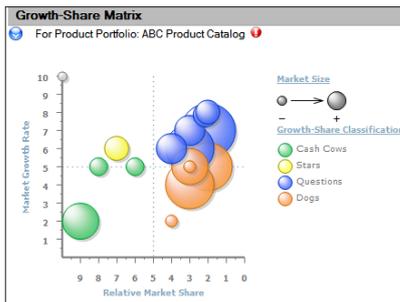


PLANVIEW ENTERPRISE PRODUCT PORTFOLIO MANAGEMENT

Maximize the Performance of Your Product Portfolio

According to Dr. Robert Cooper, President of the Product Development Institute Inc., only one in four development projects succeed. 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 drillable analytics and 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.

Product Name	Total Investment	Projected Costs	Capital Costs	ABC Product Target Market	Product Lifecycle Stage	Product Mfg.	Product Scope	Market Growth Rate
Avi-Wireless Camera	32,200,000	28,400,000	3,277,000	Consumer User Market	Introduction	Hardware	Consumer	8
Cloud-Edge C1000	20,000,000	13,000,000	200,000	Consumer User Market	Steady State	Hardware	Consumer	7
Cloud-Edge C2000	18,000,000	14,000,000	200,000	Consumer User Market	Introduction	Hardware	Consumer	5
Cloud-Edge C3000	17,700,000	12,400,000	200,000	Professional User Market	Development	Hardware	Professional	6
Cloud-Edge C4000	6,500,000	4,800,000	200,000	Professional User Market	Steady State	Hardware	Professional	6
Digital-Edge D1000	27,000,000	18,700,000	400,000	Professional User Market	Development	Hardware	Professional	6
Digital-Edge D2000	25,000,000	12,700,000	200,000	Professional User Market	Introduction	Hardware	Professional	6
Edge-Sensor ES001	22,000,000	11,900,000	200,000	Mobile/Consumer User Market	Steady State	Hardware	Consumer	5
Edge-Sensor ES002	4,000,000	4,000,000	500,000	Mobile/Consumer User Market	Steady State	Hardware	Consumer	5
Edge-Sensor ES003	14,000,000	10,000,000	200,000	Mobile/Consumer User Market	Introduction	Hardware	Consumer	5
Edge-Sensor ES004	18,700,000	9,700,000	400,000	Mobile/Consumer User Market	Introduction	Hardware	Consumer	5
Edge-Sensor ES005	11,200,000	7,200,000	400,000	Consumer User Market	Development	Hardware	Consumer	5
Edge-Sensor ES006	2,000,000	1,400,000	171,000	Consumer User Market	Steady State	Hardware	Consumer	6
Edge-Sensor ES007	26,700,000	9,000,000	600,000	Advanced User Market	Introduction	Hardware	Professional	6
Edge-Sensor ES008	22,000,000	10,000,000	100,000	Professional User Market	Development	Hardware	Professional	6
Edge-Sensor ES009	18,000,000	18,000,000	210,000	Consumer User Market	Development	Hardware	Consumer	6
Edge-Sensor ES010	24,000,000	10,000,000	200,000	Mobile/Consumer User Market	Introduction	Hardware	Consumer	4
Edge-Sensor ES011	17,700,000	11,000,000	100,000	Professional User Market	Steady State	Hardware	Professional	7
Edge-Sensor ES012	20,000,000	10,700,000	400,000	Advanced User Market	Steady State	Hardware	Professional	6

Easily and quickly drill down to product detail

The adjacent figure illustrates how you can:

1. Easily search the product catalog to find information from a centralized platform
2. Monitor the product portfolio using configurable KPIs and metrics for fast decision making
3. Roll up project effort and costs to products and product lines

Planview Enterprise Product Portfolio Management

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, 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 Product Portfolio Management enables organizations to align product roadmaps with the strategy of the business.

Learn more at Planview.com/PDPM.

Use Planview Enterprise Product Portfolio Management 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 from automating the product lifecycle
- Track and reduce costs of product development and delivery

Differentiate Your Brand From the Competition

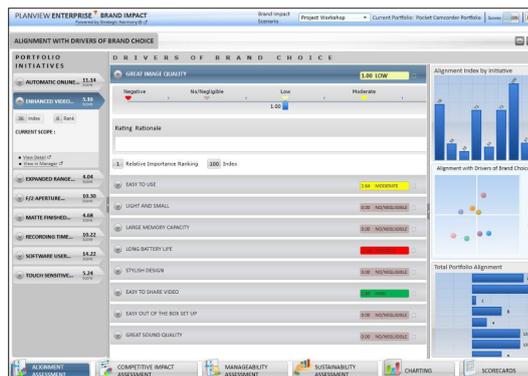
Integrating exclusive intellectual property from Strategic Harmony®, Planview Enterprise uniquely delivers the ability to maximize the value of your portfolios by extending traditional portfolio analysis capabilities to align with brand preference, competitive comparison and environmental impact as drivers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

Create offerings that resonate with your customers and strategically differentiate 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 sustainability and the competitive landscape. You get the ability to:

- Align product prioritization with brand management, ensuring the roadmap will achieve corporate objectives
- Integrate sustainability and environmental impact with brand reputation and the bottom line

“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



Analyzing the drivers of brand choice as a key component of portfolio analysis

Ensure On-Time Delivery with Release Management

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

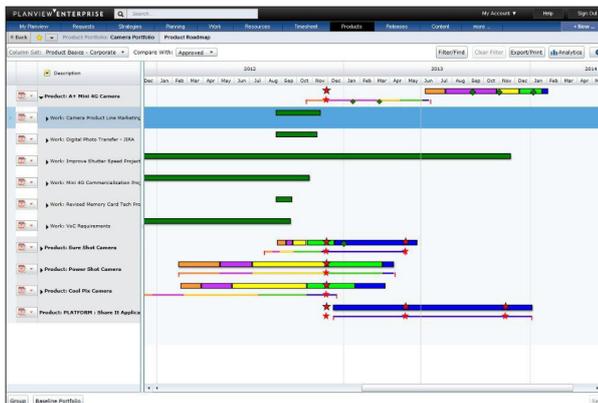
Additionally, product and application owners can plan product and resource demands in the context of a release, which helps to communicate priorities, release dates, and product requirements, eliminating resource overloads.

Publish a Roadmap to Build Commitment to Strategic Goals

Roadmapping in Planview Enterprise empowers organizations to develop, review, change, approve, and communicate the roadmap, increasing visibility for all stakeholders in the execution and delivery of products to market. This in turn allows organizations 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. With visual indication of the roadmap's baseline broken down by product stages and milestones, it's easy to take proactive action to keep product delivery on time, achieving desired margins and first to market advantage.

“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



Interactive Roadmaps reflect what the organization can confidently deliver and when

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®, Nova for PPM™, PACE®, or any other gated or non-gated commercialization processes.

Integrated product charts and dashboards with configurable variables are available for product comparison and decision making. With Product Portfolio Management in Planview Enterprise, you can quickly examine and take action based on product financials, gate deliverables, and product schedules.

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 in the portfolio; costs can be rolled up to product lines, to brands, or to product platform pieces 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 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.

Name	ID	Association	Total Incremental Revenue (€)	Commercialization Success	Fit to Strategy	Projected Cost
ABC			106,400.00			73.00
Product Type: Camera			79,300.00			63.38
Product Line: Point and Shoot			32,250.00			26.49
Product: 4x Mini 4G Camera	MI4G-1000		1,959.25	0	0	7.7
Work: Camera Product Line Marketing Launch	0000391	25 %	4,362.50	0	0	5.6
Work: Digital Photo Transfer - 25A	0000022	25 %	5,625.00	0	0	1.96
Work: Improve Shutter Speed Project	0000039	25 %	3,438.25	0	0	1.41
Work: Mini 4G Commercialization Project	0000048	100 %	5,875.00	0	0	7.6
Work: Reveal Memory Card Tech Project	0000003	25 %	1,837.25	0	0	18.42
Work: NFC Requirements	0000044	100 %	16,850.01			16.42
Product: Sure Shot Camera	SS-5000		1,959.25	0	0	7.7
Work: Camera Product Line Marketing Launch	0000391	25 %	4,362.50	0	0	5.6
Work: Digital Photo Transfer - 25A	0000022	25 %	5,625.00	0	0	1.96
Work: Improve Shutter Speed Project	0000039	25 %	4,802.00	0	0	7.2
Work: Photo E66 Software Project	0000084	25 %	5,875.00	0	0	7.6
Work: Reveal Memory Card Tech Project	0000003	25 %	25,000.00			16.61
Product: Power Shot Camera	PS-9000		1,959.25	0	0	7.7
Work: Camera Product Line Marketing Launch	0000391	25 %	4,362.50	0	0	5.6
Work: Digital Photo Transfer - 25A	0000022	25 %	796.00	0	0	5.9
Work: Improve Shutter Speed Project	0000039	25 %	4,802.00	0	0	1.96
Work: Photo E66 Software Project	0000084	25 %	5,875.00	0	0	7.6
Work: Reveal Memory Card Tech Project	0000003	25 %	18,600.00			18.82
Product: Cool Pix Camera	CP-3000		1,959.25	0	0	7.7
Work: Camera Product Line Marketing Launch	0000391	25 %	4,362.50	0	0	5.6
Work: Digital Photo Transfer - 25A	0000022	25 %	5,625.00	0	0	1.96
Work: Improve Shutter Speed Project	0000039	25 %	4,802.00	0	0	7.2
Work: Photo E66 Software Project	0000084	25 %	5,875.00	0	0	7.6
Work: Reveal Memory Card Tech Project	0000003	25 %	36,960.00			36.89

Product financial planning summary in Planview Enterprise 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 Planview.com/PDPM.



Planview is a portfolio and resource management company that helps organizations maximize business opportunities by optimizing the capacity of their finite people and financial resources. Market leaders rely on the company's solutions to manage a wide range of portfolios, spanning product development, IT, services, and corporate finance, resulting in an enterprise-wide view of resources against demands. For more information, visit www.planview.com.

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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 the 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	