

Solution brief

Planview Enterprise is Certified Stage-Gate® Ready

Look Beyond One-Time Cost Savings to Continuous and Fundamental Improvement

Innovation at the Forefront of Product Development

Planview Enterprise® is Certified Stage-Gate Ready (stage-gate.com) providing integrated ideation, product planning, resource management, financial management, and workflows to help your product organization automate and optimize the entire cross-functional idea-to-launch process. Additionally, Planview modeled capabilities within Planview Enterprise to align with Stage-Gate International's Innovation Diamond™ Framework, which covers four proven drivers of new product performance including:

- Product Innovation and Technology Strategy
- Portfolio Management
- Idea-to-Launch System: Stage-Gate
- Climate, Culture, and Leadership

Product Innovation and Technology Strategy

With innovation at the center of your organization's strategic initiatives, you need to align new product development efforts with strategic goals, define the areas to focus innovation, and drive project selection and resource allocation decisions to support these initiatives as well as other programs.

According to Product Development Institute Inc., a good product innovation strategy includes “the goals for the business's product innovation effort and how these goals

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Planview Enterprise is a Certified Stage-Gate Ready portfolio management solution that performs the functionality necessary to successfully automate the entire Stage-Gate process improving innovation and the delivery of the product pipeline.

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- Product Innovation & Technology Strategy
- Portfolio Management
- Idea-to-Launch System: Stage-Gate
- Climate, Culture, and Leadership

To help ensure successful implementation, Planview PRISMS®, an integrated approach to drive adoption through enablement, provides best practices, classroom and computer-based training, and proven processes to promote technology adoption and social platforms to encourage collaboration.

Learn more at Planview.com/Stage-Gate.

tie into the broader business goals.” Planview Enterprise’s strategic planning functionality (Figure 1) embodies this definition by giving your product development organization the ability to define a hierarchy of innovation and business objectives, and drill down into the specific products, programs, and projects you plan to deliver against those goals.

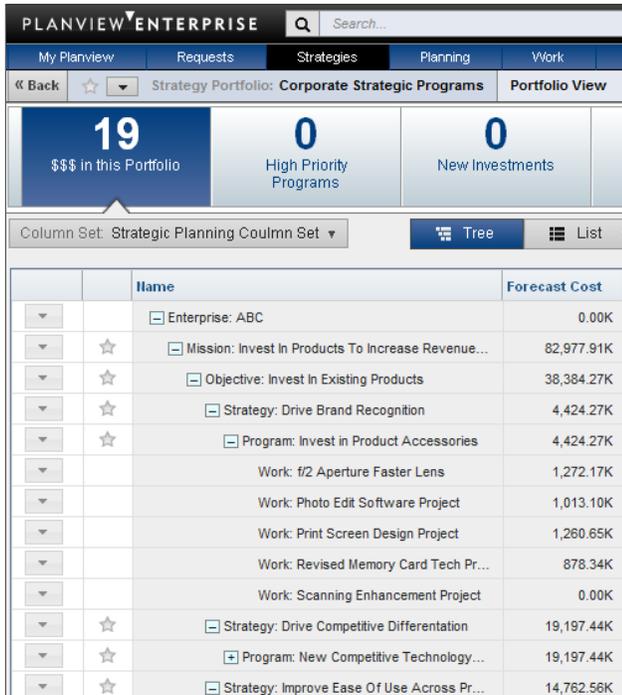


Figure 1. Strategic Planning

Planview Enterprise also allows you to build multiyear, strategic product and platform roadmaps, giving executives, product owners, and everyone up and down the supply chain visibility into the timing of product launches (Figure 2). This centralized, automated roadmap enables the product organization to reduce cost, improves visibility across the organization, and ensures everyone engaged in the product delivery process is on the same page — promoting communication and collaboration.

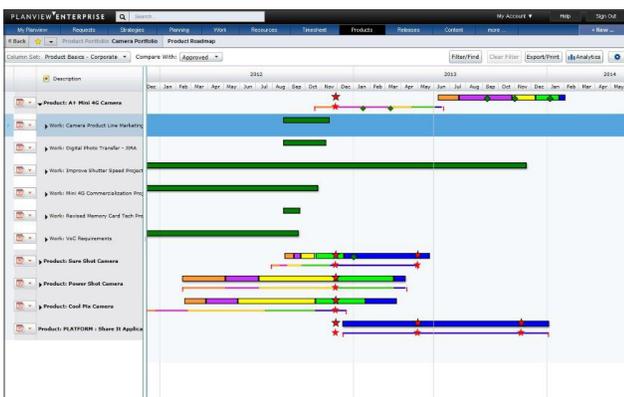


Figure 2. Product Roadmap

Use Planview Enterprise to:

- Automate the entire cross-functional idea-to-launch Stage-Gate process
- Align your new product development efforts with your overall goals
- Focus resources, both people and money, on the right high-value projects
- Get products to market faster and increase profitability
- Drive the right climate and culture needed for product innovation
- Reduce time spent gathering status on gate deliverables

Portfolio Management

After the corporate product innovation strategy has been defined and agreed upon, you need to evaluate, select, and prioritize new product development projects in conjunction with those in-flight. The challenge comes, as identified in the Product Portfolio Management Benchmark Survey¹ (Planview.com/BenchmarkStudy3), with companies having “too many projects for their resources.” It’s all about choosing the right projects based on the value delivered and balanced with the available resources and money.

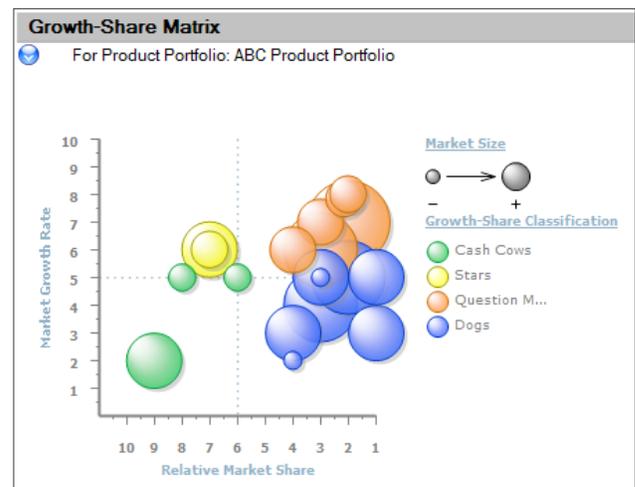


Figure 3. Growth-Share Matrix

Planview Enterprise provides a centralized system with consistent reporting and metrics including a Growth-Share Matrix and SWOT analysis to help you ensure the portfolio is balanced across strategic buckets, that the value of the portfolio is maximized, and that resources aren't being expended on low-value products (Figure 3).

In addition, you receive powerful what-if scenario functionality and configurable KPIs/metrics to simplify the project and product prioritization process, and help balance both people and money to achieve revenue targets, and communicate priorities.

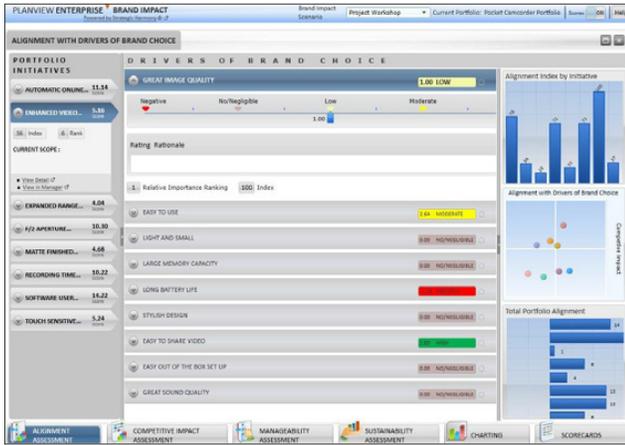


Figure 4. Brand Impact

Planview Enterprise offers product development features and analytics to manage the entire product catalog

(including in-market products). It is the only Certified Stage-Gate solution to give you the ability to analyze the portfolio through the lens of brand and competitive impact, helping you deliver differentiated products to market and beat the competition in the process (Figure 4). This same functionality can also be extended to evaluate the environmental impact of a product portfolio.

Idea-to-Launch System: Stage-Gate

Portfolio management when coupled with a true idea-to-launch system enables an organization to do the right things and do them right. Planview Enterprise delivers an end-to-end process from idea-to-launch (Figure 5), and also takes the process two steps further to manage products once they are in the market, and through to end-of-life.

Automate your unique gated process with Planview Enterprise's configurable workflows — no coding, no scripting required (Figure 6). Planview Enterprise can support continuous process improvements, helping you identify bottlenecks and outstanding approvals or deliverables. Project teams and process managers alike can monitor progress across multiple projects using highly-visual, product-centric reports that assist in measuring actual performance against plan allowing you to quickly react to change and make the right decisions with confidence.

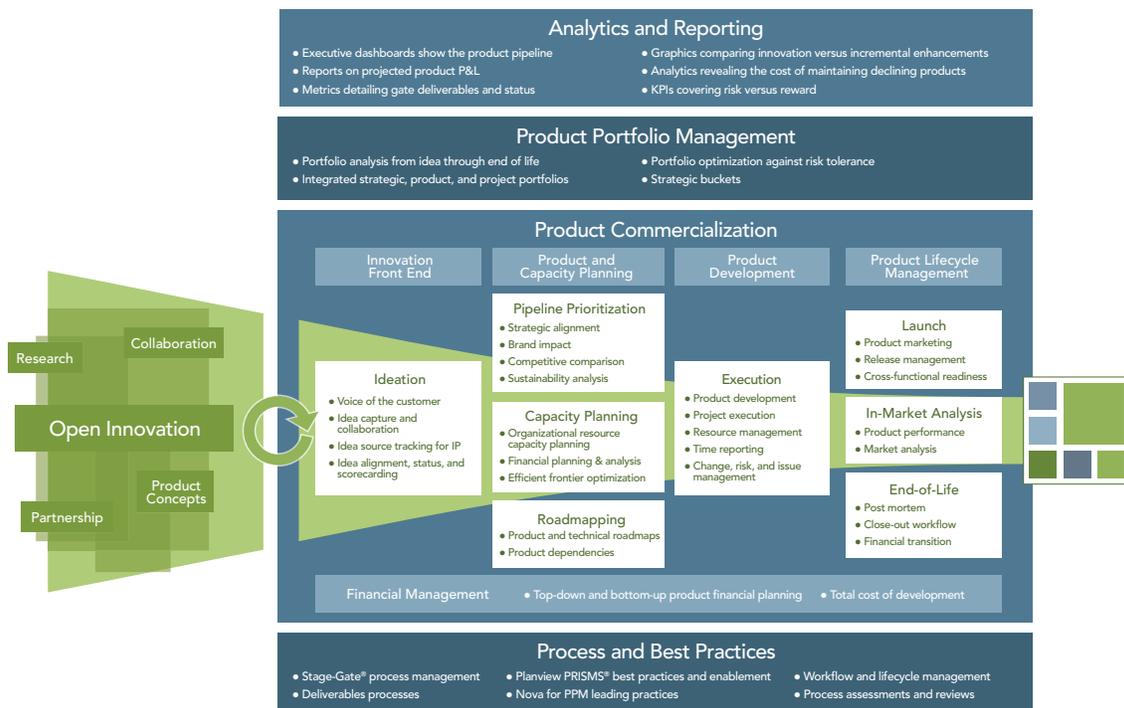


Figure 5. Product Portfolio Management

Climate, Culture, and Leadership

Wise leaders recognize that to create a successful innovation program they must establish a culture that enables the necessary people, processes, and technology to support the initiatives. The Planview PRISMS® enablement line provides your organization with solutions to improve adoption including best practices, classroom and computer-based training, and proven processes to promote technology adoption. You can also take advantage of a number of social platforms that encourage collaboration around new ideas and solutions to tough challenges — helping you get truly engage employees in the innovation process.



Figure 6. Product Lifecycle Stage Gates

Aligning directly with the four drivers of the Innovation Diamond, Planview Enterprise can help you improve your new product development efficiency by automating and optimizing the complete cross-functional idea-to-launch process through to end-of-life. Combined with a formal portfolio management process, configurable workflows, analytics-rich reporting capabilities, and an enablement partnership, Planview Enterprise allows product development organizations to deliver innovation from start to finish.

For more information about how Planview Enterprise can improve your Stage-Gate product innovation process visit Planview.com/Stage-Gate.

¹ Carlson, M. (2012). 3rd Product Portfolio Management Benchmark Study. Planview, Inc. The Innovation Diamond™ and Stage-Gate® are registered trademarks of Product Development Institute Inc.

