Leading Practices in Roadmapping

Our experience with strategic planning, product and technology strategy and product portfolio management across multiple industries reveals a widening gap between the aspirations that organizations articulate in their strategic plans and the reality of their product development capability. Roadmapping serves the valuable function of highlighting those gaps.

Common strategic planning issues addressed by roadmapping include:

- Internal and business partner disconnects during product development
- Alignment of business and technology priorities is lacking
- Contingency plans or optional paths do not exist or are not clear
- Divergent team activities or motives – often across company lines
- Missed market opportunities or a lack of attention paid to customer needs
- Redundant investment in technology across multiple business units

Roadmapping Workshop

Roadmapping is a relatively new strategic planning tool that aligns the organization behind a realistic strategic plan integrated across the critical dimensions of your business. Kalypso has developed a one-day “Leading Practices” workshop designed to help educate and motivate an organization to embrace roadmapping as a valuable strategic planning tool.

A roadmapping workshop can be delivered on-site for groups of 10–50 people from your organization and is a cost-effective way to jump start an initiative or re-evaluate your current process. This one-day Leading Practices in Roadmapping Workshop is designed to kick start or reenergize your roadmapping effort.

The workshop will help you educate your organization on roadmapping best practices to create alignment and consensus on a path forward. Participants will leave with an understanding of lessons learned from leading organizations on how to use roadmapping to:

- Align R&D efforts to ensure new product plans reflect corporate strategy
- Reveal gaps and redundancies in the product and technology portfolio
- Incorporate the voice of the customer
• Improve prioritization of investment based on market need and drivers
• Visualize the totality of innovation programs
• Link business strategy to R&D activities across the enterprise
• Communicate the interdependencies inherent in a strategic plan
• Collaborate with strategic suppliers and partners early in the planning process
• Effectively discover opportunities to re-use technology

The sessions are ideal for executives considering roadmapping as a strategic planning tool or that want to improve their current process. It is designed for those who set and play key roles in strategy development including VPs, Directors and Managers accountable for results in marketing, research, technology development, product development, and business operations.

In addition to the workshop, Kalypso offers a comprehensive set of services to meet your strategic planning needs and build a roadmapping capability within your organization.

Rapid Roadmapping

Achieve rapid results in 8 weeks or less and build basic roadmapping capability. Meet a key business need by creating a few specific roadmaps with multiple dimensions (markets/customers, technologies, products and external: suppliers, regulatory, etc.) using leading practices. Learn from strategic practitioners with multiple years of industry experience.

Strategic Planning Assessment and Return on Investment build on the results of Rapid Roadmapping to plan and build a business case for rollout across the enterprise. Assessment durations are 15 to 45 days depending on organization size and complexity and include the following deliverables:

✓ Plan and approach for roadmapping all dimensions across the enterprise
✓ Quantitative calculation of return on investment for implementing roadmapping
✓ Roadmapping architecture (processes, practices, tools & technology)

Implementation and Training Services

Kalypso partners with Sopheon, a leading global provider of software solutions for product development, product life cycle management, and portfolio management, to provide a complete software-enabled roadmapping solution. Our trained and experienced consultants assist clients with implementation of both roadmapping processes and the software tool. Initial pilot deployment projects range from 10 to 16 weeks in duration. Enterprise implementations can require several months but have typical durations of 16 to 24 weeks.

About Kalypso

Kalypso is a consulting firm serving the world’s most innovative companies. The firm helps clients to deliver on the promise of innovation. Service offerings encompass all aspects of innovation including product strategy, development, introduction, commercialization, lifecycle management, and PLM systems selection and implementation. In addition to the firm’s deep industry, technology, operational, and training expertise, Kalypso provides a flexible, collaborative approach to deliver unparalleled client satisfaction.

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