

Achieving More Effective Portfolio Management.

Gain superior business results with a portfolio management solution that enables you to 'do the right projects' and 'do the projects right'

PTC's Portfolio Management solution enables companies to effectively manage product development projects across the product lifecycle—from concept to release—for optimal business results.

Imagine your key stakeholders in product development having both the tools and the visibility they need to make informed decisions regarding project selection, pipeline management, and resource allocation—with absolute confidence. With the ability to balance risks and rewards across your entire product development portfolio, your team can make smarter decisions for greater financial return.

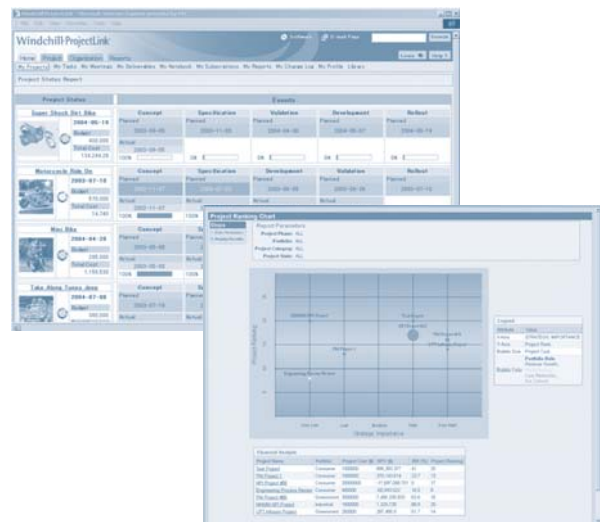
PTC's Portfolio Management solution leverages and extends the superior collaborative project management capabilities of PTC's Windchill® ProjectLink™, an industry-proven solution that enables project teams to efficiently complete the best products on time and on budget. In addition, PTC's Portfolio Management is a packaged solution, which means PTC can make its strategic capabilities available to you quickly, in just a matter of weeks.

A Key Requirement of PLM

According to Gartner Research, "Portfolio management is fast becoming a key requirement in PLM for getting products to market quickly and cost-effectively." Why? Today, a company's commercial success depends largely on its ability to establish and execute an optimal product development investment strategy, one that leverages and fosters innovation.

PTC's Portfolio Management solution helps you maximize the value of your product portfolio by giving you the visibility and control you need to ensure appropriate funding allocations and resource assignments. By delivering proven business metrics, such as net present value and internal rates of return, coupled with a config-urable scorecard approach, Portfolio Management enables managers to continuously measure the costs, risks, and payoff potential for every emerging product.

With tools such as easy-to-read data 'dashboards', up-to-the-minute status reports, and detailed analysis, you can select and 'nurture' the very best of your emerging products—putting resources solely behind the truly promising initiatives.



Track status at anytime with the portfolio "dashboard"; Use bubble charts to assess performance and risk.

Efficient Project Collaboration

PTC's Portfolio Management solution provides exceptional project collaboration tools that project teams need to effectively collaborate throughout product development, and efficiently execute the project plan. Because the solution adds value to product development teams, your engineers and designers will use it in their daily work, thus keeping project information current. In this way, portfolio decisions are based on current data; there's no need to enter project information separately. The result: a solution that makes it easy to determine the right projects, and then execute those projects the right way.

Key Benefits

Total pipeline visibility

When managing a large portfolio of product development projects, it's difficult to ascertain which products show true promise—and which should be fixed or canceled. With clear visibility of performance and resource allocations across the pipeline, you can make better that are better aligned with corporate goals. By providing you with both 'big pic-

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– Gartner Research

ture’ and ‘drill down’ viewing into projects, PTC’s Portfolio Management solution gives you total control over your project portfolio—so you can reallocate resources as necessary, for superior business results.

Focus on the winners

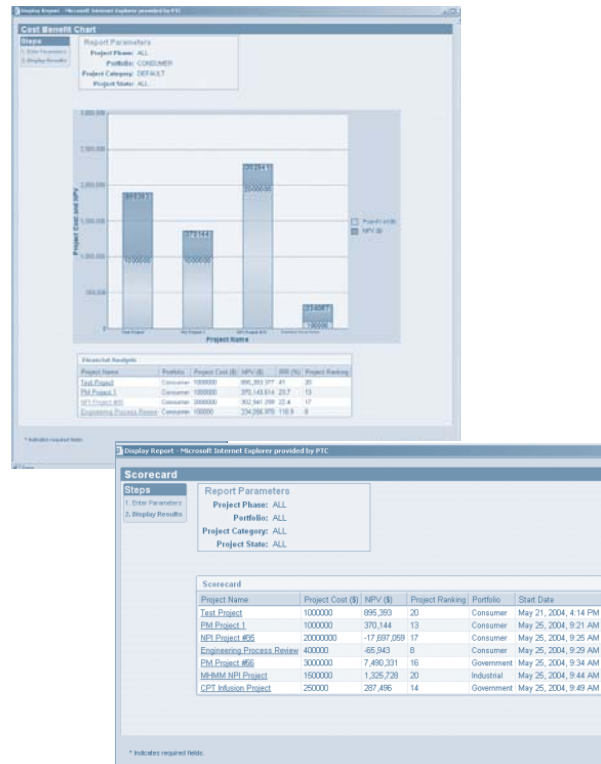
With the intelligence and confidence you derive from PTC’s Portfolio Management solution, it’s easy to separate the ‘winners’ from the ‘losers’, and objectively make the tough ‘go’ or ‘no-go’ decisions that drive growth and profits. With more precisely targeted resource allocation, your business saves money by eliminating projects with little or no chance of success, and boosts revenue by launching more products that have a solid chance of becoming profitable.

Maximizing portfolio value

Using proven business metrics, PTC’s Portfolio Management solution continuously measures the costs, risks, and payoffs associated with each project in your portfolio. It gives you the power to track and optimize performance and attractiveness factors such as technical feasibility, market potential, financial reward, product complexity, and strategic fit. With this valuable information, in hand, you can easily balance risk and rewards across your whole product development portfolio, and maximize the likelihood of broad-based market and financial success.

Quick Start Implementation Approach

PTC consultants use a proven, standardized implementation approach that will have PTC’s Portfolio Management solution installed, configured, personalized, and available to your users and managers in a matter of a few weeks. Our knowledgeable, experienced, and skilled consultants build on PTC’s leading technology to design and deliver a solution tailored to your specific needs.



Perform cost/benefit analysis by assessing Net Present Value and Internal Rate of Return

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