

THE ANATOMY OF A COMPLEX PRODUCT PORTFOLIO

Do You Have a Complex Product Portfolio?

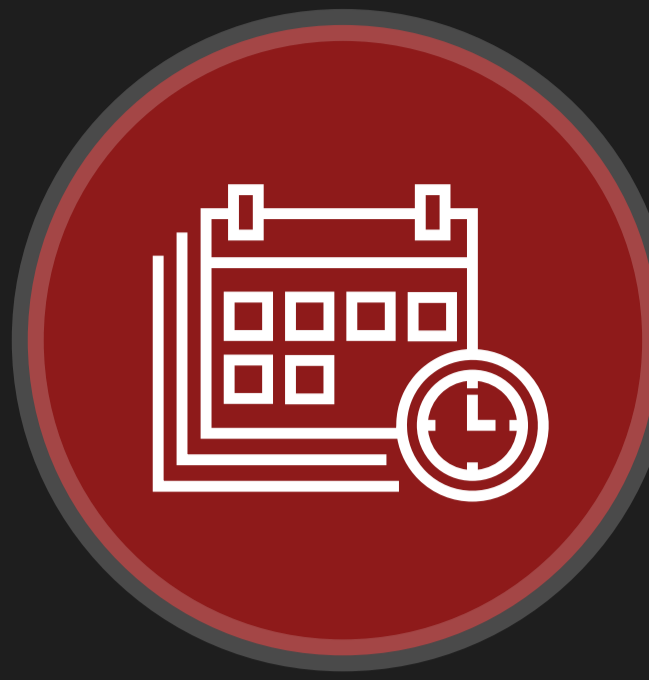
A complex product portfolio requires rigorous data modeling, analysis, and disciplined ongoing governance to actualize value. They are often R&D initiatives with:



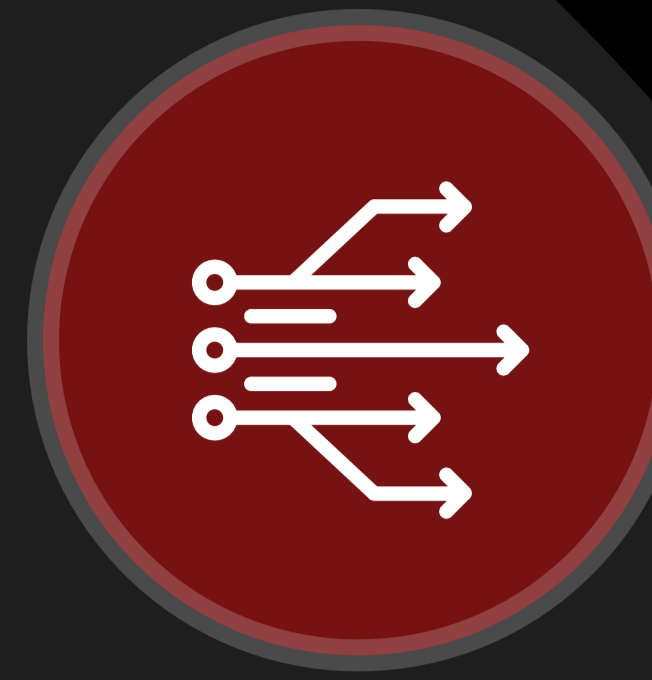
Massive financial investments



High-risk



Long development cycles



Multiple scenarios

Industries Where Complex Portfolios Show Up Most Often



Life Science Organizations



High-tech Companies



Chemical Manufacturers

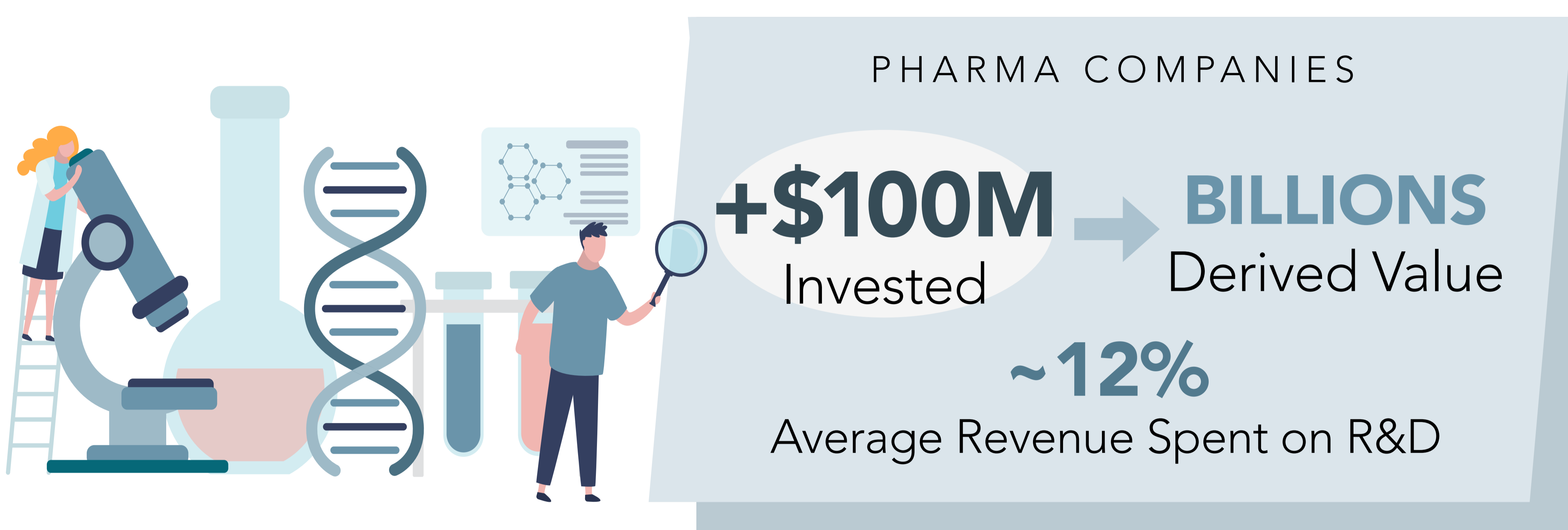


Medical Device Manufacturers

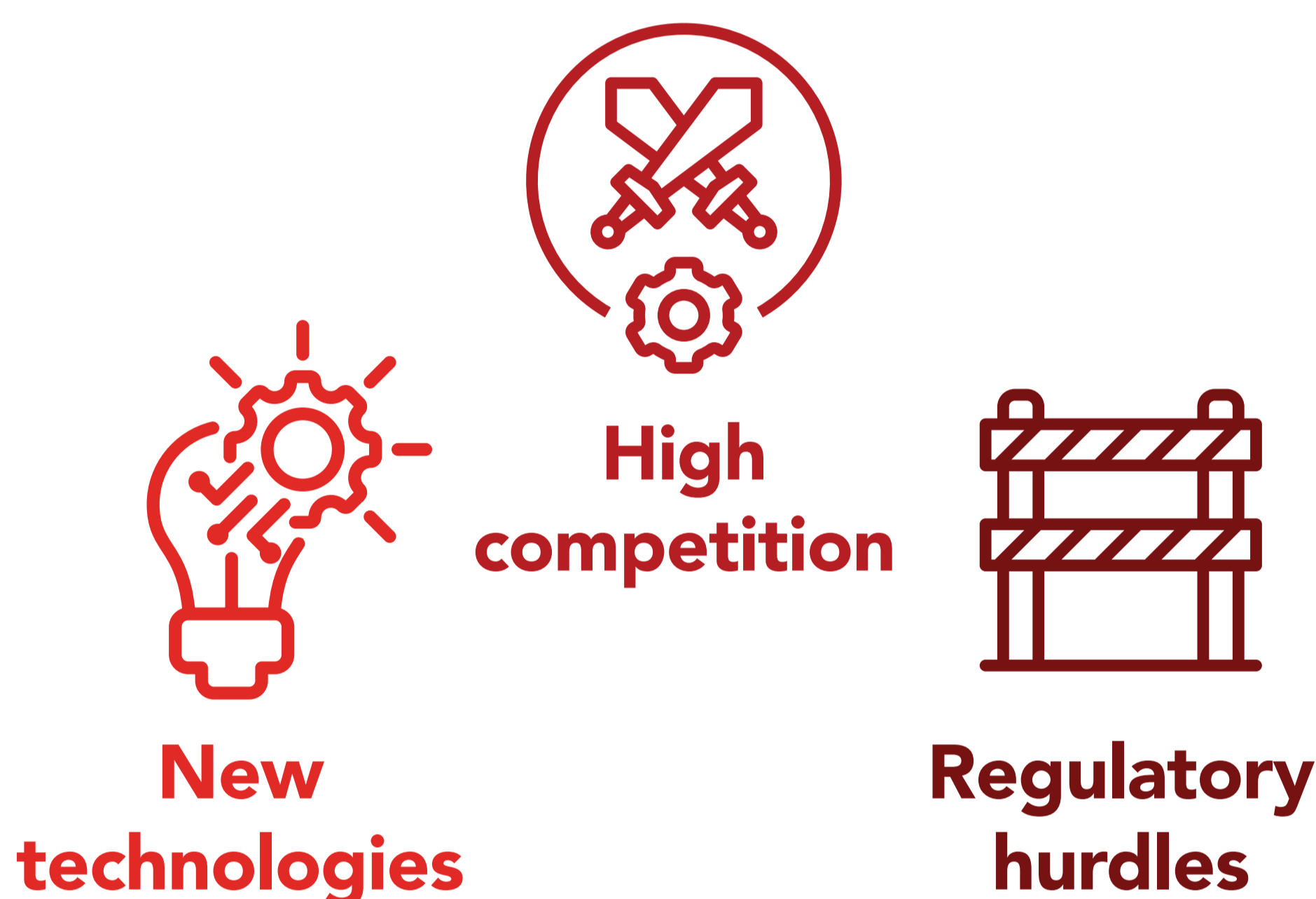
What Makes a Product Portfolio Complex

COMPLEXITY IN PRODUCT PORTFOLIO PLANNING

Investment and Value



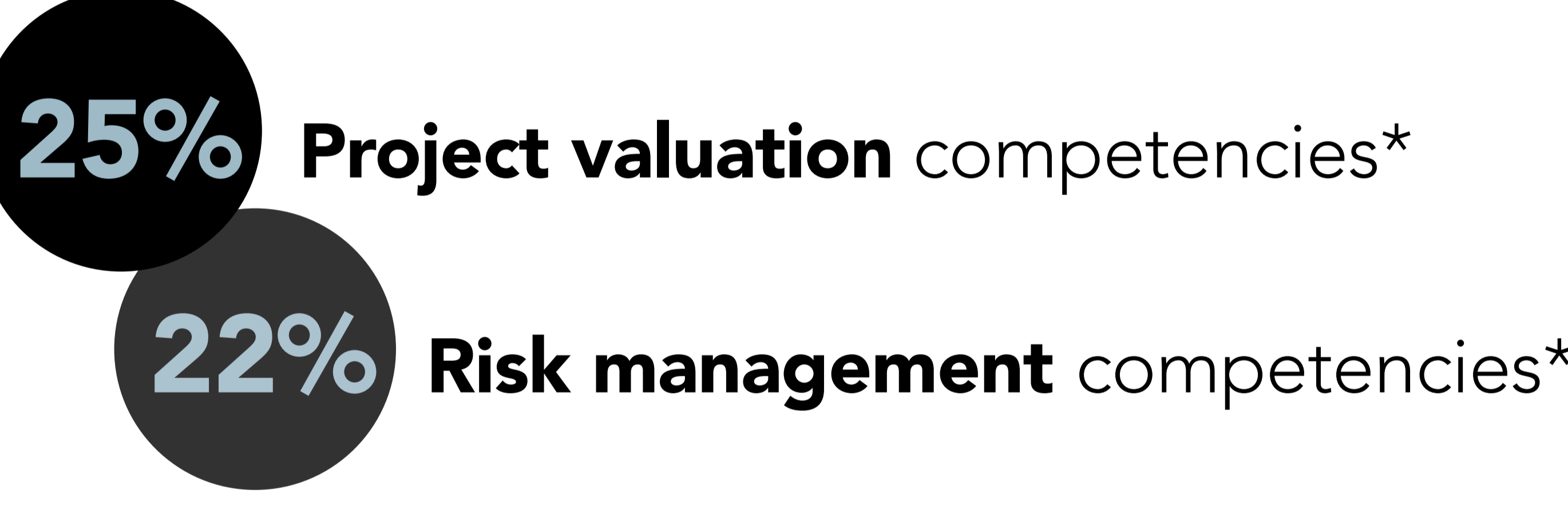
Complexity means HIGH-RISK



Long Development Cycles



Top Drivers of Portfolio Quality in Complex Situations



COMPLEXITY IN PRODUCT PORTFOLIO EXECUTION

Vast Scenarios for Managing Uncertainty

Choosing 25 out of 30 possible products for a portfolio = **unlimited possible portfolios**

Running 2 scenarios for each product = **possible combinations**

"70% of executives from digitally leading companies embrace an experimentation mindset." **

"The future is uncertain . . . but this uncertainty is at the very heart of human creativity." – Ilya Prigogine

Translating Data into Value:

R&D-intensive, complex product portfolios represent an opportunity to create massive value. The challenge is clarifying and simplifying the decision-making processes driving these portfolios to clear the path to realizing that value.

Effective management of a complex portfolio requires the ability to:

- Quickly collect and process massive amounts of data continuously
- Visualize real-time data to identify opportunities
- Report on trade-offs and ability to meet strategic goals
- Explore alternatives at every level of the portfolio

Learn how your team can uncover the most significant value in its complex product portfolio and ensure your biggest bets pay off by downloading [The Leaders Guide to Managing Complex Product Portfolios](#).

* Gartner for Research & Development Leaders Build a 'No Regret' R&D Portfolio
 ** 3 ways next-gen leaders embrace uncertainty and drive digital transformation

