The Business Transformation Required to Innovate in the Digital Era

The pace of innovation is accelerating, and many companies are exploring new ways to leverage technology throughout their business to drive customer value and deliver smart, connected products. In this industry benchmark study, more than 450 product development professionals shared their challenges, risks, and best practices for managing their product portfolio in the digital era.

Key Findings from the 6th Product Portfolio Management Benchmark Study

1

It All Starts with Strategy

There is a clear gap between strategy and execution. **77% report their product portfolio is not aligned** to deliver against the innovation strategy.
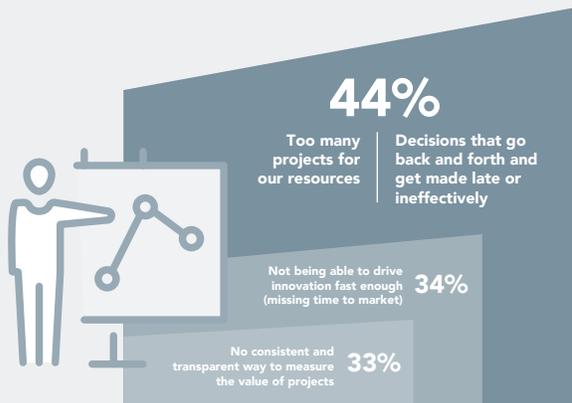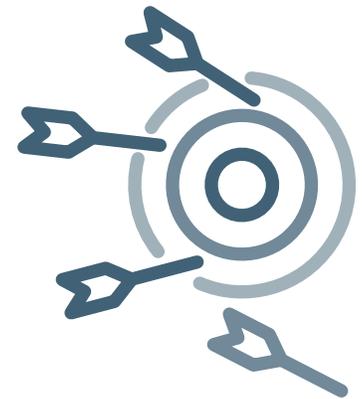
44%

Too many projects for our resources | Decisions that go back and forth and get made late or ineffectively

Not being able to drive innovation fast enough (missing time to market) **34%**

No consistent and transparent way to measure the value of projects **33%**

Product Portfolio Management for the Win

2

44% of organizations are struggling with *"Too much work for resources"* and *"Decisions that go back and forth"* as their top pain points when managing their product portfolio resulting in measurable, negative impacts to the business.

3

### Replace Gut Reactions with Data-Driven Decisions

Establish a single source of truth since **siloed (46%) and uncaptured (34%) data can create difficulties** for executives to make product portfolio decisions with confidence.
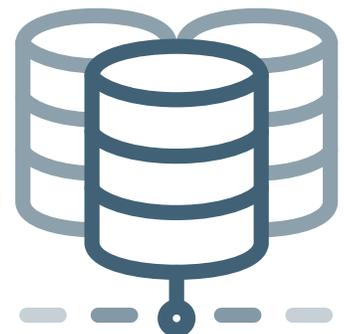
4

Performance Excellence comes from Continuous Capacity Planning

Follow the best practice leaders: **23% report their ability to accurately manage and forecast resource capacity as "excellent"** fueling increased product pipeline throughput.
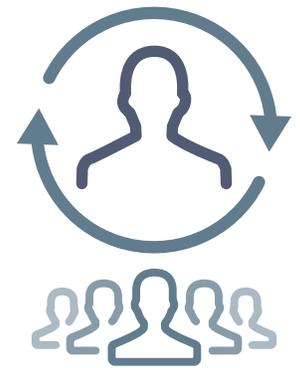
The Time to Go Digital is Now

57% of companies are actively delivering, researching, or developing smart, connected products. To successfully compete in the new, digital era, companies must go digital *internally* across every stage of the product development process.

5

Take a deeper dive into the benchmark results and discover:

- The most pressing concerns of product portfolio leaders

- The best practices of top performers

- The impact of smart, connected products

- Proven product portfolio processes that achieve better results

- How technology is being leveraged to advance product development

- Next steps to transform your product portfolio to succeed in digital era

THE BUSINESS TRANSFORMATION REQUIRED TO INNOVATE IN THE DIGITAL ERA

Sixth Product Portfolio Management Benchmark Study

commissioned by Planview®
conducted by Tech-Clarity

PLANVIEW

Visit **Planview.info/PDBenchmark**

PLANVIEW®