How Can Enterprises Improve Innovation Planning?

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Companies are faced with growing complexity in planning the right projects and strategies to meet long-term objectives. Organizations want to look broadly across the enterprise and far across time with a better understanding...
of how they should be managing innovation today.

To stay on target, companies need insight into strategic assets, projects and complex interdependencies across the company. They need visibility into the future, with critical and timely information on emerging technologies, products and markets to be nimble in responding to windows of opportunity. Organizations need to map innovation to opportunity by managing the planning process.

Providing visibility into the future while adding structure to the process, Vision Strategist helps organizations manage the stages of innovation.

**Collect**

Innovation starts with idea creation and the collection of critical data needed for strategic planning. Vision Strategist enables companies to easily survey teams across the organization and its supply network to gather strategic information. It streamlines the data gathering process, provides more accurate data and offers insight into missing data and trends. Vision Strategist can gather, update and synthesize both structured and unstructured data, accelerating the information gathering process and making it easier to create repeatable innovation.

**Collaborate**

Throughout the innovation process, strategic information needs to be shared and integrated into other parts of the organization. Vision Strategist enables collaboration across geographically dispersed organizations and their suppliers, using standard formats and processes built into the system. Using Vision Strategist, organizations can share forward-looking product, market and technology plans over time, gaining visibility into resource constraints and dependencies as they emerge.

**Comprehend**

Innovation is derived from good ideas and information. Vision Strategist reporting and analytics provide organizations with powerful insight and views into potential changes to technology, product and market conditions. What-if analysis allows organizations to map uncertainty and understand opportunities from different vantage points that account for potential changes ahead. By identifying relationships and linking projects in Vision Strategist, data can be easily shared, updated and integrated into other parts of the organization. Strategic assets can be used more efficiently to drive the pace of innovation.

**Vision Strategist Benefits**
Vision Strategist provides structure and visibility into the process of innovation. It enables organizations to share and leverage long-term strategic planning information to make informed decisions about future plans.

Vision Strategist allows users to create, analyze, collaborate and integrate strategic planning data that is critical to innovation. Unlike portfolio management, new product development and project management applications, Vision Strategist is a business strategy tool that helps organizations to evaluate conditions that impact their business, understand their planned investments and decide how to connect the dots.

Developed to help organizations structure business strategy and take the guesswork out of planning future projects, Vision Strategist sits at the front-end of the enterprise. It provides visibility into upstream R&D efforts, offering analysis and reports on whether projects the company is investing in today are on target with what's most important to the organization's future.

Based on best practices at leading Fortune 500 organizations, Vision Strategist delivers multi-dimensional views of the organization to identify the most important opportunities to invest time, money and resources in based on strategic information. This strategic information is broken down into specific types of data including product, technology, market and competitive information that users are tracking. This information is graphically depicted in the form of a multi-dimensional "roadmap," a document that visualizes the status and dependencies of an opportunity.

The roadmap depicts the health of the opportunity and can be viewed from different vantage points to assess whether a planned project meets business objectives. The stakeholder and contributing team members can evaluate whether the project is on target from a technology, competitive or regulatory perspective by changing the view of the roadmap.

Vision Strategist roadmaps visualize the health of an opportunity over time, providing an extended view into the future. Within a roadmap, specific elements of an opportunity can contain supporting details and documents, allowing teams to view and report on roadmap data that is embedded and stored in a central Vision Strategist database.
Within Vision Strategist, an individual can link roadmaps to other planned projects, and then analyze project interdependencies to make accurate planning decisions. Looking ahead, what-if analysis can report on the ripple effects of changes to strategic planning data. Using Vision Strategist, companies can maintain and assess an inventory of opportunities that map to business strategy, making fact-based decisions for long-range planning.

Vision Strategist Features

Vision Strategist provides powerful features to help individuals create and manage strategic opportunities and projects over time. Vision Strategist is a centralized database with a highly configurable data model and rich, graphical roadmaps and reports that visualize embedded roadmap data.

Using Vision Strategist, organizations can collaborate on strategic plans and communicate across geographically dispersed teams. An intuitive web-based interface allows planners to easily share real-time information.

Features include:

- Detailed roadmaps with metadata and graphical displays that link product, technology, market and resource information
- Standard XML and industry standard formats to share entire or partial roadmaps with external suppliers
- Security encryption and password-protection to manage access to roadmap data
- User rights and access management via LDAP
- Automated data collection and web-based interviews to collect data across teams and translate responses into roadmaps
- Advanced reporting and data filtering, displaying information in tabular grids
- Integration with Microsoft® PowerPoint® including the ability to export roadmaps and refresh static roadmaps with the click of a button
- Advanced search functions by data categories and sub-folders
- Document version control with check-in and check-out support
• Customized and controllable views that enable drill up and down functionality to various levels of detail
• XML data interchange and a built-in data mart
• Support for Microsoft SQL and Oracle databases

Create and access roadmaps using a familiar file tree structure.