

PROJECT SUMMARY
TECHNOLOGY DIVISION – HEAVY EQUIPMENT MANUFACTURER

PROJECT TITLE: STRATEGIC PORTFOLIO ASSESSMENT AND ALIGNMENT

Project Overview: CGN assisted the client’s technology division with identifying, assessing, consolidating, and aligning product development initiatives across the enterprise.

Business Objectives

- Identify objectives and desired outcomes of the product development process
- Analyze the current portfolio of strategic initiatives related to product development and assess their impact on the desired outcomes
- Develop strategic and tactical recommendations to address gaps and improve the effectiveness of initiatives

Challenges

- Identifying and understanding the impact of numerous initiatives under way across the organization to improve the product development process

Solutions

- CGN conducted an assessment of the current strategic initiatives in place for improving the product development process, which included the following steps:
 - Interviewing executives and business unit leaders to identify the division’s objectives and desired outcomes from the product development process
 - Rationalizing and prioritizing the desired outcomes
 - Inventorying all existing strategic initiatives and developing a balanced scorecard to analyze the impact of each initiative on the desired outcomes
 - Identifying “high” versus “low” value initiatives, alignment gaps, and strategic options and tactics to eliminate those gaps
- CGN also provided a set of recommendations for improving the product development process

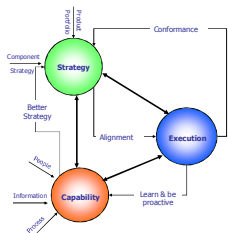
PROJECT DURATION:

February – June, 2006

RESULTS:

- **CGN identified 7 key areas to address and 5 priorities to immediately focus on for successfully achieving the product development roadmap**
- **Based on CGN’s recommendation, the client formed a team comprised of business leaders across the enterprise responsible for different initiatives to eliminate the identified overlaps, remove roadblocks, and manage joint projects**

STRATEGY FRAMEWORK

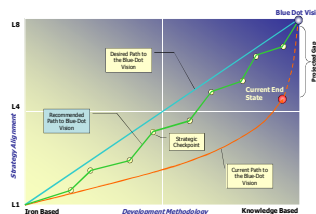


INTERACTION MATRIX

There is a high level of interaction between the initiatives that could cause rework if not optimally sequenced

Initiatives	1	2	3	4	5	6	7	8	9	10	11
ASIC	1										
APCG	2										
Global Reach	3										
IP	4										
IPM	5										
Research	6										
Strategy	7										
Validation	8										
UPD	9										
UPD	10										
UPPA	11										

ROADMAP STRATEGY



For details call: 1.888.RING CGN (1.888.7464.246) or e-mail: (hcm@cg.net)
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