

## **New Report Illuminates PPM Benefits for Product-Focused Companies**

**AUSTIN, TEXAS, December 8**– Tech-Clarity, an independent research and consulting firm, finds that product portfolio management (PPM) is creating substantial ROI for leading product-focused companies and dramatically easing planning and assessment of pipelines.

Tech-Clarity interviewed three product-focused companies that have deployed Planview Enterprise for product portfolio management for its report *Tech-Clarity Insight: Improving Portfolio Decision Making*. The report examines the benefits of best practices and technology in managing vast product portfolios.

“PPM improves portfolio decision-making, leading to top-line growth and improved profit margins. Companies gain significant value from PPM by developing optimal portfolios, ensuring they are enabled with the right resources, and improving project execution,” said Jim Brown, president of Tech-Clarity and author of the report. “PPM offers significant ROI without requiring companies to reinvent the wheel, providing a compelling business opportunity.”

Companies featured in the report include Green Mountain Coffee Roasters; Infineum, leading developers of petroleum additives; and a large, cutting-edge medical device company. Executives interviewed point to the transparency PPM provides as well as its overall impact in optimizing product planning.

Don Kingsberry, Enterprise PMO with Green Mountain Coffee Roasters and PPM veteran, explains that having visibility into all projects through PPM enables better decision making. He states “In a previous company, we cut millions of dollars of projects that were wasting time and we shouldn’t have been working on. We got clarity on that immediately and had a huge multi-million dollar return in six months.”

The report finds that companies share common takeaways as a result of their PPM implementations. Brown identifies a number of key findings and recommendations for extending the benefits of PPM, including:

- Integrating the portfolio planning, resource management execution and innovation processes
- Taking advantage of best practice processes to avoid reinventing the wheel
- Adopting PPM should initially focus on visibility into portfolios and clear metrics

“Coupling processes, people, metrics and PPM software provides real, strategic value – the kind that shows up in the annual report,” continues Brown. “Based on our study of these three implementations, we found that companies can accelerate their time to achieve value from PPM by adopting industry best practices, metrics and tools, then adapting over time as they learn more about how to make the best product decisions.”

The full report is available at [Tech-Clarity Insight: Improving Portfolio Decision Making](#) and a podcast on can be found at [Key Takeaways](#).

### **About Tech-Clarity**

Tech-Clarity is an independent research and consulting firm that specializes in analyzing the true business value of software technology and services. We offer insight into the unique benefits of technology solutions through publication, speaking and consulting on strategic business improvement through the intelligent use of enterprise software. Tech-Clarity helps software users, service providers and software vendors by determining and communicating real business value. Industry clients and readers benefit from seeing the value of solutions as opposed to the technology itself. Software vendors and service providers benefit from clearer messages and more compelling descriptions of the value they offer.