Project Executive™ 4.2

Solution Overview

Allocate your time, people, and money to the optimal portfolio of product development projects

Problem: In the face of limited resources, how does your company tackle the critical task of evaluating and prioritizing new product opportunities? Is your management team equipped to properly forecast and weigh new product opportunities against your financial objectives and resource constraints? How does your organization ensure that the key factors used for allocating resources are consistently applied across all product development projects?

> How does your company tackle the critical task of evaluating and prioritizing new product opportunities?

- A robust financial model that calculates meaningful project valuations is an essential prerequisite for this decision process. A poor project valuation model may lead to project selections that are based on misleading accounting metrics and poor decision rules.
- The decision process must integrate the complex multidimensional nature of the portfolio optimization problem. If not, most organizations will overly focus on the financials, without proper consideration of project timing and resource consumption. Moreover, projects will tend to be viewed in isolation, rather than as part of the overall project investment portfolio.
- The dynamic nature of your business environment demands a solution that accommodates real-time updates and that can instantly re-evaluate the development portfolio priorities. "Seeing" the implications of new information is critical for timely, effective decision making.

Solution: Project Executive™ 4.2 brings rigorous discipline to what is often the "guesswork" of product portfolio management. Project Executive™ 4.2 is a scalable, proven system that can be rapidly deployed in your organization. By providing an integrated view of your project financial forecasts, program schedules, human resource requirements, and development costs, Project Executive™ 4.2 enables:

- Selection of projects that define the most effective portfolio
- Visualization of the scenarios that will maximize revenue, profitability, and on-time execution
- Formulation of alternative strategies, timely decision making, and consensus building for your operational plans

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In addition, Project Executive™ 4.2 is able to dynamically evaluate "what-if" scenarios relating to such parameters as project start dates, staffing levels, and department budgets. With the fundamentally optimal set of product opportunities determined, strategic and subjective factors can then be superimposed to produce the ultimate portfolio management decision–how to most effectively allocate the time, people, and money of your organization.

How It Works: Each candidate project's program schedule, staffing requirements, pro-forma financials, and development costs must be forecasted. This information, combined with the company's human resource capacities and development budgets, enables the product development environment to be modeled as a structured, solvable problem formulation (See **Fig. 1.**). The time, human resource, and budget constraints restrict the range of feasible portfolio solutions that, in turn, drive the maximization of the chosen business objectives.

Additional constraints such as manufacturing capacities, inter-project dependencies, and planned human resource utilization rates are also available to model your real-world operations. Upon optimizing the chosen objectives, the Simulator reveals the optimal project portfolio.

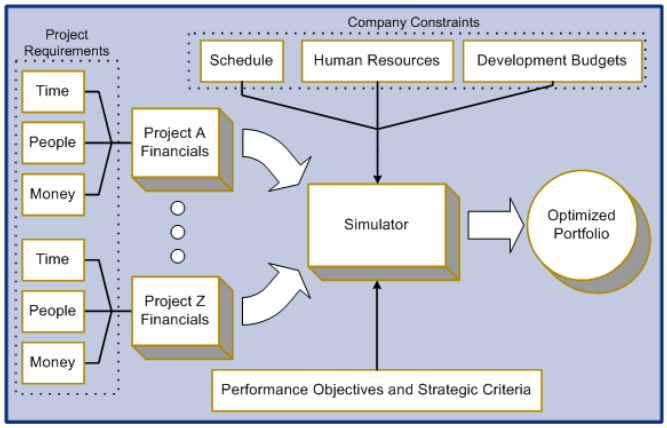

Fig. 1. Problem Formulation Diagram

At the heart of Project Executive™ 4.2 is a robust financial valuation model and "clean" project-level metrics for evaluating new product opportunities. While industry-specific variations of this valuation model are available in Project Executive™ 4.2, they all produce a set of widely-advocated measures for project-level value creation. Additional financial metrics are calculated and displayed, however, only a subset of these are appropriate for use as portfolio-level business objectives.

> We embed world-class operational experience, financial modeling expertise, and decision analytics into enterprise-quality software.

Software Highlights: Project Executive™ 4.2 embeds expert-level financial modeling, a pragmatic approach to data collection, and a wealth of business-practice know how, to deliver the following:

- Configurable financial valuation model for project-level entities
- "What-if" resource supply-demand management simulator
- Inter-project relationship modeling (dependencies/exclusivities)
- Sensitivity analysis to seek for alternative portfolio solutions
- Centralized financial and human resource data management
- User-definable project fields and customizable output charts
- Report exporting and printing via MS Excel, text files, and HTML

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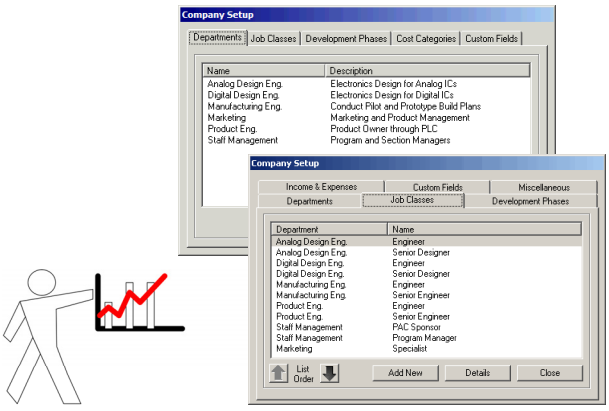
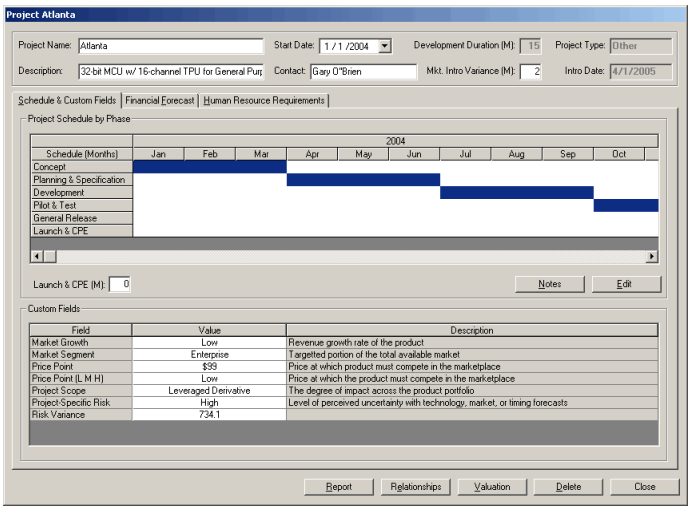
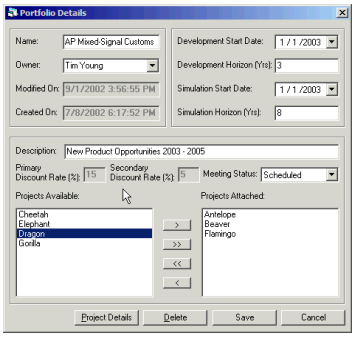
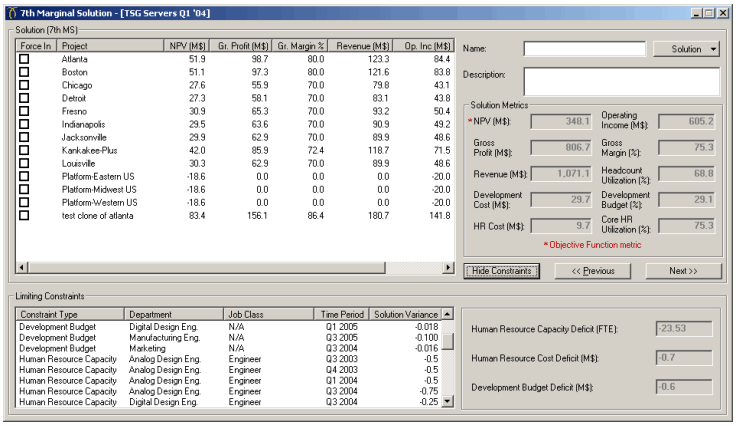


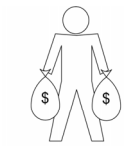
Step 1. Setup company information and forecast each project's financials, program schedule, and resource requirements.

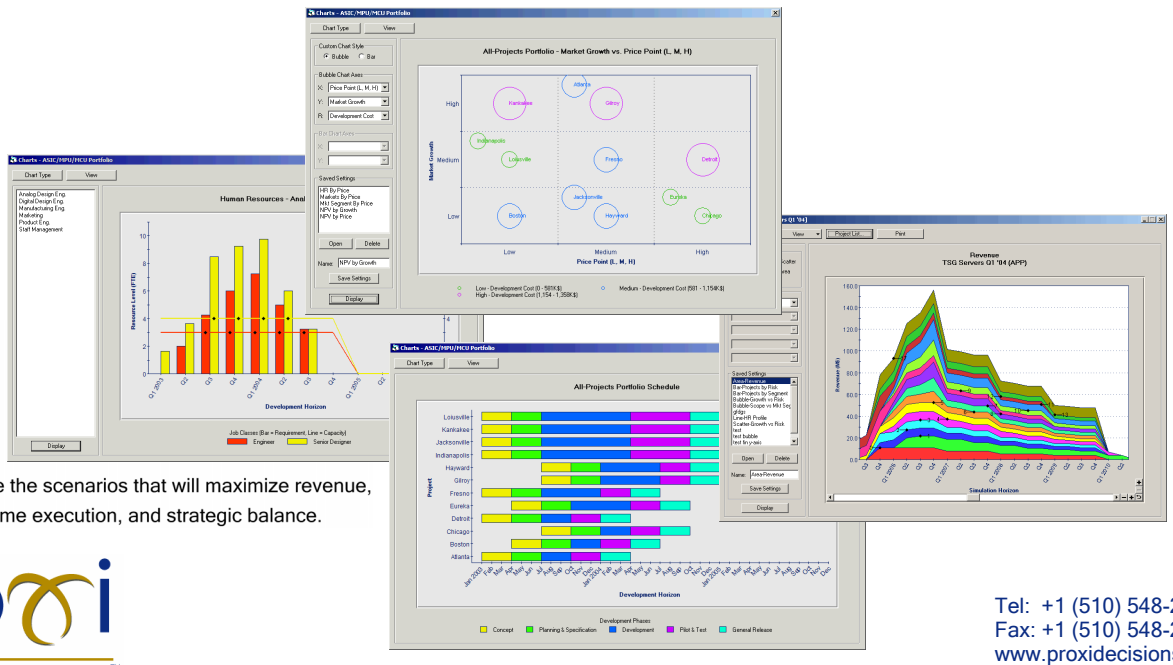






Step 2. Attach candidate projects to a portfolio for analysis, select from several financial valuation and optimization models, then click "Optimize". With the optimal solution identified, explore additional solutions, overlay strategic and subjective factors, examine effects of "what-if" scenarios, and view outputs in both graphical and report format.





Step 3. Visualize the scenarios that will maximize revenue, profitability, on-time execution, and strategic balance.

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