

How Automotive Companies Accelerate Innovation with Planview

The automotive industry is evolving at breakneck speed, bringing with it a series of challenges that top manufacturers are forced to navigate to stay competitive.

As IT demands grow and budgets tighten, the pressure to make smart, high-impact technology investments is greater than ever. Automotive leaders need clarity on which initiatives will truly drive innovation and secure their competitive foothold in an already challenging industry.

The Challenges Facing Automotive Innovators



Delivering Value Amid Budget Constraints

Automotive companies are racing to digitally transform while facing unprecedented financial pressure. According to Gartner research, “automotive respondents expected IT budgets to grow on average, a meager 0.8% in 2025 – far lower than the global all-industry average growth of 3.8%. This reflects the challenging financial situation currently affecting several automakers and Tier 1 suppliers.”¹

Strategic technology investment is more critical than ever. As digital transformation accelerates, organizations face mounting pressure to demonstrate ROI – often with shorter payback periods. At the same time, declining spending power makes every investment decision more consequential, demanding alignment with both immediate operational needs and long-term strategic goals.



Balancing Cost Pressures with Innovation Demands

Automotive companies are stuck in a balancing act where they’re expected to reduce production costs and drive innovation forward. This balancing act is difficult – but how it’s managed determines your competitive trajectory.

To succeed, leaders must fund the right initiatives at the right time for the right reasons – often while justifying future-focused investments to stakeholders expecting immediate results. Navigating this tension is key to sustaining both operational efficiency and market relevance.



Strategic AI Implementation Gaps

AI and Generative AI are rapidly reshaping the automotive industry with more than half of manufacturers deploying the technology – and it’s only expected to grow.

According to Gartner® 2025 CIO Agenda: “in two years, these percentages are expected to become 90% for AI and 92% for GenAI – the highest aspirations for deployment of any technology covered by the survey.”²

Yet many still lack a clear strategy for identifying which AI initiatives will deliver the greatest business value. To compound this problem, data silos are causing redundancies and missed collaboration opportunities as different departments work on similar or competing initiatives. This highlights a need for centralized portfolio governance that provides visibility across the organization.



Managing Complex, Evolving Portfolios

Automakers are managing multiple complex technology streams including internal combustion engines, hybrid automobiles, and fully electric vehicles – each with distinct regulations, regional needs, and customer expectations.

This challenge demands high-stakes decisions across legacy systems, current operations, and emerging platforms, without losing visibility or alignment. Without the right tools, organizations risk falling behind in both compliance and competitive agility.

How Planview Helps Automotive Leaders Stay Ahead

Planview's Strategic Portfolio Management (SPM) solution is purpose-built to help automotive organizations overcome these challenges. By delivering holistic visibility across the entire technology portfolio, Planview® empowers automotive manufacturers and suppliers to ensure every initiative stays aligned with enterprise strategy – no matter how quickly conditions change.

With Planview, you can:

- ✓ Empower operations, finance, and IT leaders with real-time data to make faster, more informed decisions
- ✓ Identify, prioritize, and fund initiatives that deliver the greatest strategic benefit
- ✓ Optimize limited resources and maximize impact across programs
- ✓ Stay agile – shift priorities, funding, and resources as market demands evolve
- ✓ Use scenario planning to compare investment trade-offs and balance cost with innovation
- ✓ Leverage AI-powered Planview Copilot to adapt to regulatory changes, supply chain disruption, or shifting timelines in real time

Whether you're managing tight IT budgets, complex product portfolios, AI initiatives, or cross-functional silos – success depends on your ability to stay aligned, make strategic decisions, and act with confidence. Planview provides the visibility and insights needed to prioritize what matters most – and lead innovation in today's dynamic automotive landscape.

Customer Success Stories: Innovation in Action

Read how Planview's Strategic Portfolio Management solution has helped other customers overcome their challenges to drive greater business value:

UPS | [Read Their Story](#)

Challenge:

- Difficulty identifying which investments to prioritize
- Lack of visibility into how financial decisions aligned with strategy

Solution:

- Enterprise-wide visibility across all work, investments, and governance
- Real-time, centralized data to support better strategic investment decisions.

Results:

- Stronger executive decision-making driven by real-time insights
- Clear visibility into whether initiatives were advancing strategic goals



"If it's not in Planview, you might not get your efforts funded and resources assigned."

– Sandy Pittman, VP, Enterprise Program Management Office, UPS

NatWest | [Read Their Story](#)

Challenge:

- No clear way to measure how work connected to strategic objectives
- Needed to shift from reactive to outcome-focused decision-making

Solution:

Connected strategic objectives to delivery team execution

Results:

- Shifted 30% of their portfolio from delivery-based metrics to outcome-based funding
- Established a forward-looking, strategic decision-making framework

“ *“Planview is our golden source data for our portfolio.”*

– Steve Marjot, Head of Change Center of Excellence, NatWest

Ingram Micro | [Read Their Story](#)

Challenge:

- Siloed departments caused inefficiencies, redundancies, and poor collaboration
- Needed to better prioritize technology investments while scaling operations

Solution:

- Centralized portfolio visibility to improve collaboration, request management, and financial reporting
- Adopted a data-driven approach to prioritize initiatives and justify investments by strategic value

Results:

- Greater visibility into the IT portfolio improved prioritization and resource allocation
- Increased business agility and the ability to pivot quickly when priorities changed

“ *“Planview helps us tie strategies to outcomes and whether or not we’re delivering against those things.”*

– Adriana Callerio, IT Performance and PMO Leader, Ingram Micro

Take Control of Your Technology Strategy

The automotive industry is unique – and so are its challenges. Planview's Strategic Portfolio Management (SPM) solution is purpose-built to help you overcome these challenges, align innovation with strategy, and get the most from your technology investments.

You don't have to navigate this complexity alone.

[Watch our on-demand demo](#) to see how Planview can help you prioritize, fund, and deliver the initiatives that drive measurable business value.

1, 2. Gartner, 2025 CIO Agenda: Insights for Automotive Technology and Service Providers, Pedro Pacheo, 2025

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