

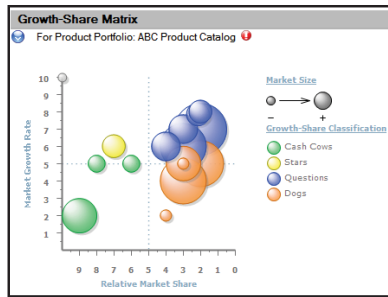
# Product Datasheet

## PRODUCT PORTFOLIO MANAGEMENT

### Maximize the Performance of Your Product Portfolio

According to Dr. Robert Cooper, Co-Founder of Stage-Gate®, Inc., only one in four development projects succeed.<sup>1</sup> He says that in order to win when developing new products, you must:

1. Do products right
2. Do the right products



With Planview Enterprise, you know at a glance which products to invest in, enhance, or sunset

The Planview Enterprise® portfolio management solution gives you the tools you need to maximize the performance of your product portfolio. Planview Enterprise Product Portfolio Management applies portfolio management principles to the product development process. This enables more predictable execution through centralized product planning and financial transparency throughout product lifecycles.

With Product Portfolio Management, product development and product managers can align product roadmaps with the strategy of the business to **increase revenue, grow market share, and reduce costs**. Change drivers such as the economy, regulations, competition, and new ideas impact business decisions, requiring you to be able to respond with agility.

### COLLABORATE ON A PRODUCT DEVELOPMENT PROCESS

With Product Portfolio Management, you can create a product management system of record, which is developed and modified through the collaboration provided via embedded Microsoft® SharePoint® desktop capabilities and Planview Enterprise content management. Product and development managers have a consistent view into the product catalog with detailed, hierarchical information about product lines and their products, status, lifecycle stage, shared components, development cost to date, and more.

With Release Planning and Roadmapping capabilities, organizations have a central location for the interaction of all relevant parties to agree upon and publish the product and technical roadmaps and release schedule.

With a clear picture of the entire product portfolio, you can:

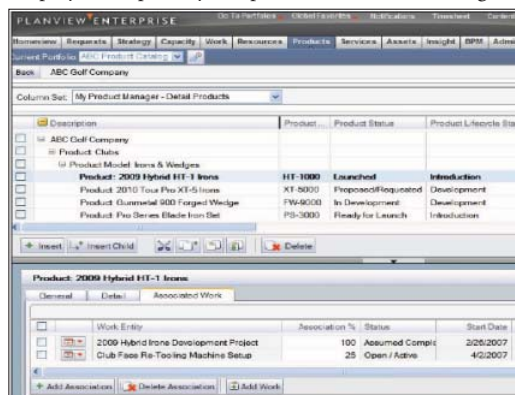
- Ensure that products align with the organization's overall strategy and brand
- Make trade-off decisions on which products to develop, enhance, or sunset
- Manage product releases more easily

### INCREASE REVENUE BY IMPROVING DECISION MAKING

Planview Enterprise Product Portfolio Management helps you improve your product decision making and development performance to achieve higher revenues. Having historical information on the cost and effort to get a product to market is valuable information that can drive efficiencies and improve time to market for future products. Portfolio management also facilitates the establishment of an effective innovation pipeline, which leads to increased revenue opportunities.

The adjacent figure illustrates how you can:

- Distribute development costs among products
- Roll up project effort and costs to products and product lines
- Articulate the project development schedule and how it will impact product delivery



Easily and quickly drill down to product detail

### Planview Enterprise

Planview Enterprise® Product Portfolio Management is an integrated component of Planview Enterprise, a market-leading portfolio management solution.

Portfolio management helps you optimize your business by balancing strategy against scarce resources – people and money. Other components of Planview Enterprise include Enterprise Portfolio Management for linking strategy with execution, Service Portfolio Management for managing the total cost of business service delivery, Insight Analytics for accelerating informed business decisions, and Business Process Manager, for improving organizational performance and requirements auditability. Planview Enterprise Product Portfolio Management enables organizations to align product roadmaps with the strategy of the business.

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

### Product Portfolio Management makes it possible to:

- Centralize product planning and development through a product management system
- Mitigate the risk in delivering quality, customer-focused products to market faster and cheaper
- Increase revenue through efficiencies gained in automating the product lifecycle
- Track and reduce costs of product development and delivery

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.

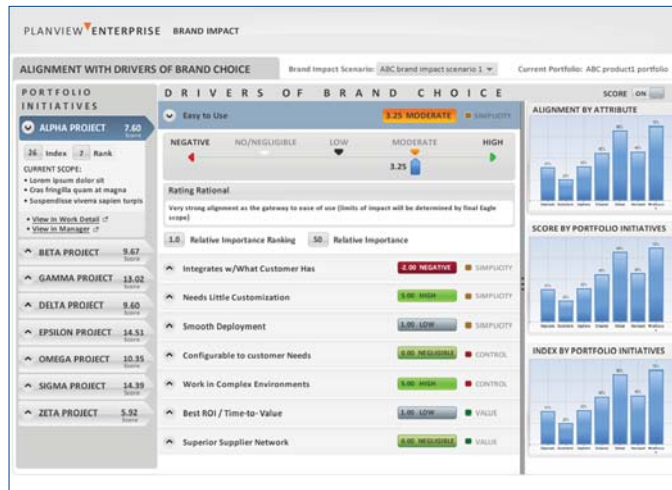
-Aberdeen Group

## DIFFERENTIATE YOUR BRAND FROM THE COMPETITION

Integrating exclusive intellectual property from Strategic Harmony®, Planview Enterprise uniquely delivers the ability to maximize the value of your portfolios by extending traditional portfolio analysis capabilities to align with brand preference and competitive impact as drivers for optimizing products, features, and projects.

Create offerings that resonate with your customers and strategically differentiate yourself from the competition by evaluating and scoring your product portfolio against drivers of brand choice – what your customers look for in your offerings and your brand – and against the background of the competitive landscape. You get the ability to:

- Objectively measure market and management demands for new products and enhancement
- Determine customer experience and competitive landscape metrics to make intelligent product decisions
- Evaluate the current portfolio against the competition and against proposed changes



Including the analysis of brand impact in plans makes them responsive to the market

## ENSURE ON-TIME DELIVERY WITH RELEASE MANAGEMENT

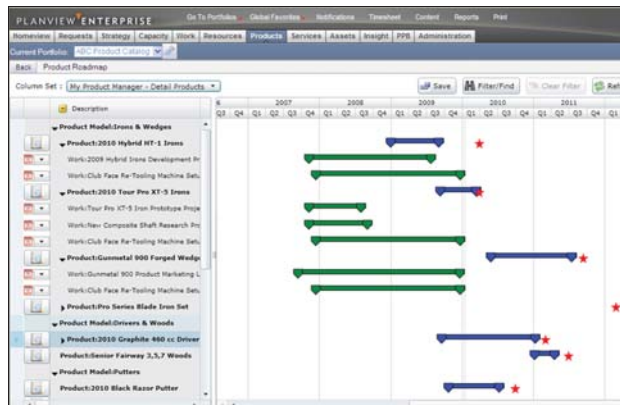
Release Management allows your organization to track and manage releases and their associated products and projects to drive revenue. By understanding date dependencies between various releases, projects, and products or applications, organizations can ensure on-time delivery.

Additionally, product and application owners can plan product and resource requirements in the context of a release, which helps to communicate priorities, release dates, and product requirements and eliminate resource overloads.

## PUBLISH A ROADMAP TO BUILD COMMITMENT TO STRATEGIC GOALS

Product Portfolio Management enables the publishing of interactive roadmaps that reflect what the organization can confidently deliver and when. A roadmap is a plan that graphically plots specific products and technology components on a timeline for launch. The roadmap is designed to help the organization achieve organizational objectives, such as revenue targets and market penetration.

This empowers organizations to develop, review, change, approve, and communicate the roadmap, increasing visibility for all stakeholders in the execution of strategic objectives to accurately predict and hit forecasted revenue. Roadmapping provides a visual framework to help plan and coordinate product and technology development and allows organizations to reach cross-departmental consensus on a plan to achieve organizational objectives and the work required to satisfy those objectives.



Interactive Roadmaps reflect what the organization can confidently deliver and when

It's not just large numbers of products and projects that drive the need for product portfolio management; it's global competition and time to market.

-AMR Research

## DRIVE THE PRODUCT LIFECYCLE WITH ACTIONABLE ANALYTICS

You can instantly access product analytics like a growth-share matrix, SWOT analysis, treemaps, a product bubble chart, and idea-to-launch process stage through Product Portfolio Management and ensure that you heed Dr. Cooper's call to "Do the right projects" and "Do projects right" throughout the product lifecycle. You can track the progress of and manage a product as it moves from idea to launch to sunset with Stage-Gate®, PACE®, or any other gated processes.

Integrated product charts and dashboards with configurable variables are available for product comparison and decision making. Now, you can quickly examine and take action based on financial plans, the Total Cost of Development (TCD) to date, product roadmaps, and resource assignments.

## PROVIDE TRANSPARENCY INTO THE TRUE COST OF PRODUCT DEVELOPMENT

To effectively manage the product portfolio, you need to know what the costs are to develop new products and maintain existing ones. By associating project labor and other spend to each product or enhancement in the portfolio, costs for products can be rolled up to product lines, to brands, or to components to determine TCD.

Executive management can perform top-down financial planning and distribute development budgets by product, product line, and brand. Product managers can then associate development and marketing projects to products, submitting requests for product funding from the bottom up. Organizations can then pull variance reports for roadmap and budget negotiation.

After the product roadmap has been established, product managers can capture the TCD from ideation to retirement by consolidating all expenses – labor and non-labor – in the Planview Enterprise system. Actual costs vs. planned costs can be tracked. These capabilities enable you to maximize development budget utilization and accountability by seeing all work, capital, and other costs associated to each product in the portfolio, as seen below.

Description	Produ...	Association	Total Projected Reve...	Total Costs	Next Year R
ABC Golf Company					
Product: Accessories					
Product Model: Gloves					
Product: 2011 Microfiber Junior's Glove			33,890,000	4,084,486	18
Product: Susan G Komen RFTC Lady's			13,165,000	12,110,700	4
Product: Weathersoft Men's Glove			23,850,000	16,466,858	6
Product Model: Head Covers					
Product: College 3-Pack Wood Cover			11,250,000	5,127,174	2
Product: NFL Team Head Cover Set			11,824,500	10,996,689	4
Product: Balls					
Product Model: Commercial					
Product: Lady's FLIGHT Ball					
Work: Dual Core Golf Ball Design Pri 0000050		25.00%	156,250	435,853	

Product financial planning summary in Product Portfolio Management

## START MANAGING YOUR PRODUCT PORTFOLIO TODAY!

Planview Enterprise helps product development organizations create a balanced product portfolio that corresponds with innovation strategies, rank and prioritize products according to Efficient Frontier and other investment analysis approaches, deliver products to the market that drive revenue, and apply the discipline of portfolio management to the product development process. Product Portfolio Management:

- Facilitates product development through a collaborative product management system
- Increases revenue by applying the discipline of portfolio management to product development
- Drives the product lifecycle with actionable analytics
- Provides transparency into the actual cost of product development

Learn more about Planview Enterprise for Product Development today at [www.planview.com/PDPM](http://www.planview.com/PDPM).



For 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.

Planview Enterprise®, a market-leading portfolio management application suite, with Planview PRISMS®, the knowledge base for accelerating organizational change, and Planview Process Builder™, for process modeling and management, delivers measurable business results for IT management, product development organizations and throughout the enterprise. As an independent, trusted partner, Planview is committed to interoperability with key management systems through the Planview OpenSuite™ integration product line. Industry leaders such as Citi, BP, and EDF, rely on Planview to drive revenue, mitigate risk, cut costs, create efficiencies, and ultimately give their businesses a competitive advantage.

Privately held and consistently profitable, Planview is headquartered in Austin, Texas. With offices across North America, Europe, and Asia-Pacific, the company supports customers in virtually every industry around the world. For more information, visit [www.planview.com](http://www.planview.com).

<sup>1</sup> *Doing it Right - Winning with New Products*, Dr. Robert G. Cooper, Co-Founder of Stage-Gate® Inc. and President of the Product Development Institute

# PRODUCT PORTFOLIO MANAGEMENT OVERVIEW

FUNCTION	DESCRIPTION	BENEFIT
PRODUCT MANAGEMENT	Provides centralization of daily product management activities	Gain enterprise-wide visibility into the product catalog
FEATURE	ADVANTAGE	
PRODUCT CATALOG	Offers one central location for product management decision making against products, lines, and brands	
ASSOCIATION OF PROJECTS TO PRODUCTS	Rolls up project schedules, effort, and costs to products and brands for effective roadmap planning and product costing	
CONTENT AND COLLABORATION	Facilitates development team communication and idea sharing surrounding a product ensures all contributors are up to date on important launch dates and information	
PRODUCT LIFECYCLE PROCESS MANAGEMENT	Delivers clear visibility into where a product is along the product lifecycle and auditability for completed lifecycle steps	
ROADMAPPING AND RELEASE MANAGEMENT	Plan product roadmaps and releases that generate maximum revenue and capitalize on market opportunities	

FUNCTION	DESCRIPTION	BENEFIT
PRODUCT FINANCIALS	Plan, track, and report on product costs and projected product revenue	Get transparency into total costs of bringing products to market
FEATURE	ADVANTAGE	
TOP-DOWN PRODUCT BUDGET ALLOCATION	Distributes executive management financials down to product development and project execution budgets	
BOTTOM-UP PRODUCT COST REPORTING	Estimate and build product budgets individually or from associated work and perform variance reporting for roadmap negotiation	
TOTAL COST OF DEVELOPMENT	Accurately track the cost, both labor and non-labor, it takes to develop a new product, maintain an existing product, or sunset a product	

FUNCTION	DESCRIPTION	BENEFIT
PRODUCT ANALYTICS	Provides product development-specific analytics and dashboards for product comparison and decision-making	Enable informed action based on financial plans, the total cost of development to date, product roadmaps and resource assignments
FEATURE	ADVANTAGE	
PRODUCT AND PROJECT OLAP REPORTING CUBE	Quickly access, analyze, and take action on product portfolios, including products, projects, and financials, through interactive drilling and utilizing the power of OLAP technology	
GROWTH-SHARE MATRIX	Easily identify products that need further investment, products that should be retired, and products to simply maintain	
PRODUCT BUBBLE CHART	With four user-configurable axes, ascertain the mix of the product portfolio and ensure delivery of customer-focused products to the market	
SWOT ANALYSIS	Evaluate a products' Strengths, Weaknesses, Opportunities, and Threats to determine the internal and external factors impacting the product portfolio	
IDEA-TO-LAUNCH PROCESS STAGE	Track the progress of products as they make its way through ths product gate process, managing them as they move from idea to launch	
PRODUCT CATALOG EXPORT TO EXCEL	Enable offline product discussions and distribute product catalog information, including unit price, TCD, and product description, in Excel format	