



# PPM Optimization Workbench™

## SAP PPM 5.0™ + SmartOrg Portfolio Navigator™

### Optimizing the Value of Projects and Portfolios

#### Portfolio Value Optimization

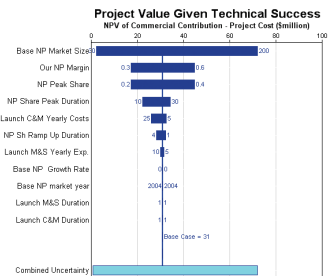
- Assess and optimize economic value
- Select highest value projects
- Find winners faster
- Focus on critical issues
- Develop credible forecasts

**Bringing people and data together via a single cockpit** – The PPM Optimization Workbench is a fully integrated strategic and operational project/portfolio management system. The system analyzes economic value, risk and uncertainty and provides the information needed to manage your projects to obtain the highest return on your R&D and product development investments.

The workbench brings two powerful systems together to do the whole job – SAP Portfolio and Project Management 5.0 (PPM 5.0) and SmartOrg Portfolio Navigator value-based management software.

PPM 5.0 provides tools to manage innovation throughout the entire development process. Portfolio Navigator provides tools to identify

key value drivers and deal with the risks and uncertainties that are crucial to creating high value returns.



Identify key value drivers

#### Evaluate and Select the Best Projects for Development

Most projects start as concepts. There are frequently more projects than you have resources. To make good resource allocation choices you need to forecast future value in the face of considerable uncertainty. The workbench provides the answers you need to forecast expected economic value with confidence and come to grips with downside risk and upside potential.

It works this way: initiate projects in PPM, click on the Optimization tab and your project moves seamlessly to the workbench where a powerful decision analysis analytic engine identifies key value drivers and the critical factors you need to manage to

#### Aligning Stakeholders to Achieve Continuous Product and Service Innovation



Continuous product and service innovation requires alignment between several stakeholders with differing objectives

**Leadership Team**

**Continuous Product and Service Innovation**

Marketing | Research & Development | Operations | Product Management

How should our entire organization contribute to innovation in our products and services – in ways that will drive differentiation and growth?

- Market Share
- Profitability
- Customer Value

**Strategy and Planning**

How do I improve responsiveness to customer needs and market opportunities?

- Proactive identification of growth and innovation opportunities
- Leverage core capabilities
- Roadmap aligned with corporate strategy

**Managing Innovation**

How do I extend innovation capacity?

- Participation and engagement level of customers and partners in innovation
- Quantity and quality of concepts developed and evaluated
- Intellectual property

**Program and Project Management**

How do I execute with speed and efficiency?

- Time-to-market
- Resource utilization

**Portfolio Management**

How do I understand the strategic performance impact of investments?

- Continuous and sustained management processes
- Visibility and alignment of portfolio performance with corporate objectives

The workbench supports both strategy and operations to optimize the overall value of projects and portfolios

## Resource Optimization

- Integrate strategy and operations
- Compare and update scenarios
- Allocate resources to highest value projects
- Balance resources

**Project: New Portal Study** Additional Information on Resources Help Change Configuration Application Hierarchy

3401 Level of Severity  OK Aggregated from Subobjects Status Released Responsible Andrea Langlotz

No Messages [Display Message Log](#)

Save Close Read Only Print Export Project Create Version User Settings

Structure Resources Status Reports Control Plans Project Versions Project Charter Search

Staffing Overview Resource Overview Details

Check Resource Search

Roles	Distributed	Status	Calculated Demand	Total Demand	Booked	Remaining Demand	Assigned Effort	Unit	Start	Finish	Calculated Start	Calculated Finish
Admin	<input type="checkbox"/>	△	30	50	1	49	1	Days			07.01.2009	20.08.2009
Andrea Labakota	<input type="checkbox"/>	△	50				1	Days			07.01.2009	20.08.2009
Technical Requirements	<input type="checkbox"/>	△	10				10	Days			07.01.2009	16.01.2009
Feasibility Study	<input type="checkbox"/>	△	20				20	Days			07.01.2009	26.01.2009
Project Manager	<input type="checkbox"/>	△	0	50	0	50	31.55	Days			07.01.2009	20.08.2009
Yvonne Waibel	<input type="checkbox"/>	△	50				31.55	Days			07.01.2009	20.08.2009
Software Developer	<input type="checkbox"/>	△	15	100	44.34	55.66	44.34	Days			07.01.2009	20.08.2009
David Spelman-Kraenich	<input type="checkbox"/>	△	100				6	Days	01.08.2009	31.08.2009	07.01.2009	20.08.2009
Julius Abel	<input type="checkbox"/>	△	100				28.34	Days	27.01.2009	30.06.2009	07.01.2009	20.08.2009
Frederique 2 Pradel 2	<input type="checkbox"/>	△	100				10	Days	01.07.2009	31.07.2009	07.01.2009	20.08.2009
Quality Engineer	<input type="checkbox"/>	△	0	40	40	0	40	Days			07.01.2009	20.08.2009
Software Engineer	<input type="checkbox"/>	△	4	360	0	360	0	Days	07.01.2009	20.08.2009	07.01.2009	20.08.2009
David Spelman-Kraenich	<input checked="" type="checkbox"/>	△	360				0	Days			07.01.2009	20.08.2009
System Installation	<input checked="" type="checkbox"/>	△	3				3	Days			15.08.2009	20.08.2009
Test Pilot	<input type="checkbox"/>	△	1				1	Days			20.08.2009	20.08.2009

Allocate resources to highest value projects

optimize value. Play “what if” games and compare scenarios on the fly, privately or in collaborative sessions with your team. The system draws on your business knowledge, freeing you from dependency on complex, hard to understand spreadsheets.

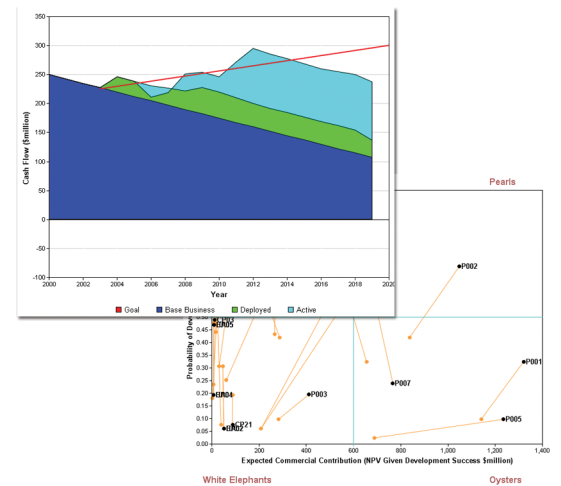
## Prioritize Resource Allocation

When numerous projects compete for resources, they need to be judged against each other to guide resource allocation—feeding winners and killing losers early.

The workbench assembles projects into portfolios and sub-portfolios depending on your requirements, enabling you to prioritize projects based on the probability of development success, expected value and costs, risk vs. reward, cash flow, productivity and other measures.

As with project evaluations, the workbench returns results to PPM, supporting resource allocation and other tactical decision making.

**Focus on value throughout development —** Factors that affect business value frequently change during the development cycle. The workbench tracks these changes against your initial plan to support decisions at stage or phase gate reviews.



Track and balance risk vs. reward

Integration of Portfolio Navigator and SAP PPM5.0 is by PlatinumDB Consulting

## About SmartOrg

SmartOrg is a software and professional services provider specializing in value-based management systems—processes and software that help companies drive growth and profitability by managing the impact of risk and uncertainty on business value.

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VALUE-BASED MANAGEMENT SOFTWARE