

Product Portfolio Management Professional Services

The value of product portfolio management:

Having an integrated product portfolio management process is critical to successfully providing value to your customers. The product portfolio reflects a significant investment and needs to be actively managed to maximize its return.

Recognizing the need for improved portfolio management

Often the focus of product portfolio management is coming up with the latest and greatest product idea without actively managing the existing portfolio of products or aligning the new product ideas to the long-term corporate strategy. What can result is a disjointed product set all with unique value propositions, but not always aligned with the current sales strategy. These problems manifest themselves in a variety of ways:

- Slow or no revenue growth in new products
- High loss rate in strategically important customer segments
- Highly proliferated number of product SKUs with decreasing annual margin rates
- Unable to prioritize a large list of new product development projects



How CCS can help...

Our goal is to create an integrated product portfolio management system that provide a customer centered framework for decisions to be made that will ensure resources are optimally deployed. We will help optimize product position in the market and shape the flow of products through the product life cycle.

How CCS accomplishes this:

CCS accomplishes this through our *PLM* Portfolio Management Services Portfolio:

- **Strategic Alignment** – We leverage our product management experience to assess the current product roadmap and its alignment to the long-term corporate strategy. We assess whether the markets defined in corporate strategy have current or future product set addresses the targeted market needs.
- **New Product Introduction (NPI):** Through our analysis of the current product introduction and project prioritization processes, CCS will help to determine whether the right projects are being funded to achieve the corporate goals and whether the products meet unmet needs in the target markets.
- **Go-To Market Strategy Alignment:** We leverage our sales, channel partner and product management experience to assess whether products are being sold where customers want and look to buy them. We assess whether the sales channels have the appropriate tools to communicate a relevant value proposition to the targeted markets.
- **Lifecycle Management:** Without on-going product lifecycle management and review, companies end up with a largely diversified portfolio. CCS will help to assess or establish on-going review of the product portfolio against current corporate strategic goals. Actively managing products throughout their lifecycles will optimize profit and minimize resources spent on market segments no longer strategic. Creating decision framework around what not to sell is just as powerful as deciding what to develop.



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