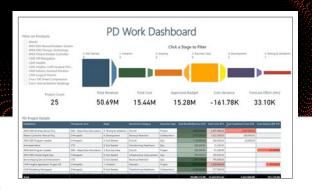*PRODUCT PORTFOLIO MANAGEMENT*

# Optimize Your Product Pipeline



Economic headwinds, supply chain constraints, and customer demands are causing significant disruption to product planning and development processes. And while your teams work hard to overcome those challenges, studies show that about 75% of new products fail to meet expectations. Planview's product portfolio management solution empowers R&D and product leaders to prioritize high-value products, align the product portfolio with strategic initiatives, adapt quickly to change, and optimize their product pipeline to achieve target revenue and profitability.

### Accelerate Innovation
Prioritize innovative ideas and strategic investments with dynamic insights

### Reduce Cycle Time
Streamline reporting and development of physical and smart connected products

### Adapt for Disruptions
Proactively adjust portfolios to accommodate disruptions with scenario planning

*"Value can be measured in a lot of different ways. We want it to be about executing work, innovating products, and renovating our portfolio. Having a [Planview] dashboard that's objective and based in reality – that is tremendously exciting!"*

*– Mark Evans, VP of R&D, Conagra*

## Key Benefits

### ✔ Innovate Strategically
Innovate and impact revenue faster with data-driven product prioritization that aligns the portfolio with strategic initiatives.

### ✔ Streamline Development
Streamline product development with cross-functional collaboration, automated reporting, and insights into resource gaps and dependencies.

### ✔ Launch Confidently
Understand internal trade-offs and impacts, factoring in overall goals, demand and capacity, uncertainty, and constraints to consistently deliver on time.

### ✔ Seize Market Opportunities
Deliver new products to market faster, meet growth targets, and test and explore emerging market opportunities.

### ✔ Gain Competitive Advantage
Visualize business insights to improve decision-making, elevate product experiences, and outpace the competition.

### ✔ Increase Agility
Reduce the impact of external challenges, including economic headwinds, supply chain constraints, and regulatory requirements, by quickly addressing and mitigating risk.

## Why Choose Planview?

Planview's Product Portfolio Management solution enables your organization to accelerate the product pipeline from ideation to impact.

## How We Do It

### Holistic Portfolio Visibility
Visualize and connect key stages of product portfolio planning and development across strategic objectives, market segments, and new ideas for innovative products.

### Strategic Investment Analysis
Determine the most profitable product portfolio by scoring competing investments with objective, repeatable criteria based on quantitative factors such as strategic fit, impact, and risk.

### Automated Gated Processes
Streamline communication and the development stages of every product. Utilize embedded dashboards to simplify and speed gate meetings and rapidly deliver products – on time and on budget.

### Advanced Investment and Capacity Planning
Ensure programs, investments, and staffing levels are balanced against capacity. Model funding and resource constraints and garner buy-in with scenario planning.

### Integrated Roadmaps
Examine the dependencies between the product roadmap and the technology, platform, project, and services components required to enable, launch, and evolve smart, connected products.

### Multiple Ways of Working
Empower team collaboration and working preferences to manage product complexity, synchronize delivery, and secure first-to-market advantage.

Planview Product Portfolio Management offers an integrated and configurable solution that connects product ideation to impact. Accelerate innovation, reduce cycle time, and adapt for disruptions to optimize your product pipeline, launching innovative and sustainable products while decreasing the total cost of development and time-to-market.

To learn more, watch the solution demos for **Planview Product Portfolio Management** and **Product Development**, or visit us at **Planview.com/PD**.

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