

Deliver Innovative Products | Drive Bottom-line Results

Great products can redefine—and sometimes create—markets. They make customers reexamine their expectations.

A great idea becomes a great product only if you can:

1. Drive innovation fast enough to hit the market at the right time
2. Make smart decisions quickly and effectively
3. Plan and deploy your sparse resources right



The challenge: Getting innovation projects through the pipe on time.

Today's reality is innovation. But product managers must contend with so many challenges: management is often risk averse; budgets are tapped out; customers demand maintenance. And just getting approvals for innovation projects is half the battle. The other half is keeping those releases on track and communicated.

The challenge: Too much data, not enough information.

The siloed and error-prone spreadsheet is not the dynamic planning and execution tool you need to support decisions about your products and pipeline. And should a competitor announcement require a fast strategy shift, you need to be able to articulate speedy answers and communicate them quickly and in a digestible format to ensure the right decision gets made.

The challenge: Too many projects, not enough resources.

Managing capacity to demand and keeping resources utilized across maintenance and innovation projects has become for many a game of best guesses. When reality intrudes, in the form of a market correction, a competitor announcement, or simply a squeaky management wheel, this gossamer framework doesn't stand a chance, and you're forced back to square one.

The answer: Planview Enterprise® for speeding innovation to market.

Crowdsource the freshest ideas and vet them against capacity, goals, and strategies; get your financial in plan shape and keep budgets in line; and know exactly what maintenance is costing you vs. what it's bringing in. When supported with the right data, innovation projects can be greenlighted. From there, it's all about timing. Planview Enterprise has the tools you need, like dynamic release management that enable on-time delivery, and interactive roadmaps that show what you can deliver and when.

The answer: Planview Enterprise for fast, fact-based decisions.

Get leading reporting and analytics in an easy-access portal integrated into this planning and execution platform. You're just a click away from the information you need to make fast, smart decisions based on real-time data. And everyone sees what they need in exactly the format they need to see it, from the CEO to the development team and everyone in between.

The answer: Planview Enterprise for the right person at the right place.

With the industry's best resource planning and management tools, Planview Enterprise helps you get the right person on the right job. Strategically, align capacity with demand to plan resources to the highest-value work. Operationally, manage your developers' daily tasks, move them where the impact is greatest, and develop a meaningful skills pipeline.

Planview Enterprise® for Product Portfolio Management

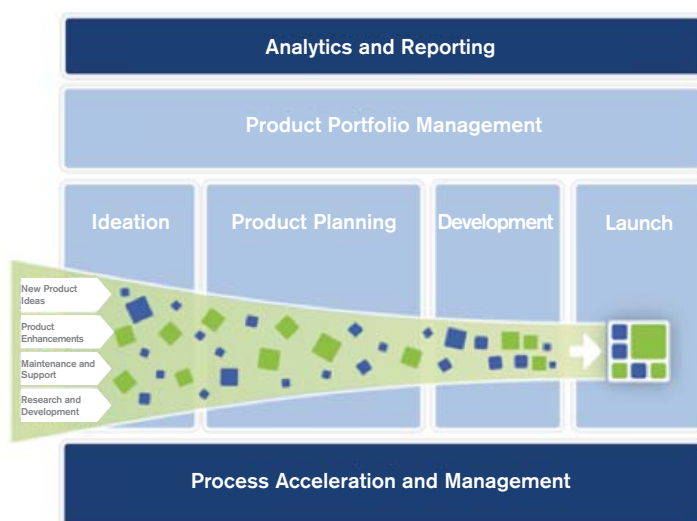
Turn the voice of the customer into ideas, and ideas into products and enhancements that hit the market at the right time and cost.

Plan your roadmap with confidence by analyzing it for:

- Product gaps and overlaps
- Market need
- Technical feasibility and capacity
- Risk and revenue rewards
- Competitive differentiation
- Sustainability
- Brand impact and more

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

Supported by leading process and analytics technologies, it's a complete solution built to the exacting specifications of product development organizations.



You need to incrementally innovate current products while you develop your next breakthrough. Planview Enterprise was designed to be applied reliably and repeatably to new products and enhancements, maintenance of current offerings, and to R&D efforts.

“By aligning innovation and corporate strategy, companies are more likely to achieve competitive success, market differentiation, and higher margins.” – The Global Innovation 1000

“Companies that are best in class at product portfolio management are four times more likely to achieve margin premiums of 75% or higher for new products.” – Aberdeen Group



Deliver innovative products and drive bottom line results for your company with Planview Enterprise for Product Development. Visit Planview.com/ProdDev today for demos, videos, and more.