

Shifting from Project to Product with Planview

Navigating the shift requires concrete frameworks and tools to support the transition through every stage. Planview's solution, created by Dr. Mik Kersten, the bestselling author of *Project to Product*, has been successfully implemented by the world's leading enterprises to improve time-to-market and increase efficiency in software delivery.

Planview has helped others like you drive better business outcomes:

<p>60% improvement in time to market</p>	<p>37% decrease in waste</p>	<p>\$3M in annual savings per value stream</p>	<p>NPS improved for customers and employees</p>
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Planview helps develop and mature a product operating model across the seven dimensions of change:

What good looks like in a product model	How Planview's value stream management solution helps
 <p>Technology team metrics: Operational reviews are conducted based on business results and flow metrics (the rate of business value delivery)</p>	<p>See into the 'IT black box' to drive meaningful improvements: Planview generates <i>Flow Metrics</i> – end-to-end speed, efficiency, and throughput metrics and analytics for both in-house and outsourced software delivery.</p> <p>Measure what matters to inform better decisions: Planview reveals the correlation between technology delivery and targeted <i>objectives and key results</i> or KPIs where technical Agile and DORA metrics fall short.</p>
 <p>Team organization and resourcing: Continuously funded build-and-run teams are responsible for building, deploying, and supporting software applications</p>	<p>Improve predictability for build-and-run teams: Planview generates <i>predictive capacity insights</i> to prevent unrealistic commitments, accounting for the full responsibilities of DevOps teams.</p> <p>Progressively evolve to a flexible funding model: Planview <i>measures plans vs. delivery</i> to expose the waste created by fixed annual budgets and help transition to more responsive allocations per product.</p>
 <p>Backlog management and prioritization: A mature product management function governs product vision, roadmap and viability</p>	<p>Work on the right thing: Planview's <i>value stream dashboards</i> create a shared reality for business and technology so that product managers can tie roadmap, tradeoffs and prioritization to high-level business imperatives.</p> <p>Make sustainable product investments: Planview's <i>investment allocation metrics</i> help ensure appropriate investment in all types of work required to sustain product health – features, defects, technical debt, and security/compliance risks – and alert product managers when it's time to rebalance.</p>
 <p>Dependency management: Independent release processes are fueled by internal, self-service capabilities</p>	<p>Identify and visualize bottlenecks: The Planview <i>bottleneck finder</i> uncovers and measures the hidden process and cross-team dependencies from commitment to delivery, pinpointing where to focus resources and efforts.</p> <p>Enable faster releases, not just in emergencies: Planview uses live systems data to generate <i>value stream maps</i> that illustrate the time spent in test and release phases to guide the adoption of DevOps practices.</p>
 <p>Market response: Products can incorporate customer feedback within weeks</p>	<p>Maintain stable workloads to ensure fast flow: Planview helps maintain agility and the ability to respond quickly to new feedback by alerting teams (and teams of teams) when they stray from <i>lean-agile best practices</i>.</p> <p>Quantify the cost of unshipped code: Planview's <i>waste analysis</i> tracks progress of in-flight work to ensure it completes within a competitive time frame.</p>
 <p>Definition of value: Every team member understands the value they provide customers and the business</p>	<p>Know your customer: In Planview, every value stream explicitly names its customer (whether internal or external), documents why the product exists, and tracks how it delivers value.</p> <p>Create a rewarding employee experience: The Planview <i>Flow Methodology</i> provides prescriptive steps to improve business results for a value stream and scale the gains across your organization.</p>
 <p>Customer centricity: Teams systemically gather product feedback from customers</p>	<p>Stay focused on impact: Planview's <i>outcome tracking</i> and <i>metric timeline tagging</i> creates a visible feedback loop to ensure teams are working on the right things and making impactful changes.</p>

Why Planview?

Planview offers an end-to-end control plane that integrates and distills data from the entire product development cycle to create definitive visibility into software delivery.

✔ Make Complex Processes Visible

Planview's common data model spans the entire product development cycle, providing the objective analysis, insights, and alerts only possible from a non-tool vendor.

✔ Deploy Quickly, Learn Faster

With over 60 plug-and-play connectors to the most popular tools from idea to outcome, Planview generates visibility and metrics quickly, so you can start seeing improvement immediately.

✔ Drive Change with Experts by Your Side

Embark on the shift with Planview's team of award-winning authors, thought leaders, and transformation experts who have walked in your shoes and developed a proven step-by-step methodology for your journey.

✔ Rest Easy with Scalable, Secure Architecture

Your enterprise toolchain and data remain safe and stable thanks to a purpose-built data, analytics, and synchronization platform built on a massive proactive testing suite.

Why Now?

IDC¹ found that 85% of CEOs cited digital capabilities as strategic differentiators that are crucial to accelerating revenue growth. Technology leaders at enterprise organizations must shift their management approach in digital portfolios from a project to a product-based model if they want to seize the digital advantage out of the hands of a few tech giants and unicorns.

Without a mature product operating model in place, only 30 percent of software budgets are spent on innovation and 40 percent of development efforts deliver no business value, causing traditional enterprises to fall behind. Planview can help you steadily make the shift to a product model, using data and visibility to inform where to begin, how to progress and expand, and eventually how to function in a mature state.

Learn why Planview was named a Leader in The Forrester Wave™, Value Stream Management, Q4 2022 report, receiving the top score in the current offering category.

[Get the Report](#)

¹ <https://info.idc.com/beyond-digital-transformation.html>