

# Planview Strengthens Commitment to Delivering the Benefits of Portfolio Management to Product Development Organizations

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New products and strategic partnerships help product-driven organizations maximize the performance of their product portfolios

February 2, 2009 – Austin, Texas – Planview, the leading independent provider of enterprise-wide portfolio management solutions, in support of its commitment to the product development market, today announced new portfolio management products and strategic industry partnerships. These announcements underscore the company's leadership in one of the fastest growing segments of the portfolio management market – estimated to reach \$1.4b US globally in 2009 by AMR Research – and uniquely position the company to accelerate the adoption of portfolio management within product-driven organizations.

The portfolio management discipline is a proven approach, helping organizations effectively balance customer demands against limited human and financial resources. Organizations focused on creating and delivering products – both tangible and intangible – have only recently begun taking advantage of portfolio management benefits to maximize the value of their product portfolios to overcome the challenges of an increasingly competitive marketplace. Applying portfolio management principles to the product development process delivers benefits including:

- Optimization of the product mix by mapping products to innovation strategy
- Improved time to market by effectively managing resources for efficient product delivery
- Mitigated risk in delivering quality, customer-focused products to market
- Managed lifecycle costs of the product portfolio

Planview is the sole market-leading portfolio management vendor to natively support product development and management within a dedicated solution, which is the only one to tie enterprise strategic goals to the product roadmap, the execution of the projects to deliver that roadmap, and the management of the product portfolio.

Eric van Gemeren, vice president of research and development for Flowserve, sees the benefits. "The Planview portfolio management solution helps us ensure we're focused on the right product development programs, meet our product launch dates, and maximize revenue growth and margin expansion from new products. The product management solution is uniquely designed to overcome challenges product development groups face every day."

The market-driven Planview approach inspired the creation of new products and enhancements to existing offerings including:

- The new Planview Enterprise Product Portfolio Management application, a purpose-built addition to the market-leading Planview Enterprise portfolio management application suite
- The new Requirements Management offering, which links requirements to revenue and customer-driven features
- The enhanced Planview Enterprise Insight Analytics, which makes actionable product development and

launch information accessible throughout the enterprise

The adoption of portfolio management in product development organizations has critical drivers. “It’s not just large numbers of products and projects that drive the need for product portfolio management; it’s global competition and time to market,” said Michael Burkett, vice president with analyst firm AMR Research. “Manufacturers need to be able to perform cost benefit analysis on new product ideas, manage against market risks, and build and optimize a solid pipeline of products that companies can use to respond to market opportunity quickly.”

The Planview Product Development solution has led to the creation of new partnerships, and extensions of existing relationships, with leaders in the product development space. These include:

- A new, exclusive partnership with Strategic Harmony®, an industry innovator in aligning products with brand drivers
- PRTM, a global management consulting firm, which is in process of validating that Planview Enterprise can be configured to support its Product And Cycle-time Excellence® (PACE®) framework for product innovation and development
- Stage-Gate, Inc., as defined in the previously announced certification of Planview Enterprise as Stage-Gate Ready

“As the independent market leader, our heritage – and our mandate – is to innovate,” said Pat Durbin, founder and chief executive officer, Planview. “We look to our customers, and solicit their ideas, to help us build meaningful solutions, the latest being in product portfolio management. Going forward, we will continue to work closely with our customers to define portfolio management processes to automate new areas of the enterprise.”

Planview Enterprise Product Portfolio Management, the Requirements Management Process Accelerator for Planview Enterprise, and the new version of Planview Enterprise Insight Analytics will be generally available with the release of Planview Enterprise 10 at the end of the first quarter of 2009.

Learn more about Planview Enterprise product portfolio management offerings at [www.planview.com/pdpm](http://www.planview.com/pdpm).

#### About Planview

For 20 years, Planview has been advancing the discipline of portfolio management, helping our customers change the way they manage people and money to make better business decisions. With a singular focus on portfolio management, Planview is the only company that combines customer-driven software, unmatched domain expertise, and proven best practices to solve each customer’s unique business problems.

Planview Enterprise®, a market-leading portfolio management application suite, with Planview PRISMS®, the knowledge base for accelerating organizational change, delivers measurable business results for IT management, product development organizations and throughout the enterprise. As an independent, trusted partner, Planview is committed to interoperability with key management systems through the Planview OpenSuite integration product line. Industry leaders such as Citi, BP, and EDF, rely on Planview to drive revenue, mitigate risk, cut costs, create efficiencies, and ultimately give their businesses a

competitive advantage.

Privately held and consistently profitable, Planview is headquartered in Austin, Texas. With offices across North America, Europe, and Asia-Pacific, the company supports customers in virtually every industry around the world. For more information, visit [www.Planview.com](http://www.Planview.com).

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