers the ability to anticipate and respond to changes, balance conflicting needs, and map new priorities to corporate strategy, to keep your enterprise agile and empower its innovation.

## Enterprise Portfolio Management: Integrate Operational Planning and Execution

**“Planview Enterprise gives us visibility into actual project costs, improves data integrity and availability, offers global visibility into work schedules, and resource allocations, and leverages industry best practices for internal process improvements.”**

– WellPoint

**“We are able to look at what we told the client we were going to do and evaluate the results. Thanks to Planview Enterprise, we are confident in the accuracy of our data. Our processes are now auditable, SOX compliant, and we can accurately demonstrate to our clients exactly how their money is being spent.”**

– Dyax

**“We now have portfolio management and resource capacity management with automated reports and metrics. This information gives us visibility into the status and cost of projects and keeps everyone accountable and helps us better allocate resources.”**

– University of Michigan

**“We knew what we needed – and Planview delivered. This has dramatically improved our productivity while eliminating wasteful spending, proving that the IT dollars spent are necessary and help contribute to the company’s goals.”**

– Hallmark Cards

Planview Enterprise – Enterprise Portfolio Management is an integrated enterprise planning and execution system. It empowers you to collaborate on and codify your operational plan, driving strategic priorities through project execution, by enabling you to efficiently allocate and dynamically manage money and resources. Get the complete view that helps you:

- **Optimize Investment Opportunities:** Analyze and manage risks, prioritize programs, and use scenario planning to prepare for economic and business uncertainty.
- **Improve Strategic Alignment:** Determine operational plans based on strategic business objectives and priorities that are aligned with the organization.
- **Synchronize Capacity with Requirements:** Balance resources with business demands, ensuring that your resource capacities support your business strategies.
- **Easily Manage Demand:** Manage projects and prioritize project requests from a centralized demand management location.
- **Effectively Manage Projects:** Speed time to delivery and value with the capability to scope, schedule, and execute work; leverage both traditional or Agile methodologies, as your organization prefers.
- **Forecast, Baseline, and Manage Financials:** Build plans with the right level of financial information for the right audience, and link activities, costs, and organizations for a better understanding of the true cost of delivery, value provided, and benefit received.
- **Manage Resources Efficiently:** Ensure the right people are available and assigned to do the right work, and reallocate them as warranted by opportunity and potential payoff.
- **Mitigate Risk:** Identify project requirements, manage the scope of work, and minimize the impact of risk and change.

**Planview Enterprise – Enterprise Portfolio Management meshes top-down strategic planning with bottom-up execution, enabling you to make better investment decisions to effectively drive revenue, cut costs, and mitigate risk.**

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## Insight Analytics: Share Interactive Analytics with Every Desktop

Accessible via the collaborative Analytics and Reporting Portal, Planview Enterprise Insight Analytics extends the rich portfolio management data in Planview Enterprise throughout your organization, delivering vital business information to every desktop. Insight Analytics delivers the benefits of:

- **An Interactive Decision-Making Platform:** Perform analysis of complex data sets through interactive drill-downs, what-if and trend analysis, and more, all with a click of the mouse.
- **Easy Sharing Across the Enterprise:** Disseminate analytics to the desktops of all stakeholders using Microsoft Office applications and SharePoint sites.
- **Powerful Out-of-the-Box Analytics:** Recognize value quickly with prebuilt, guided analytics and interactive dashboards for TCO, TCD, Work Management, Product Portfolio Analysis, Strategies, Resources, and more.
- **Flexible Extensibility:** Easily customize the OLAP technology to adapt to your specific processes and controls.
- **Granular Security:** Role-based security integration with Planview Enterprise ensures the right people have the right level of access.

**Planview Enterprise Insight Analytics delivers a powerful experience for stakeholders across the enterprise to view and interact with the deep data store supporting your Planview Enterprise applications.**

## Product Portfolio Management: Maximize the Market Impact of Products

Planview Enterprise Product Portfolio Management helps you boost your product pipeline by enabling more predictable execution through centralized product planning and financial transparency throughout product lifecycles. This will help you to:

- **Increase Revenue:** Get the advantage by bringing to market the optimal product mix – one that resonates with your customers and sustainability goals while it differentiates you from the competition.
- **Speed Time to Market:** Gain efficiencies by automating the product lifecycle and improving resource management.
- **Gain Financial Transparency:** Establish TCD by associating project financials to products, brands, and platforms.
- **Ensure On-Time Delivery:** Track and manage releases to better communicate priorities, release dates, and requirements, while minimizing resource overloads.
- **Communicate a Unified Operational Plan:** Publish an interactive roadmap that reflects what the organization can confidently deliver and when.

**Planview Enterprise Product Portfolio Management empowers you map both new products and enhancements to your enterprise objectives to create the ideal mix.**

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## Ideation Management: Generate, Evaluate, and Execute the Best Product and Service Ideas

Planview Enterprise Ideation Management helps you amplify the voice of your customer throughout your products and services. Generate ideas from the greatest number of internal and external customers ever, and shorten time to delivery with the optimal mix of offerings. You can:

- **Maximize Your Capacity for Innovation:** Drive innovation and value internally and externally.
- **Exponentially Extend Your Reach:** Increase brainstorming across the global enterprise and marketplace.
- **Objectively Measure Demand:** Know what market and management pressures really are to ensure you deliver value-creating offerings.
- **Evaluate Ideas:** Ensure ideas can be measured against strategy, resources, and cost.

**Planview Enterprise Ideation Management empowers you to automate and apply process rigor to the innovation process, enabling you to drive greater value than ever before from internal and external offerings.**

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## Service Portfolio Management: Manage the Total Cost of Services

Planview Enterprise Service Portfolio Management affords transparency into services, assets, and applications. Liberate funds for innovation when you improve decision making, increase understanding of costs across the enterprise, and reduce maintenance costs. You can:

- **Capture and Manage Costs:** Link services with related assets, labor, and applications to reveal the value of services, identify inefficiencies, and gain control of spending.
- **Optimize Applications:** Identify and eliminate low-value applications to dramatically reduce IT spending, simplify application infrastructure, and support enterprise architecture compliance.
- **Standardize Service Delivery:** Improve productivity, reduce workload, and eliminate service bottlenecks by developing consistent processes for delivering business services.
- **Drive ITIL Compliance:** Build process maturity and support ITIL initiatives with integrated service delivery best practices.

**Planview Enterprise Service Portfolio Management gives you control of business service spending, helping you to make strategic decisions about the use of technology and resources.**

## A Single Data Model: A Sound Platform for Decision-Making

Supporting Planview Enterprise is a single data model which offers:

- **Browser-Based User Interface:** Provide ease of use and access across your organization.
- **Proven Scalability:** Support organizations ranging from small departments to multinational enterprises.
- **Role-Based Security:** Ensure appropriate access to data with security that is created once for all of Planview Enterprise.
- **Use of Leading Databases:** Leverage Microsoft® SQL Server® and Oracle® databases for scalability and minimized support demands.
- **Development in Leading Technologies:** Microsoft .NET and Silverlight® technologies ensure the ability of Planview Enterprise to grow with your needs.

This consistent, secure, and role-based approach ensures you have the most reliable and comprehensive platform possible for enterprise-wide decision-making.

Planview Enterprise is your end-to-end portfolio management solution that gives you the ability to focus limited resources on higher-value work with improved visibility, with fewer redundancies, increased efficiency across the enterprise. Learn more today!

### Planview Enterprise – Enterprise Portfolio Management

Align programs to strategies and objectives

[www.planview.com/EPM](http://www.planview.com/EPM)

### Planview Enterprise Insight Analytics

Get interactive analytics in the Analytics Portal and share them with every desktop

[www.planview.com/Analytics](http://www.planview.com/Analytics)

### Planview Enterprise Product Portfolio Management

Maximize market impact of products

[www.planview.com/PDPM](http://www.planview.com/PDPM)

### Planview Enterprise Ideation Management

Generate, evaluate, and execute the best ideas

[www.planview.com/Ideation](http://www.planview.com/Ideation)

### Planview Enterprise Service Portfolio Management

Manage the total cost of services

[www.planview.com/SPM](http://www.planview.com/SPM)



For more than 20 years, Planview has been advancing the discipline of portfolio management, helping our customers change the way they manage people and money to make better business decisions. With a singular focus on portfolio management, Planview is the only company that combines customer-driven software, unmatched domain expertise, and proven best practices to solve each customer's unique business problems. For more information, visit [www.planview.com](http://www.planview.com).

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