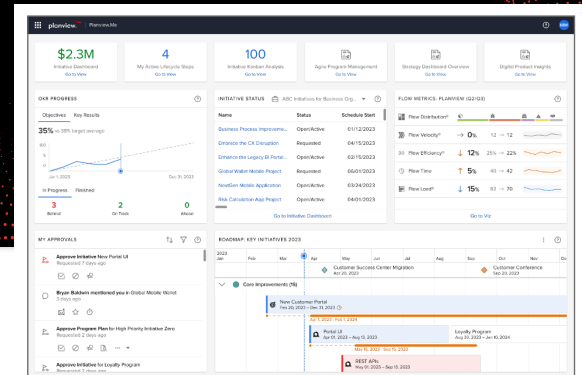


SOLUTION BRIEF

DIGITAL PRODUCT DEVELOPMENT

Deliver the Right Work, Faster



Transform Software Delivery with Planview

Despite rising tech investments and [Gartner](#) projecting a 9.3% increase in IT spending for 2025, many organizations still can't deliver software quickly or reliably. Enterprise product and engineering teams are under pressure, grappling with tool sprawl, complex dependencies, manual processes, and constantly shifting priorities and requirements.

Planview's digital product development solution helps teams overcome these obstacles by creating alignment between an organization's goals and the software development work it takes to achieve them. With complete visibility and real-time data and insights, leaders can plan capacity more accurately, manage dependencies, mitigate risk, and accelerate time-to-market – ultimately tying technology investments to real business outcomes like revenue and retention.



Focus on the Right Work



Speed Up Time-to-Market



Integrate Tools and Automate Processes

"We had to get faster and more efficient in delivering new capabilities to allow us to be more competitive in the marketplace. Planview gave us that capability."

– VP, Huntington National Bank

Key Benefits

✓ Drive Alignment and Visibility

Continuously track strategic priorities to immediately identify and correct misalignments.

✓ Powerful Connectivity

Integrated apps create a single source of truth and eliminate manual reporting and status updates.

✓ Automate Manual Processes

Automated workflows and seamless integrations across existing toolchains free up teams to focus on high-impact work.

✓ Deliver Products Faster

Coordinate cross-functional dependencies and streamline planning cycles to deliver new features and products faster.

✓ Focus on the Right Work

Dynamically prioritize and plan based on clear ROI and a common set of objectives.

✓ Modernize Aging Platforms

Balance innovation delivery to reduce risk while accelerating development velocity.

Why Choose Planview?

Unlike departmental tools that offer limited views and siloed metrics, Planview connects every development activity to business outcomes through AI-powered insights, connected OKRs, and real-time portfolio visibility that proves technology's contribution to revenue growth.



How We Do It

✓ Single Pane of Glass Visibility:

A centralized view of all strategic initiatives, from conception to outcomes, provides transparency and alignment across product management and engineering teams.

✓ Connected OKRs:

Align strategy and execution by cascading and rolling up objectives and key results (OKRs), enabling organization-wide focus.

✓ Data-Driven Approach

Outcome-focused metrics guide investment decisions and highlight bottlenecks, while AI interprets the data to deliver actionable recommendations.

✓ Planning Agility:

Dynamic roadmapping enables ROI-driven prioritization and ensures that scarce resources are directed at initiatives that will drive maximum impact.

✓ Embedded AI:

Planview Copilot transforms a technology organization's raw data into a competitive advantage – accelerating decision-making and driving predictable business results.

✓ Connected Toolchain

Integration across enterprise applications and tools facilitates seamless collaboration between departments and disparate systems.

Planview turns your technology organization into a powerful driver of growth, that delivers measurable business impact. When bridging the gap between software delivery and business strategy is mission-critical, Planview is the strategic partner that ensures you lead – not lag – in a competitive market.

To learn more, visit [Planview's Digital Product Development solution](#)

