



# Accolade® for Roadmapping

## Develop Interlinked Strategic Market, Product and Technology Plans with Roadmapping

### With Sopheon's Accolade you can:

- Anticipate and plan for market and technology developments that will impact current and next-generation products.
- More accurately forecast future product plans and align project selection with corporate goals.
- Share real-time product and technology roadmaps with distributed teams, business units, and suppliers to reduce business risk and drive broad participation in the planning process.
- Tightly link day-to-day operational activities with strategic growth initiatives.

**For many companies, the development of market, product and technology roadmaps is an increasingly important part of the planning process. However, the review and updating of these plans is often a once-a-year event. As a result, organizations can be slow to react to market change and lose out on growth opportunities. Business leaders and planners need a solution that enables them to quickly adjust their product and technology strategies to new developments in market needs, technology platforms, customer requirements, regulations and supply-chain capabilities. The potential rewards include long-term competitive differentiation and sustained business success.**

### Confidently Make the Right Innovation Investments for Today, Tomorrow and Beyond

**Sopheon's Accolade** platform is the leading, comprehensive, strategic roadmapping software designed to connect short-term operational decision-making with long-term growth plans. The solution provides cross-functional planning teams and executives with clear views of strategic initiatives and the internal and external developments that are expected to affect them. Accurate, real-time data enables better, more agile decision-making in response to changing conditions.

Accolade's intuitive graphical user interface with powerful drag-and-drop functionality enables non-technical business people to easily create and update market, product and technology plans, using best-practice templates. These roadmaps can then easily be moved into a Stage-Gate® or other new product development process. This enables decision-makers to analyze the impact planned projects will have over time on revenues, market share, and other key portfolio metrics. It also provides an integrated view to easily tie the execution back to the strategic goals and decisions that drove a project in the first place.

## Benefits

- Streamline, automate and visualize real-time roadmap data.
- Reduce the effort for cross-functional teams to collaborate in the roadmapping process.
- Share secure, real-time planning information with suppliers and partners to ensure strategic alignment.
- [Confidently invest in the right markets, products and technologies to sustain and grow your business.](#)

## Move from General Plans and Requirements to Definitive Strategic Plans

Accolade has several intuitive tools and capabilities to help you develop plans even with limited information, allowing you to iteratively develop the definitive plan using guidance and best practices included in the software. The software includes flexible visual planning tools, relevant metrics and data pivots to communicate the best alignment of plans, and to visualize gaps in your plan.

## Enable “Living” Strategic Roadmaps that Evolve with the Market

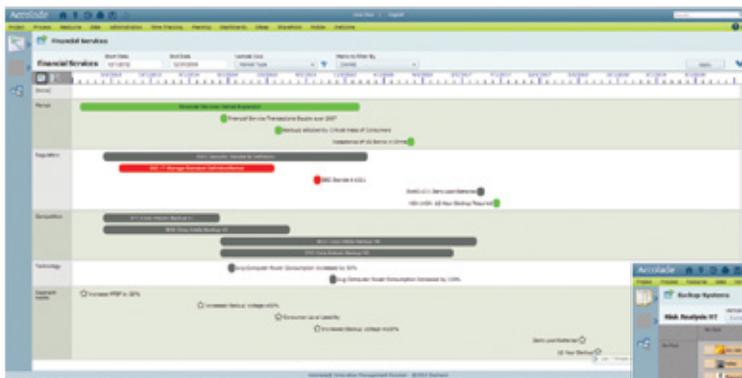
Simplify data input and reduce administrative requirements, making it easier to develop and maintain roadmaps with current market, product and technology developments. Raise visibility of roadmaps and enable users to update content as part of their daily work to transform strategic planning from an annual event into a continuing, ongoing process.

## Create More Easily-Understood, Insightful Views of the Future

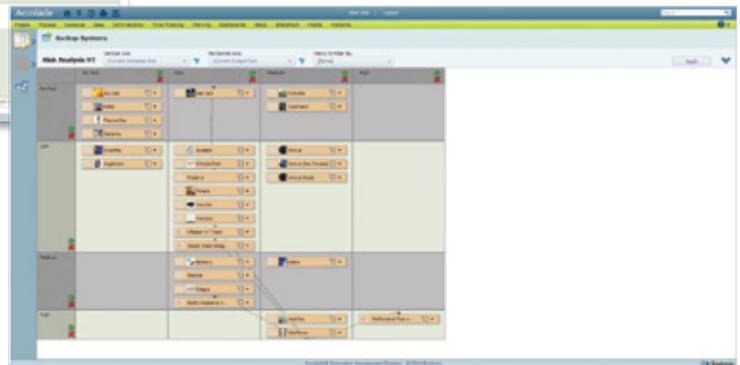
Develop rich, graphical representations of future market, product, and technology opportunities. Enable senior executives to stretch their thinking, identify gaps and understand implications of various investment scenarios for both the short and long term.

## Synchronize Product Strategies with Business and Technology Partners

Roadmaps developed in Accolade can easily be shared across functions, operating units and your supply ecosystem, facilitating broad contribution to and alignment of strategic plans. Encourage broad participation in the planning process while providing a secure foundation for open innovation. Standardize roadmapping language and visualizations to ensure clear and consistent communication of strategy.



Graphical roadmap visualizations enable understanding and manipulation of the linkages and dependencies between market, product and technology plans.



Relationships and categorization of plans and projects are intuitively established, maintained and viewed using flexible grid view graphical data representation.

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