



STUDY ON ROADMAPPING SOFTWARE

CHARACTERISTICS OF ROADMAPPING SOFTWARE PRODUCTS:
COMPARISON THAT SUPPORTS YOUR SOFTWARE SELECTION

PROF. DR. THOMAS ABELE | DR. SVEN SCHIMPF | M.SC. PHILLIP SPIELBERGER

The aim of this study on roadmapping software is to provide an overview of available roadmapping tools.

MOTIVATION, METHOD AND FINDINGS

In 2007 the current development state of roadmapping software tools was investigated in the German article “Software Werkzeuge zur Unterstützung des Technologie-Roadmappings” by Ralf Isenmann. Since then a lot has changed: Some of the examined products disappeared from the market while established software producers and startup companies have entered the field. This study is intended to provide an overview of available Roadmapping Software available on the market in 2017 and a decision-making aid for readers. It is based on the “Practical Study on Roadmapping” that was published in 2016.

We were able to identify a large number of software products, which are – with the exception of MS Office – used principally for Roadmapping. We have sent two surveys to the software producers, from which one was meant to be filled out by themselves and the other by their reference customers. Their statements about the mapping range of the roadmaps, additional methods, graphical user interface, technical interfaces and data storage as well as general company related characteristics were validated by us afterwards – e.g. by attending online demonstrations and testing the software by ourselves. In this publication we would like to make some of our findings accessible to everybody.

Apart from the findings for each product we were also able to make some general observations, e.g.:

1. The products differ strongly in the range of functionality and were developed based on different perceptions of the term “Integrated Roadmapping”.
2. The adaptability of the products varies. It ranges from very high levels of flexibility to more rigid processes with fixed underlying data structures.

In conclusion, it can be said that due in particular to the high adaptability of some products this study can only offer an initial orientation.

OVERVIEW

1 SUMMARY AND OVERVIEW

2 ACCOLADE PLATFORM

3 BUBBLE INNOVATOR PPM

4 INSPIRD ROADMAP

5 ITONICS ROADMAP

6 ONEDESK

7 PRODUCTPLAN

8 RECEPTIVE

9 ROADMUNK

10 SHARPCLOUD

11 FURTHER SOFTWARE PRODUCTS

12 OPINIONS OF CUSTOMERS AND PRODUCERS

ACCOLADE PLATFORM - KEY FACTS

13

GENERALLY RECOMMENDED WHEN:

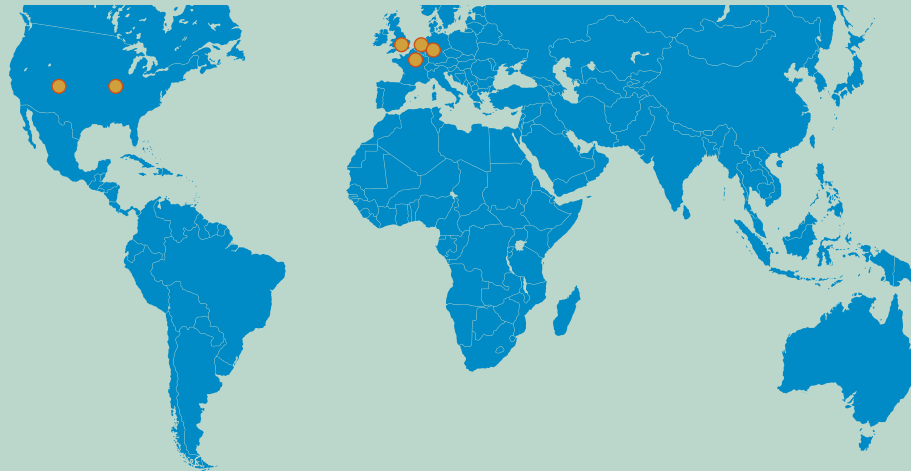
All-in-one solution with focus on downstream resource management is required

COMPANY'S NAME: Sopheon GmbH

YEAR OF FOUNDATION: 1993

LOCATIONS:

Bloomington, US
Arvada, US
Guildford, GB
Amsterdam, NL
Darmstadt, DE
Paris, FR



EMPLOYEES: >50

WEBSITE: www.sopheon.com

CEO: Pieter Leijten

BUSINESS AND SALES MODEL: SaaS, Product, Consulting



ACCOLADE PLATFORM

- **REFERENCE CUSTOMERS:**
KIC InnoEnergy, Pall Corporation, ConAgra Foods, Solvay, Sabic, Abbott Laboratories, Regal Beloit etc.
- **FOCUS ON SECTORS:**
Chemical industry, plant manufacturing, industrial production, high-tech, consumer goods, packaging, transport



View after login

ELEMENTS:

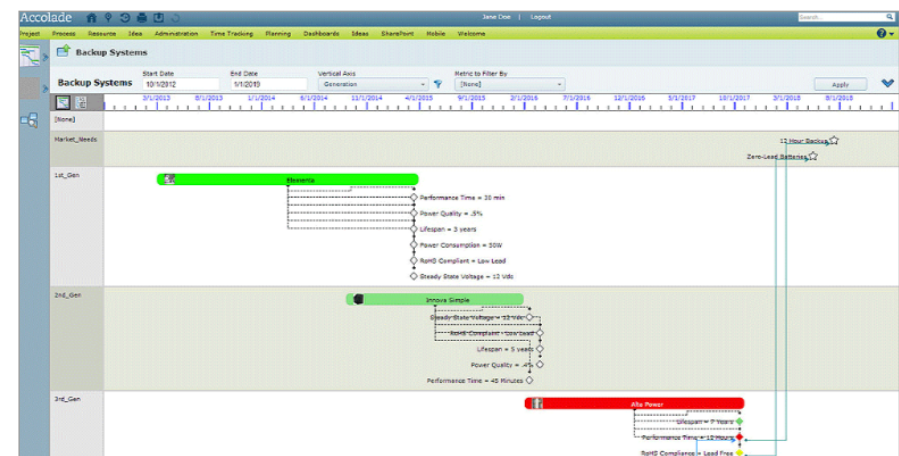
- Products and services
- Initiatives, trends, market developments and ideas
- New technologies
- Milestones
- Projects
- Expert functions
- Decision points

LINKS:

- Simple connection between different and similar element types

FILTERING / AGGREGATION:

- By chosen element types
- According to expert functions



Roadmapping view

UPSTREAM DATA ANALYSIS

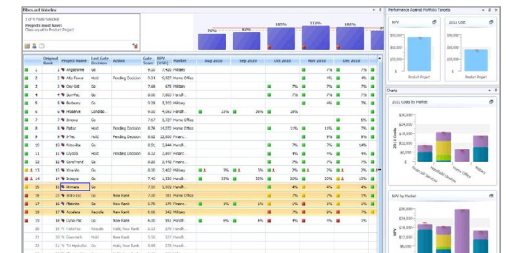
- Capability Maturity Model
- Portfolios

DOWNSTREAM MANAGEMENT

- Management of resources
- Risk analysis

REPORTS

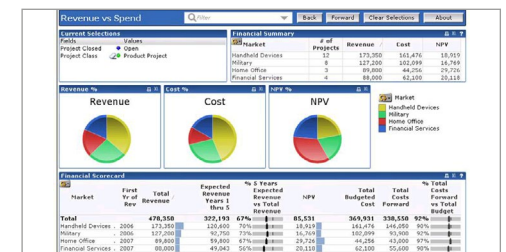
- Newsletter
- PDF / MS Office
- System internal
- JPG



Resource planning



Balanced Scorecard



Portfolios

INTERFACES:

- CSV import and export
- XLS import and export
- Free available API

SERVER AND DATA STORAGE:

- Microsoft Server

SECURITY REGARDING SAAS USAGE:

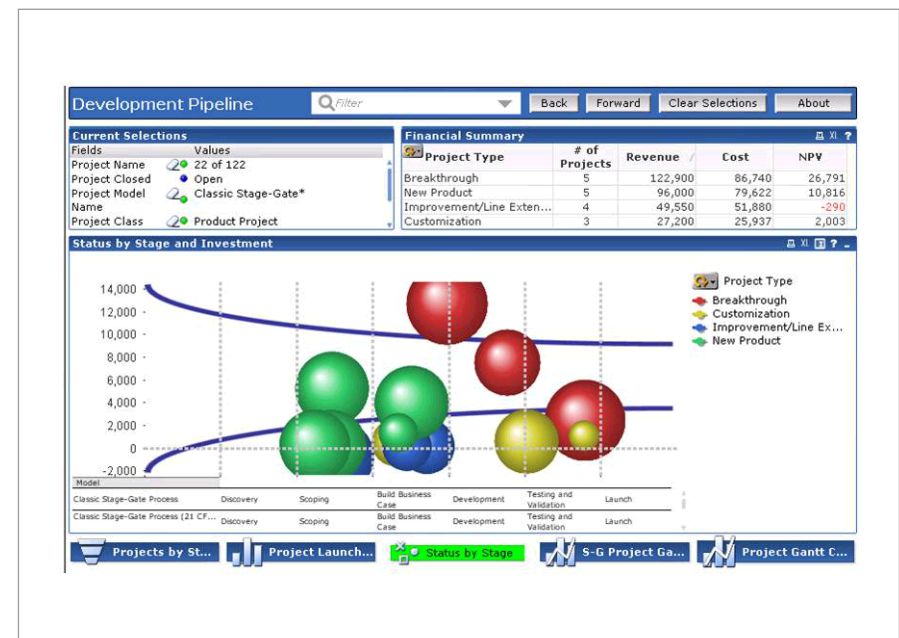
- ISO 27001 certified data center
- Memory location is chosen together with customer

SUPPORT:

- Telephonic & written
- Documentation
- Training materials
- Training videos

HIGHLIGHT:

- Reports that were exported as MS Office files stay connected to the Microsoft database and are updated automatically.



Portfolios

BUBBLE INNOVATOR PPM - KEY FACTS

17

GENERALLY RECOMMENDED WHEN:

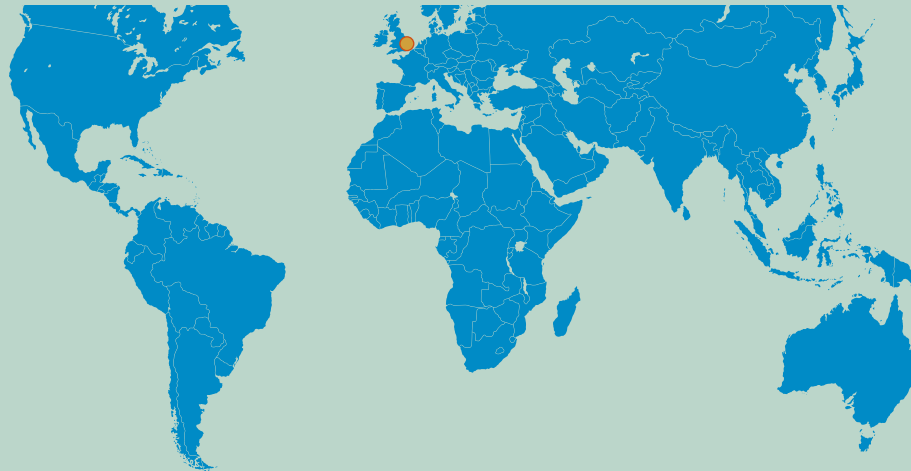
Market analysis is completed and planning and management of innovative projects is the main focus

COMPANY'S NAME: Bubble Ltd.

YEAR OF FOUNDATION: 1999 (ab 2007 Software Produkte)

LOCATIONS:

Cambridge, GB
Phoenix, US



EMPLOYEES: 15-50

WEBSITE: www.bubblegroup.com

CEO: Peter Hoyland

BUSINESS AND SALES MODEL: SaaS, Consulting

Bubble INNOVATOR™

BUBBLE INNOVATOR PPM

- **REFERENCE CUSTOMERS:**
Element Six, Depuy Synthes, Severn Trent Water etc.
- **FOCUS ON SECTORS:**
Initially focused on manufacturers of medical devices, orientation away from industry focus

A screenshot of the Bubble Innovator PPM software interface. The interface shows a 'Full Portfolio' view with a table of projects. The table has columns for Project ID, Project Name, Project Lifecycle State, Priority, Risk Score, Gate Progress, Project Type, Portfolio, and Risk. The table lists 25 projects, each with a unique ID and name, and various status indicators. The interface also includes a sidebar with navigation options like 'Table', 'Timeline', 'Prioritization', 'Roadmap', 'Resource', 'Report', and 'Capacity'. At the bottom, there are buttons for 'Refresh', 'Save', and 'Export'.

View after login

ELEMENTS:

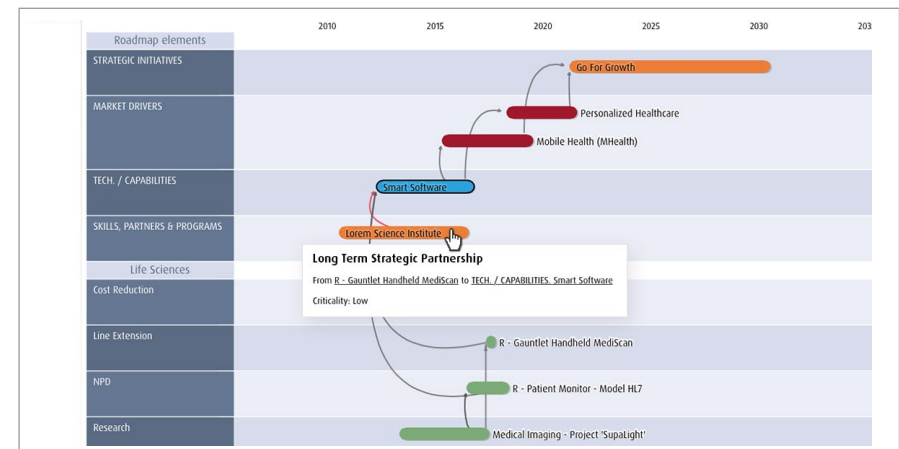
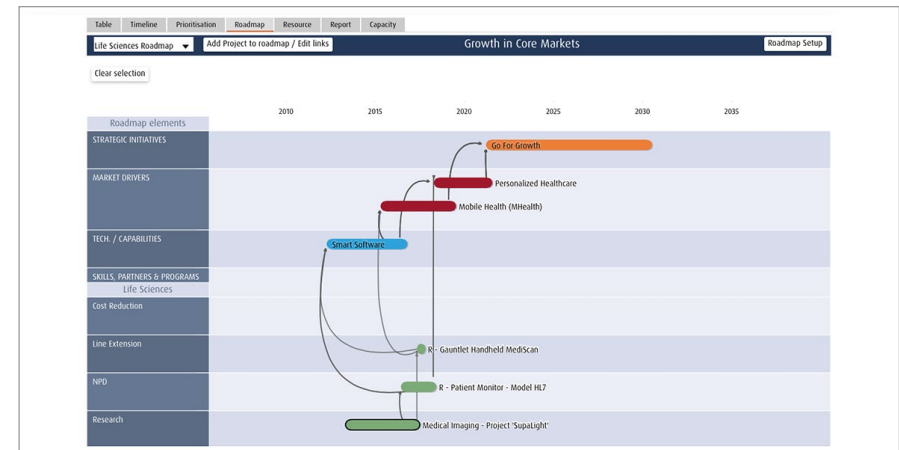
- Initiatives, trends, market developments and ideas
- Milestones
- Projects
- Expert functions
- New technologies

LINKS:

- Simple connection between different and similar element types

FILTERING / AGGREGATION:

- By chosen element types



Roadmapping view

UPSTREAM DATA ANALYSIS

- Portfolios
- Balanced scorecard
- Capability Maturity Model

DOWNSTREAM MANAGEMENT

- Management of resources

REPORTS

- Newsletter
- System internal
- PDF / MS Office

Table	Timeline	Prioritisation	Roadmap	Resource	Report	Capacity
▲ Priority	Gate Icons			Gate Progress	Project Type	Portfolio
Critical					NPD	Life Sciences
Critical					NPD	ICT
High					Line Extension	Food & Bever...
High					IT	ICT
High					NPD	Food & Bever...
High					TBD	TBD
High					NPD	Life Sciences
High					NPD	Life Sciences
High					NPD	TBD
High					NPD	Life Sciences

Capability Maturity Model

Table	Timeline	Prioritisation	Roadmap	Resource	Report	Capacity
▲ Priority	Gate Icons			Gate Progress	Project Type	Portfolio
Critical					NPD	Life Sciences
Critical					NPD	ICT
High					Line Extension	Food & Bever...
High					IT	ICT
High					NPD	Food & Bever...
High					TBD	TBD
High					NPD	Life Sciences
High					NPD	Life Sciences
High					NPD	TBD
High					NPD	Life Sciences

Management of resources

Table	Timeline	Prioritisation	Roadmap	Resource	Report	Capacity
▲ Priority	Gate Icons			Gate Progress	Project Type	Portfolio
Critical					NPD	Life Sciences
Critical					NPD	ICT
High					Line Extension	Food & Bever...
High					IT	ICT
High					NPD	Food & Bever...
High					TBD	TBD
High					NPD	Life Sciences
High					NPD	Life Sciences
High					NPD	TBD
High					NPD	Life Sciences

System internal reporting

INTERFACES:

- CSV import and export
- Freely available API

SERVER AND DATA STORAGE:

- Usage as SaaS

SECURITY REGARDING SAAS USAGE:

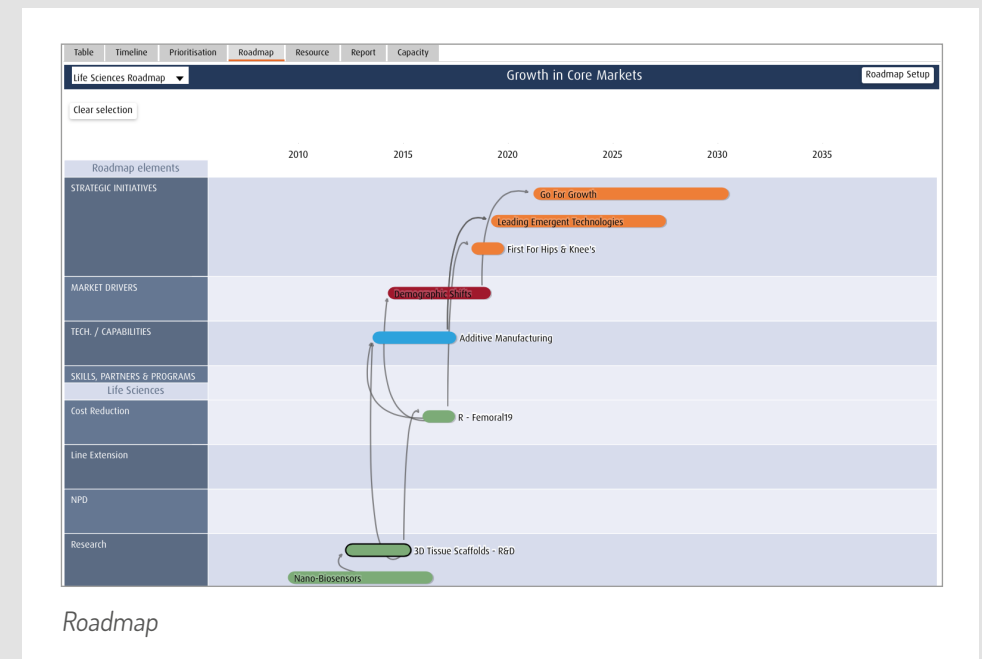
- Microsoft SQL data base with current version
- Encryption
- Hosted at AWS Relational Database Service

SUPPORT:

- Telephone & written
- Documentation
- Training materials

HIGHLIGHT:

- Clear roadmap that matches scientific standards



GENERALLY RECOMMENDED WHEN:

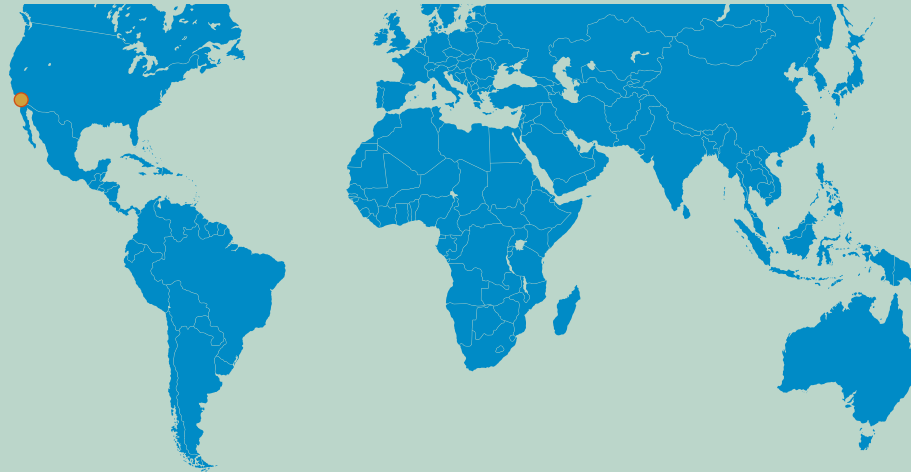
Research intensive complex products with complex budget management

COMPANY'S NAME: InspiRD. Inc.

YEAR OF FOUNDATION: 2011

LOCATIONS:

Mission Viejo, US



EMPLOYEES: 15–50

WEBSITE: www.inspiird.com

CEO: Sung Pak

BUSINESS AND SALES MODEL: Product, SaaS



INSPIRD ROADMAP

- **REFERENCE CUSTOMERS:**
ChromLogic, Northrop Grumman, Johnson&Johnson, IOMAXIS, Booz | Allen | Hamilton, VEXTEC, ASD(R&E) etc.
- **FOCUS ON SECTORS:**
Aviation and defense, biomedicine, high tech, automotive

No.	Title	Description	Owner	Action Items
T1	*P: Algorithms and Processing	Computing algorithms and data processing	Admins	
T2	*P: Core Technology	Communications Technologies	Admins	
T3	*P: Computing and Storage	Computing and Storage Technologies	Admins	
T4	*P: Electrical Power	Electrical Power	Admins	
T5	*P: Electronic Circuits	Electronic Circuits and Related Tech	Leadship	
T6	*P: Electronic Packaging	Electronic Packaging	Leadship	
T7	*P: Materials and Coatings	Materials and Coatings	Leadship	
T8	*P: Mechanical Manufacturing	Mechanical Manufacturing	Leadship	
T9	*P: Optics	Optics, Lenses and Mirrors etc.	Leadship	
T10	*P: Photonics	Photonics	Leadship	
T11	*P: Semiconductors	Semiconductor Manufacturing and Fab	Leadship	
T12	*P: Software	Software Development tools	Leadship	

View after login

ELEMENTS:

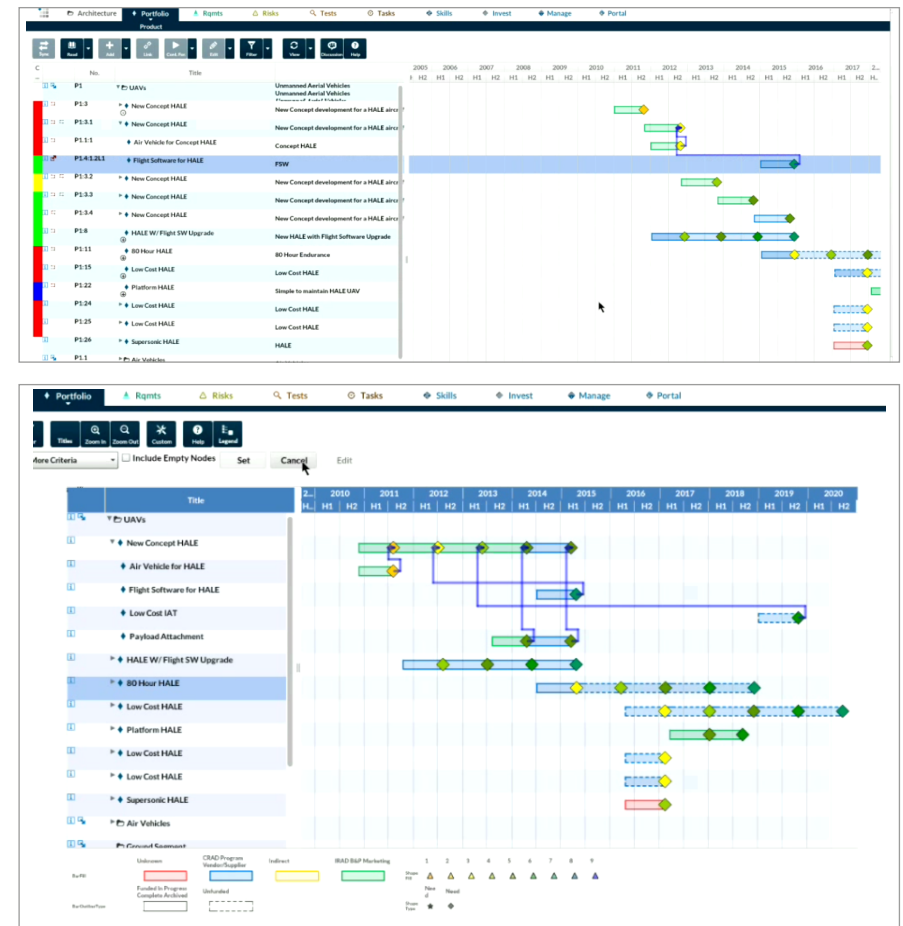
- Products and services
- Milestones
- Decision points
- Projects
- Requirements

LINKS:

- Simple connection between different and similar element types
- Conditional link between various element types
- Hierarchical integration of different and similar elements

FILTERING / AGGREGATION:

- By chosen element types



Roadmapping view

UPSTREAM DATA ANALYSIS

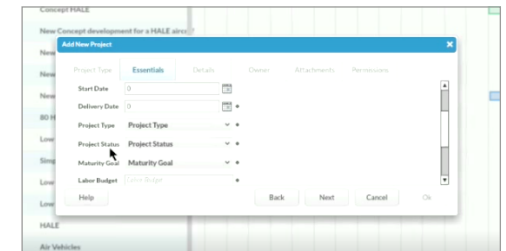
- Balanced scorecard
- Capability Maturity Model
- Portfolios

DOWNSTREAM MANAGEMENT

- Management of resources
- Risk management
- Project management / task management
- Test plan and result management

REPORTS

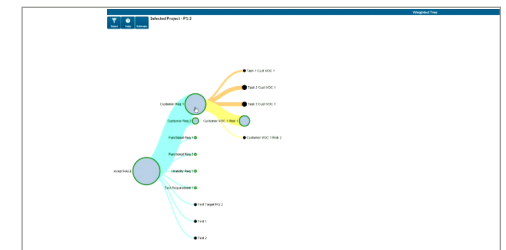
- Newsletter
- System internal
- PDF / MS Office



Capability Maturity Model

ID	Name	Description	Severity	Detection	Occurrence	Status	Date
PI-01	Customer Risk 1	Customer Risk 1	High	Automatic	High	High	2012-01-01
PI-02	Customer Risk 2	Customer Risk 2	Medium	Automatic	Medium	Medium	2012-01-01
PI-03	Customer Risk 3	Customer Risk 3	Low	Automatic	Low	Low	2012-01-01
PI-04	Customer Risk 4	Customer Risk 4	High	Automatic	High	High	2012-01-01
PI-05	Customer Risk 5	Customer Risk 5	Medium	Automatic	Medium	Medium	2012-01-01
PI-06	Customer Risk 6	Customer Risk 6	Low	Automatic	Low	Low	2012-01-01
PI-07	Customer Risk 7	Customer Risk 7	High	Automatic	High	High	2012-01-01
PI-08	Customer Risk 8	Customer Risk 8	Medium	Automatic	Medium	Medium	2012-01-01
PI-09	Customer Risk 9	Customer Risk 9	Low	Automatic	Low	Low	2012-01-01
PI-10	Customer Risk 10	Customer Risk 10	High	Automatic	High	High	2012-01-01
PI-11	Customer Risk 11	Customer Risk 11	Medium	Automatic	Medium	Medium	2012-01-01
PI-12	Customer Risk 12	Customer Risk 12	Low	Automatic	Low	Low	2012-01-01
PI-13	Customer Risk 13	Customer Risk 13	High	Automatic	High	High	2012-01-01
PI-14	Customer Risk 14	Customer Risk 14	Medium	Automatic	Medium	Medium	2012-01-01
PI-15	Customer Risk 15	Customer Risk 15	Low	Automatic	Low	Low	2012-01-01
PI-16	Customer Risk 16	Customer Risk 16	High	Automatic	High	High	2012-01-01
PI-17	Customer Risk 17	Customer Risk 17	Medium	Automatic	Medium	Medium	2012-01-01
PI-18	Customer Risk 18	Customer Risk 18	Low	Automatic	Low	Low	2012-01-01
PI-19	Customer Risk 19	Customer Risk 19	High	Automatic	High	High	2012-01-01
PI-20	Customer Risk 20	Customer Risk 20	Medium	Automatic	Medium	Medium	2012-01-01

Risk management



System internal

INTERFACES:

- CSV import and export
- JSON import and export
- XML import and export
- API freely available

SERVER AND DATA STORAGE:

- Usage as SaaS
- Local usage on own servers
- Local database backup copies
- Various database systems

SECURITY REGARDING SAAS USAGE:

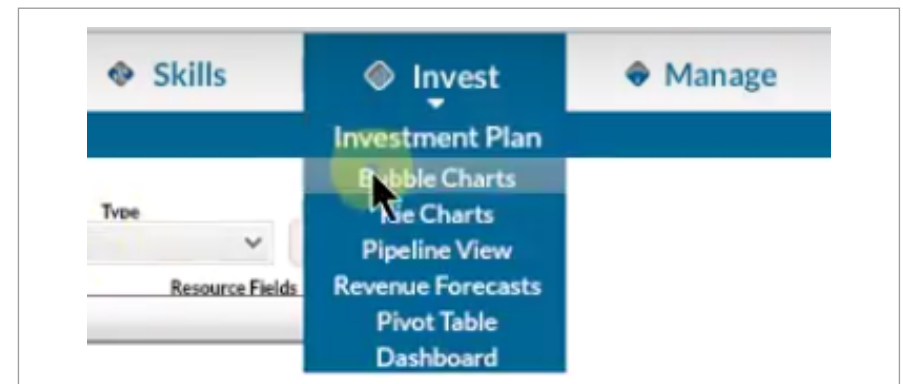
- Https and layers
- Usage on standard clouds, e.g. Redhat, possible

SUPPORT:

- Telephone & written
- Documentation
- Training materials
- Training videos
- Learning programme integrated in the software

HIGHLIGHT:

- Good management of resources and decision materials for the administration of budget and investors



Management of resources

GENERALLY RECOMMENDED WHEN:
Focus on analysis of external information

COMPANY'S NAME: ITONICS GmbH

YEAR OF FOUNDATION: 2009

LOCATIONS:

Nürnberg, DE

Berlin, DE

Kathmandu, NP

New York City, US



EMPLOYEES: >50

WEBSITE: www.itonics.de

CEO: Dr. Michael Durst

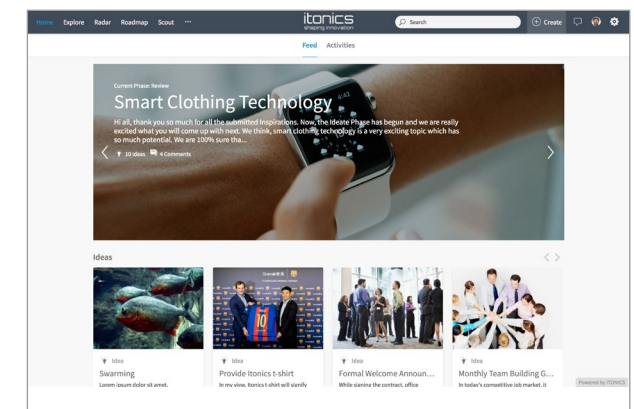
FURTHER SOFTWARE PRODUCTS: Scout, Radar, Foresight, Inspirator, Ideation

BUSINESS AND SALES MODEL: Product, SaaS, Consulting

itonics

ITONICS ROADMAP

- **REFERENCE CUSTOMERS:**
Audi, Bayern Innovativ, Siemens, ZF, Brose, Leoni, adidas etc.
- **FOCUS ON SECTORS:**
Generalist – no industry focus



View after login

ELEMENTS:

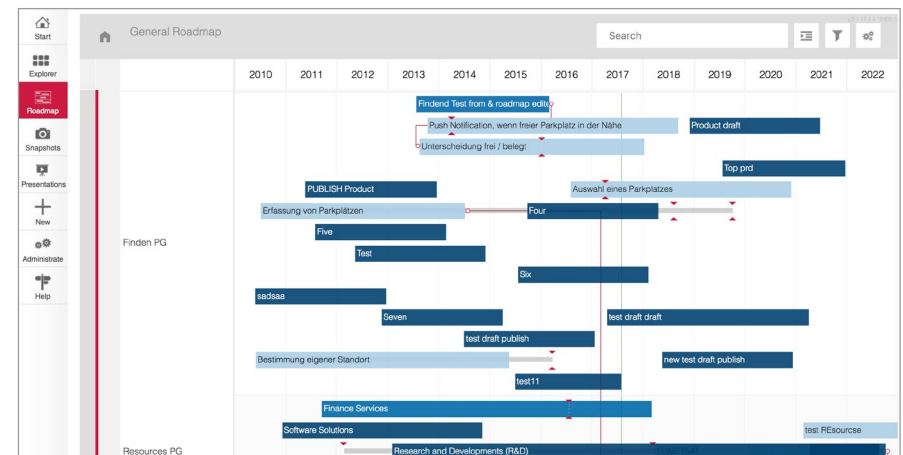
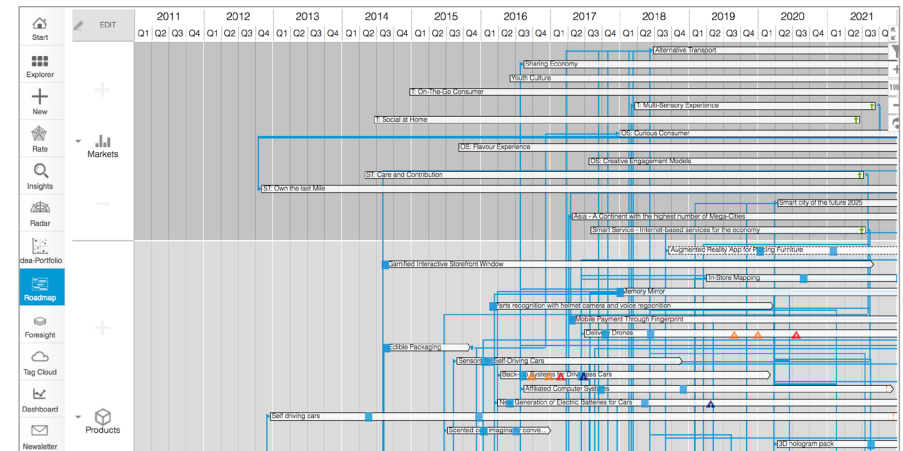
- Products and services
- Initiatives, trends, market developments and ideas
- New technologies
- Milestones
- Decision points
- Projects
- Expert functions

LINKS:

- Simple connection between different and similar element types
- Hierarchical integration of different and similar elements

FILTERING / AGGREGATION:

- By chosen element types
- According to expert functions



Roadmapping view

UPSTREAM DATA ANALYSIS

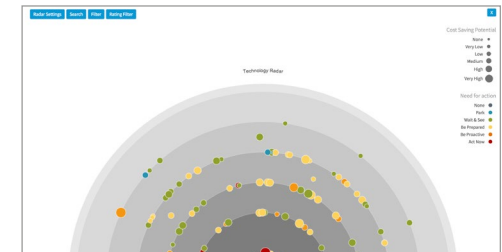
- Technology radar (Z)
 - Portfolios (Z)
 - Strategy maps (Z)
 - Balanced scorecard (Z)
 - Technology atlas/map (Z)
 - Capability maturity model (Z)
 - Delphi studies (Z)
- Z = “as an additional modul”

DOWNSTREAM MANAGEMENT

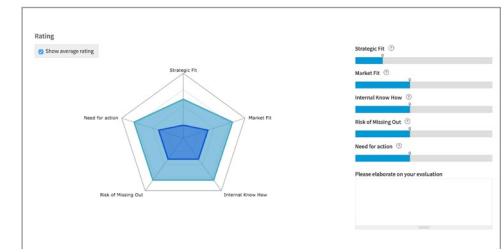
- No integrated methods

REPORTS

- Newsletter
- System internal
- Workshop mode



Technology radar



Trend rating



Newsletter

INTERFACES:

- CSV import and export
- Interfaces to ITONICS software products

SERVER AND DATA STORAGE:

- Usage as SaaS
- Local usage on own servers
- Local data backup copies
- Various database systems

SECURITY REGARDING SAAS USAGE:

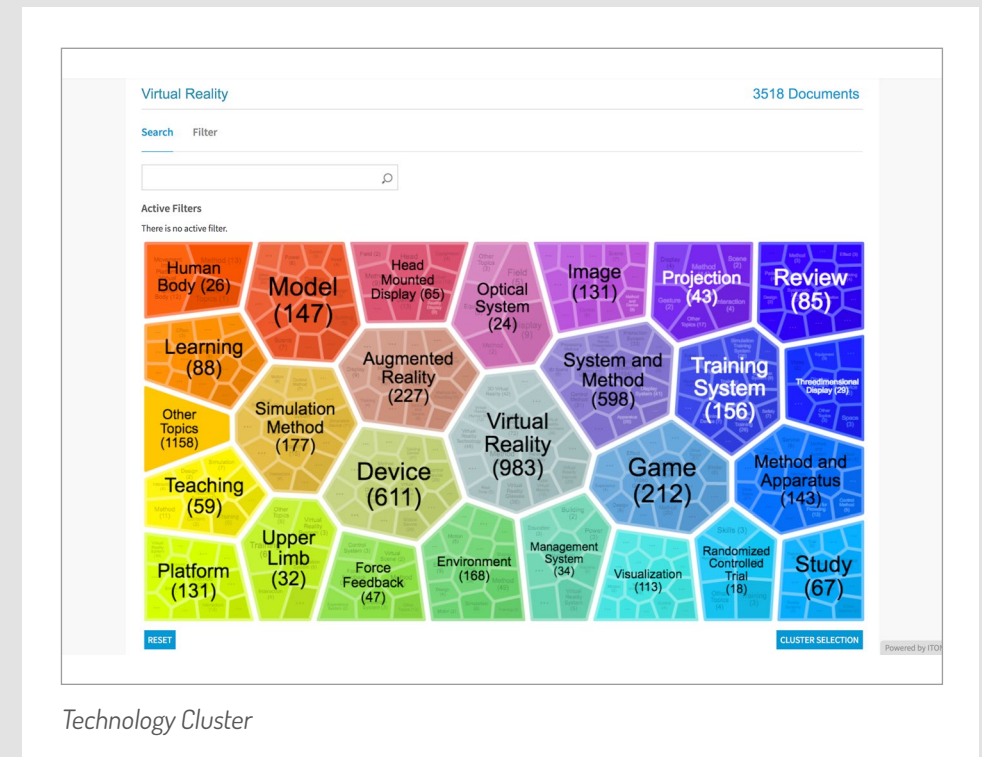
- German data center
- ISO27001 certification of the data center

SUPPORT:

- Telephone & written
- Documentation
- Training materials
- Training videos

HIGHLIGHT:

- Interface to knowledge databases (e.g. patent database)



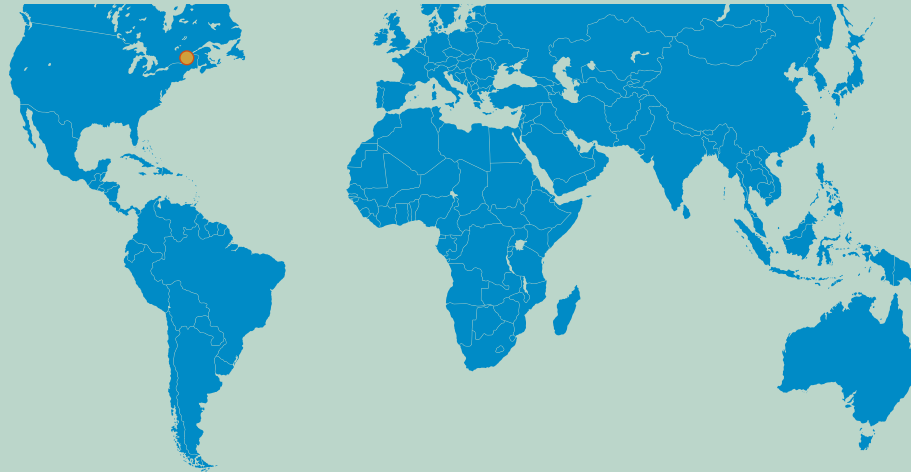
GENERALLY RECOMMENDED WHEN:

Stimulation by existing customers is main driver of innovation

COMPANY'S NAME: OneDesk Inc.

YEAR OF FOUNDATION: 2009

LOCATIONS:
Montreal, CA



EMPLOYEES: 15–50

WEBSITE: www.onedesk.com

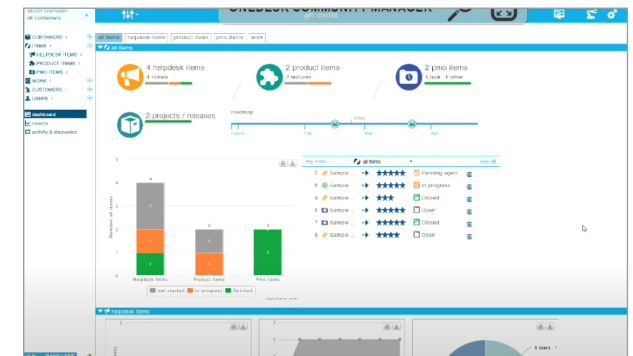
CEO: Faycal Kahloun

BUSINESS AND SALES MODEL: SaaS, product



ONEDESK

- REFERENCE CUSTOMERS:
Not specified
- FOCUS ON SECTORS:
Generalist – no industry focus



View after login

ELEMENTS:

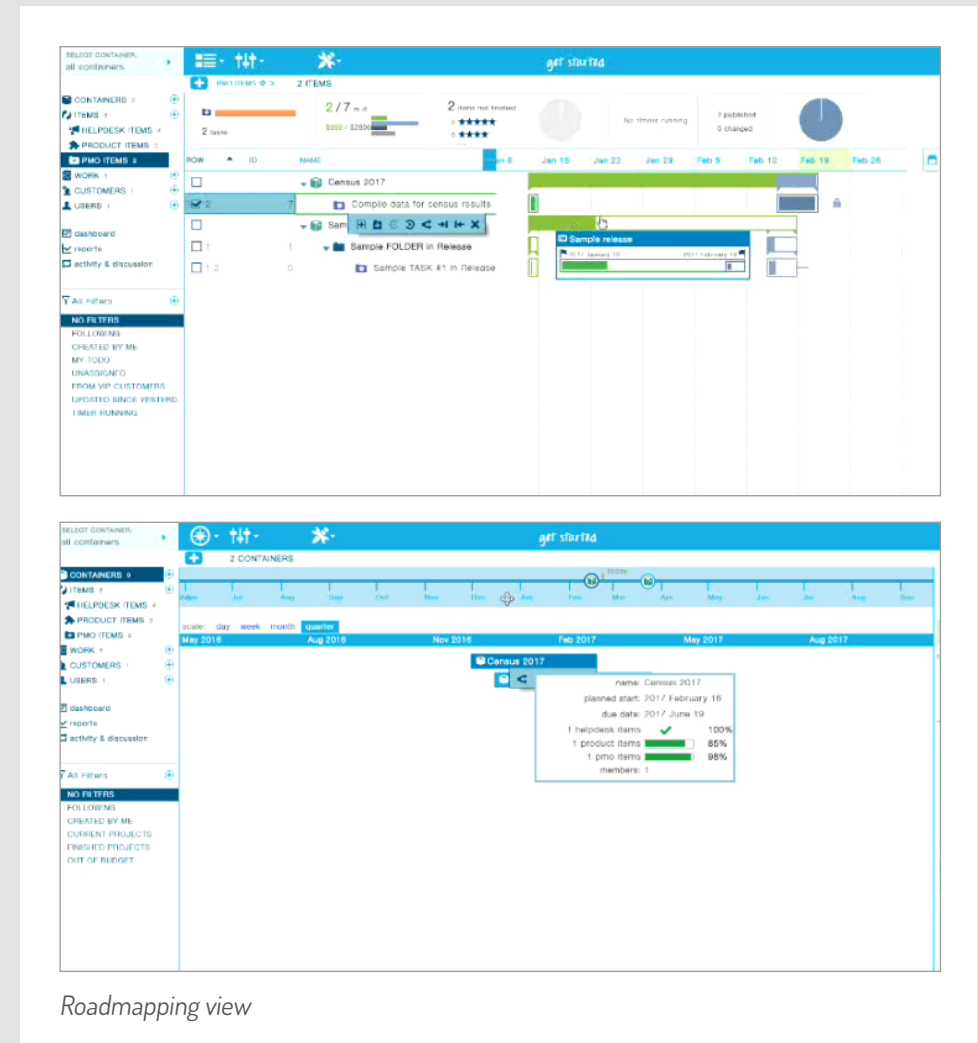
- Projects
- Employees

LINKS:

- Hierarchical integration of different and similar elements

FILTERING / AGGREGATION:

- By chosen element types



Roadmapping view

UPSTREAM DATA ANALYSIS

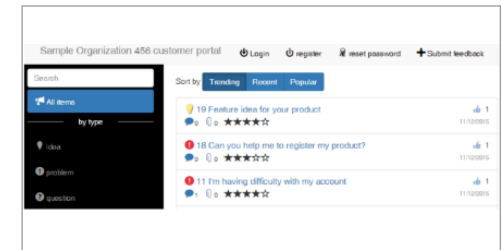
- Helpdesk
- Recommendation system for users

DOWNSTREAM MANAGEMENT

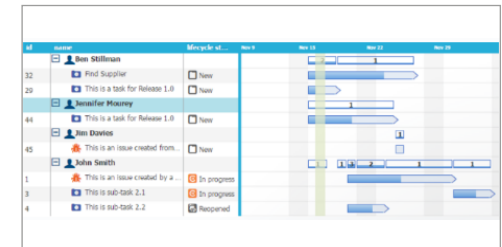
- Management of resources

REPORTS

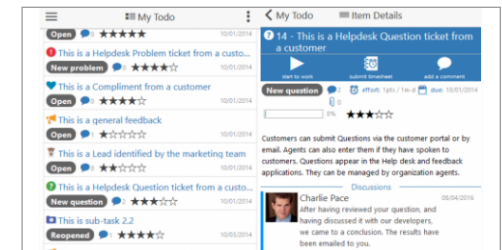
- App notification
- PDF / MS Office



Recommendation system



Management of resources



App notification

INTERFACES:

- CSV import and export
- Freely available API
- JIRA interface
- Salesforce, Twitter, Google, Single Sign-On Interface

SERVER AND DATA STORAGE:

- Usage as SaaS
- Local usage on own servers
- Local database backup copies

SECURITY REGARDING SAAS USAGE:

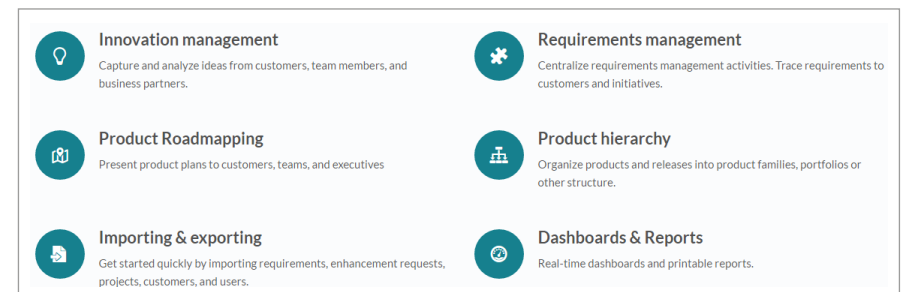
- On servers in the USA

SUPPORT:

- Telephone & written
- Documentation
- Training videos
- Learning program integrated in the software

HIGHLIGHT:

- Wide spectrum of usage, because different development directions were taken – maybe also usable for other areas of the company.

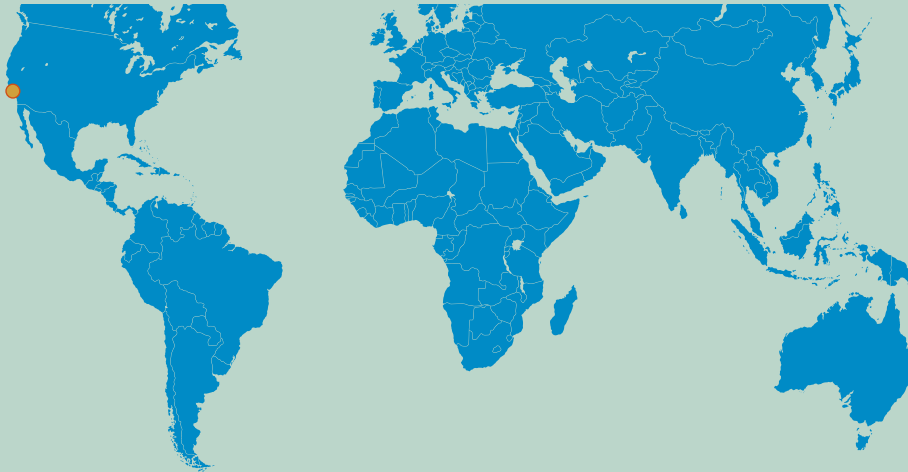


Wide spectrum of usage

Multiple teams / departments with high self-responsibility

YEAR OF FOUNDATION: 2013

Santa Barbara, US



EMPLOYEES: 5 – 15

WEBSITE: www.productplan.com

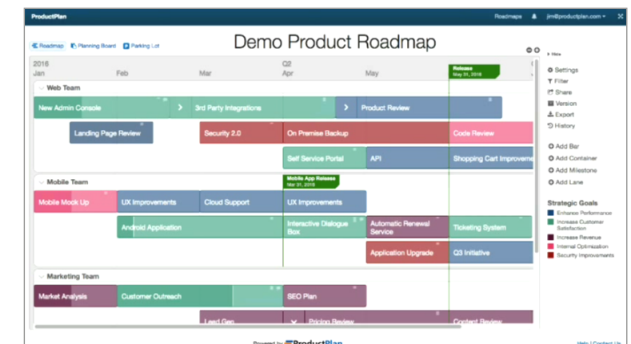
CEO: Greg Goodman

BUSINESS AND SALES MODEL: SaaS



PRODUCTPLAN

- **REFERENCE CUSTOMERS:**
Nike, Intuit, PBS, Expedia, Autodesk, Alaska, Thomas Reuters etc.
- **FOCUS ON SECTORS:**
Generalist – no industry focus



View after login

ELEMENTS:

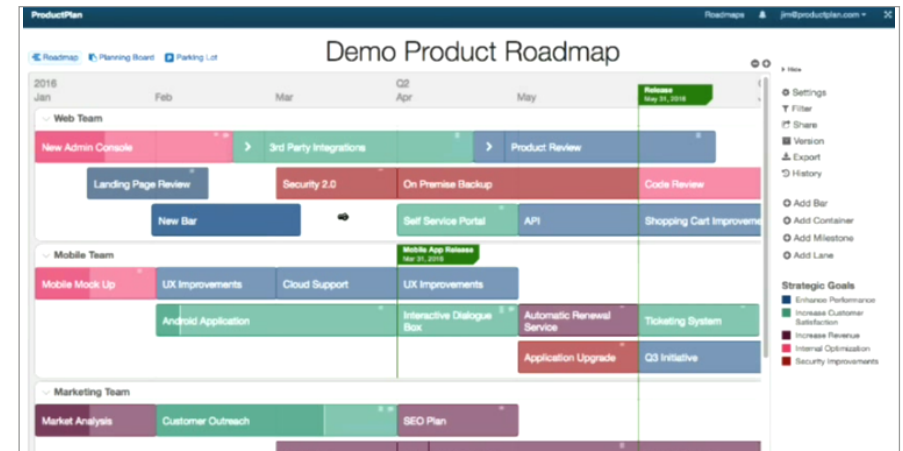
- Products and services
- Milestones
- Projects
- Expert functions

LINKS:

- Simple connection between different and similar element types
- Hierarchical integration of different and similar elements
- Aggregation of sub-roadmaps from teams / departments.

FILTERING / AGGREGATION:

- By selected element types
- According to expert functions



Roadmapping view

UPSTREAM DATA ANALYSIS

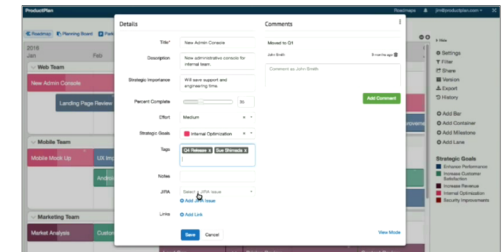
- Capability Maturity Model
- Balanced Scorecard

DOWNSTREAM MANAGEMENT

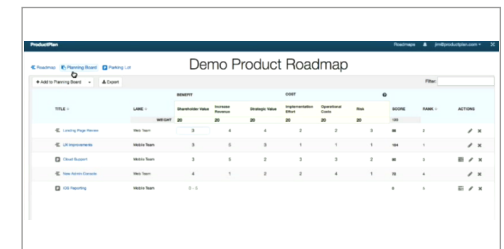
- No integrated methods

REPORTS

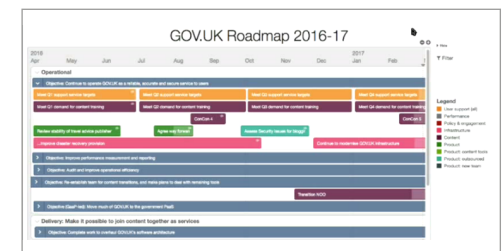
- External link without login
- PDF / MS Office
- PNG



Capability Maturity Model



Balanced Scorecard



External link without login

INTERFACES:

- Interface to Atlassian JIRA

SERVER AND DATA STORAGE:

- Usage as SaaS

SECURITY REGARDING SAAS USAGE:

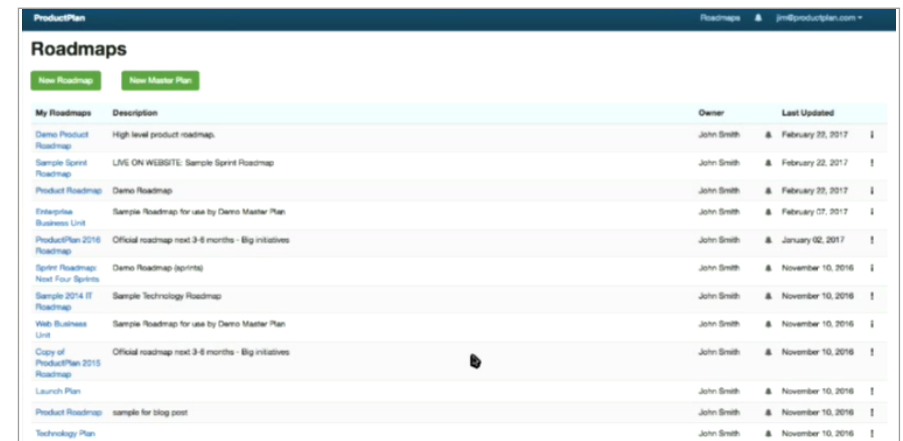
- ISO27001 certification of the data center
- SSL encryption

SUPPORT:

- Telephone & written
- Documentation
- Training materials
- Training videos

HIGHLIGHT:

- Easy creation of different roadmaps as means of communication that can be aggregated



My Roadmaps	Description	Owner	Last Updated
Demo Product Roadmap	High level product roadmap	John Smith	February 22, 2017
Sample Sprint Roadmap	LIVE ON WEBSITE: Sample Sprint Roadmap	John Smith	February 22, 2017
Product Roadmap	Demo Roadmap	John Smith	February 22, 2017
Enterprise Business Unit	Sample Roadmap for use by Demo Master Plan	John Smith	February 07, 2017
ProductPlan 2016 Roadmap	Official roadmap next 3-6 months - Big initiatives	John Smith	January 02, 2017
Sprint Roadmap: Next Four Sprints	Demo Roadmap (sprints)	John Smith	November 10, 2016
Sample 2014 IT Roadmap	Sample Technology Roadmap	John Smith	November 10, 2016
Web Business Unit	Sample Roadmap for use by Demo Master Plan	John Smith	November 10, 2016
Copy of ProductPlan 2015 Roadmap	Official roadmap next 3-6 months - Big initiatives	John Smith	November 10, 2016
Launch Plan		John Smith	November 10, 2016
Product Roadmap: sample for blog post		John Smith	November 10, 2016
Technology Plan		John Smith	November 10, 2016

Aggregatable Roadmaps

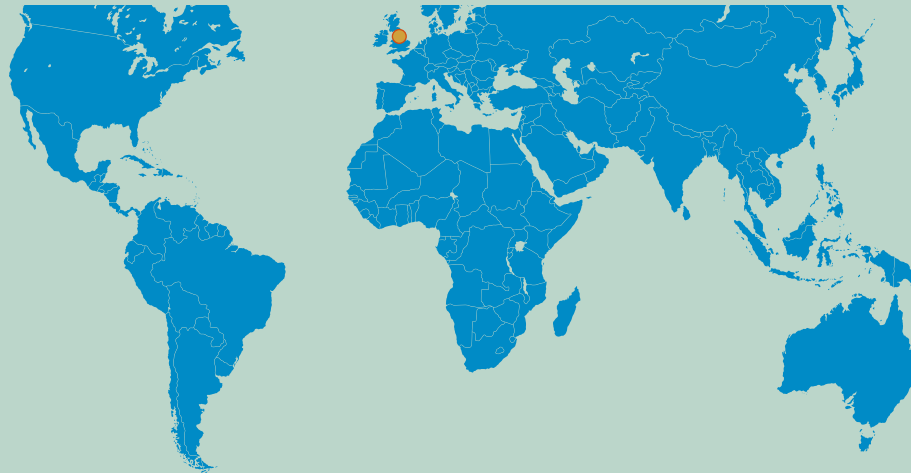
GENERALLY RECOMMENDED WHEN:

Optimization of an existing product based on needs expressed by the customer is central

COMPANY'S NAME: Receptive Software Ltd.

YEAR OF FOUNDATION: 2015

LOCATIONS:
Sheffield, GB



EMPLOYEES: 5-15

WEBSITE: www.receptive.io

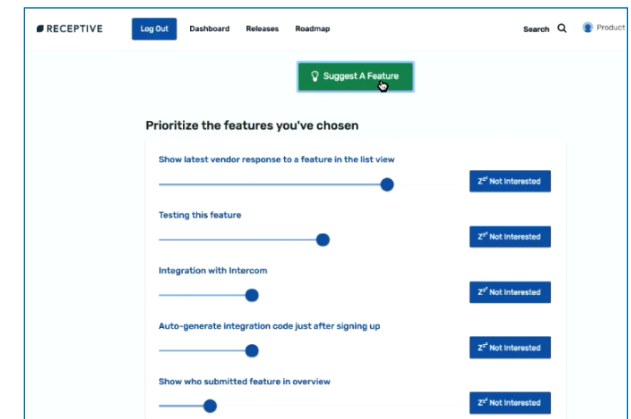
CEO: Hannah Chaplin

BUSINESS AND SALES MODEL: SaaS



RECEPTIVE

- **REFERENCE CUSTOMERS:**
veeqo, beatroot, Salescreen, agorapulse, Captio, Beekeeper, Serraview, Retrium etc.
- **FOCUS ON SECTORS:**
Software producers / SaaS providers



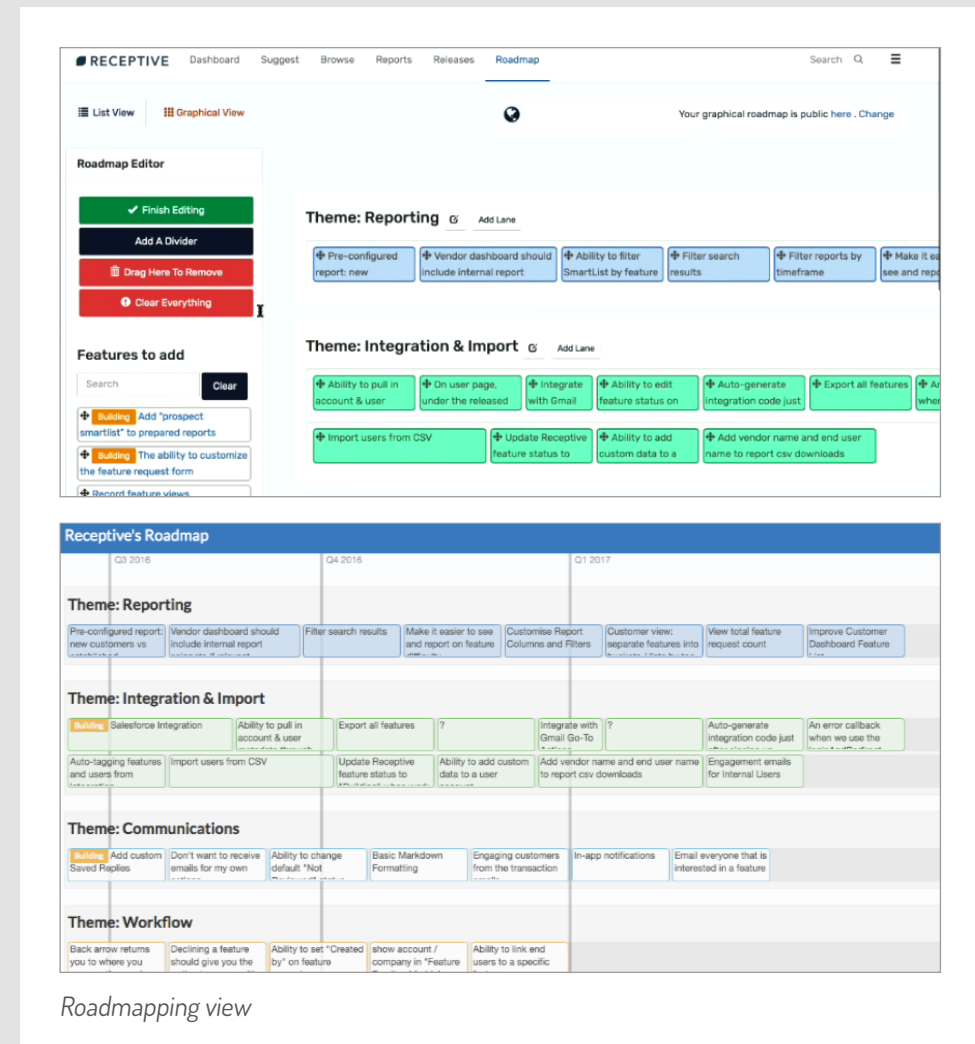
View after login

ELEMENTS:

- Projects
- Thematic areas
- Customers

FILTERING / AGGREGATION:

- By chosen element types



INTERFACES:

- CSV import and export
- Freely available API
- Interface to JIRA, Zendesk, Salesforce and Zapier

SERVER AND DATA STORAGE:

- Usage as SaaS

SECURITY REGARDING SAAS USAGE:

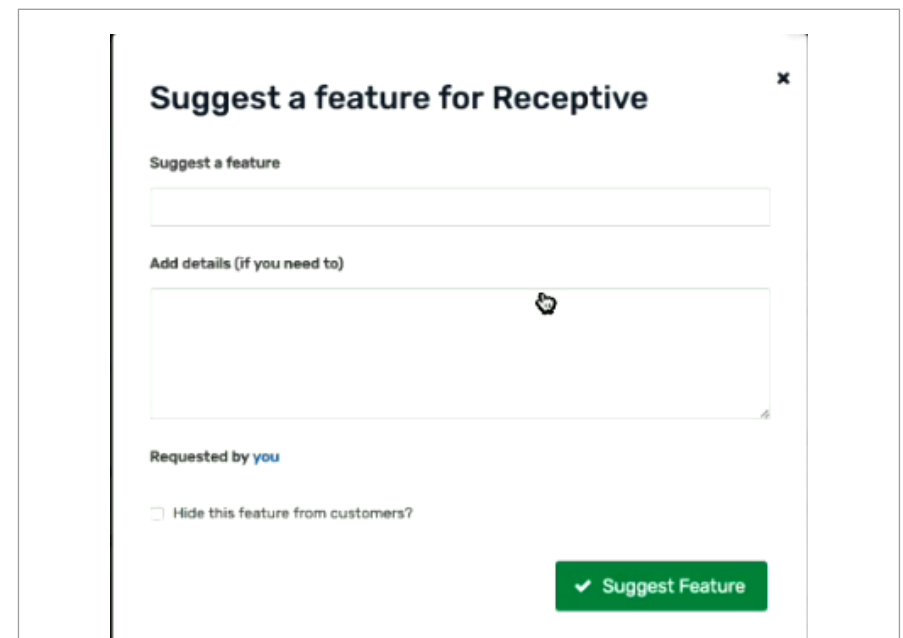
- Hosted at Amazon Web Services
- SSL

SUPPORT:

- Telephone & written
- Documentation
- Training materials
- Training videos
- Learning program integrated in the software

HIGHLIGHT:

- Software companies can integrate Receptive into their own products and thereby offer a feedback tool to their customers, which integrates feedback directly in the strategy planning process.

A screenshot of a web form titled "Suggest a feature for Receptive". The form has a close button (X) in the top right corner. It contains a text input field labeled "Suggest a feature", a larger text area labeled "Add details (if you need to)", and a section labeled "Requested by you" with a checkbox option "Hide this feature from customers?". A green button with a checkmark and the text "Suggest Feature" is at the bottom right.

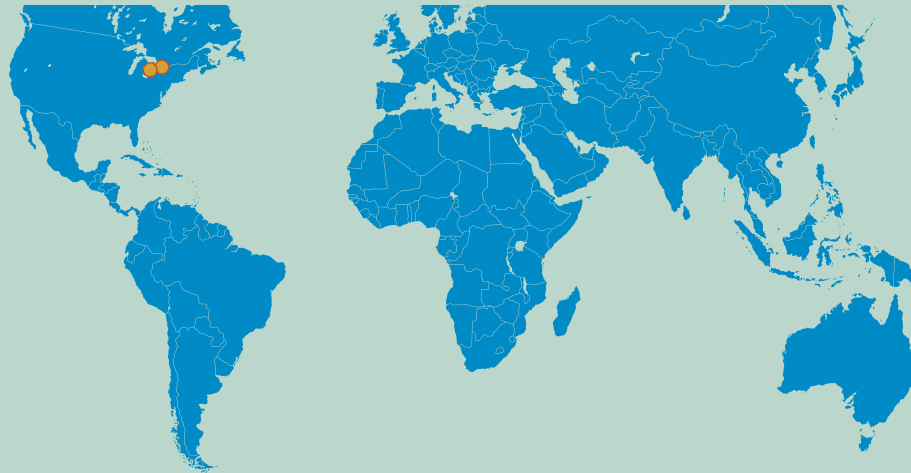
Feedback tool

GENERALLY RECOMMENDED WHEN:
Visualization of tabularly created project planning is central

COMPANY'S NAME: Roadmunk Inc.

YEAR OF FOUNDATION: 2012

LOCATIONS:
Toronto, CA
Waterloo, CA



EMPLOYEES: 15–50

WEBSITE: www.roadmunk.com

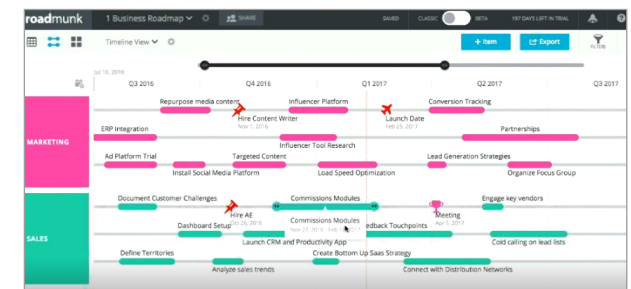
CEO: Latif Nanji

BUSINESS AND SALES MODEL: SaaS, Product

Roadmunk

ROADMUNK

- **REFERENCE CUSTOMERS:**
Expedia, verizon, CocaCola, citibank, Autodesk, Adobe etc.
- **FOCUS ON SECTORS:**
Generalist – no industry focus



View after login

ELEMENTS:

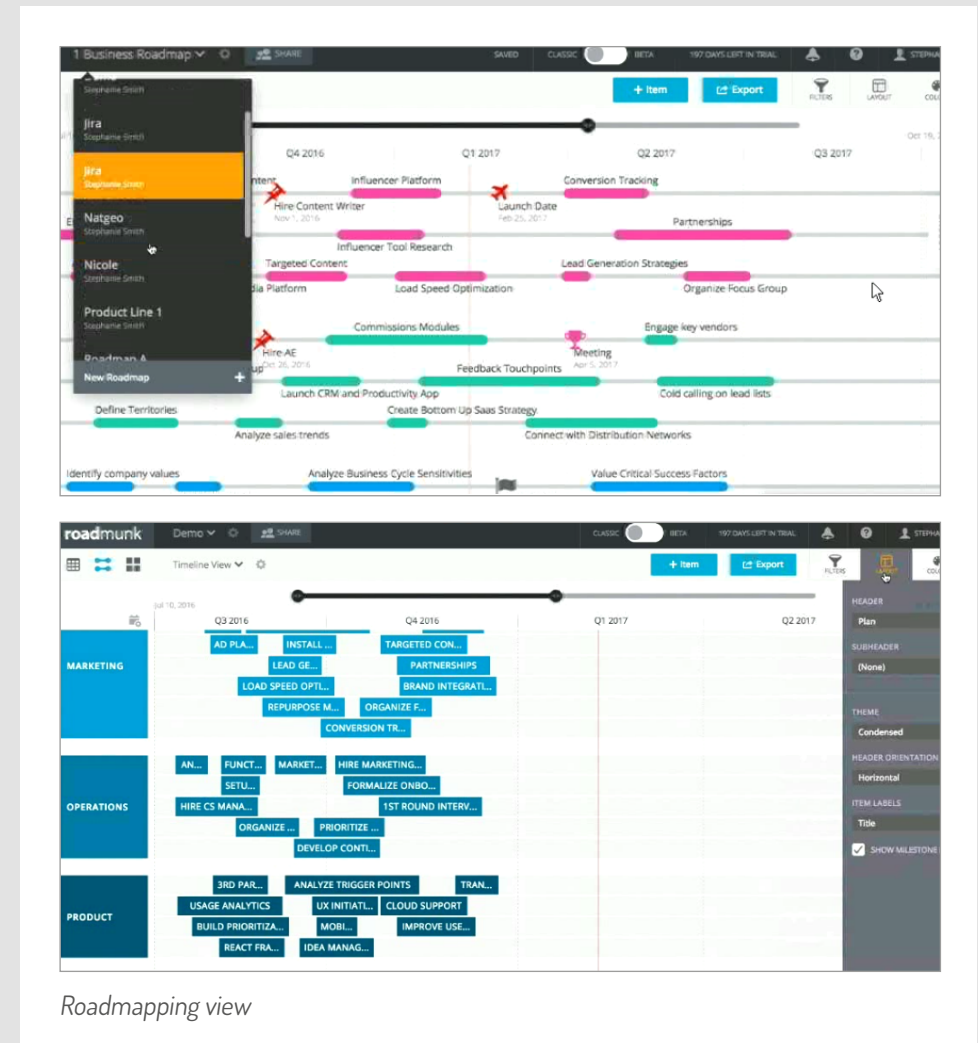
- Projects
- Milestones
- Expert functions

LINKS:

- Hierarchical integration of different and similar elements

FILTERING / AGGREGATION:

- By chosen element types
- According to expert functions



Roadmapping view

INTERFACES:

- CSV import and export
- PDF export
- Freely available API
- Interface to JIRA

SERVER AND DATA STORAGE:

- Usage as SaaS
- Local usage on own servers
- Local database backup copies
- Various database systems

SECURITY REGARDING SAAS USAGE:

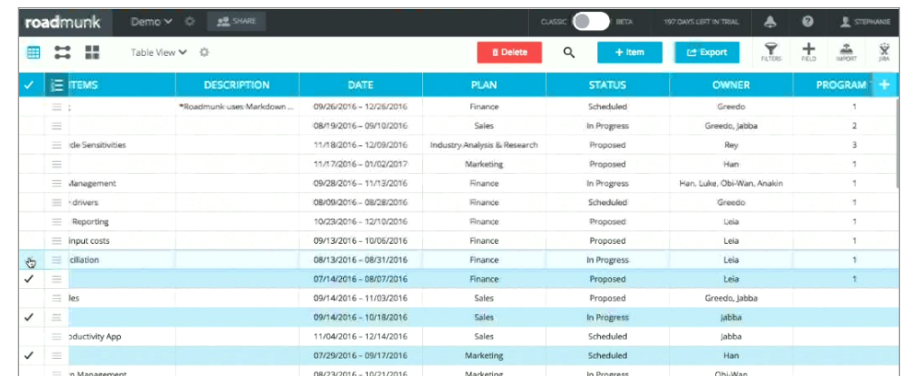
- ISO27001 certification of data center
- Amazon Web Services

SUPPORT:

- Telephone & written
- Documentation
- Training materials
- Training videos
- Learning program integrated in the software

HIGHLIGHT:

- The data table behind the software is high flexible and easy to use.



ITEMS	DESCRIPTION	DATE	PLAN	STATUS	OWNER	PROGRAM
	*Roadmunk uses Markdown ...	09/06/2016 - 12/06/2016	Finance	Scheduled	Greedo	1
		08/19/2016 - 09/19/2016	Sales	In Progress	Greedo, Jabba	2
	de Sensibilities	11/18/2016 - 12/09/2016	Industry Analysis & Research	Proposed	Rey	3
		11/17/2016 - 01/02/2017	Marketing	Proposed	Han	1
	Management	09/28/2016 - 11/13/2016	Finance	In Progress	Han, Luke, Obi-Wan, Anakin	1
	-drivers	08/09/2016 - 08/28/2016	Finance	Scheduled	Greedo	1
	Reporting	10/23/2016 - 12/19/2016	Finance	Proposed	Leia	1
	Input costs	09/13/2016 - 10/06/2016	Finance	Proposed	Leia	1
	Illation	08/13/2016 - 08/31/2016	Finance	In Progress	Leia	1
		07/14/2016 - 08/07/2016	Finance	Proposed	Leia	1
	les	09/14/2016 - 11/03/2016	Sales	Proposed	Greedo, Jabba	
		09/14/2016 - 10/18/2016	Sales	In Progress	Jabba	
	ductivity App	11/04/2016 - 12/14/2016	Sales	Scheduled	Jabba	
		07/29/2016 - 09/17/2016	Marketing	Scheduled	Han	
	n Management	08/23/2016 - 10/21/2016	Marketing	In Progress	Obi-Wan	

Flexible data structure

GENERALLY RECOMMENDED WHEN:

High competency in dealing with roadmaps and readiness to self-define the data structure

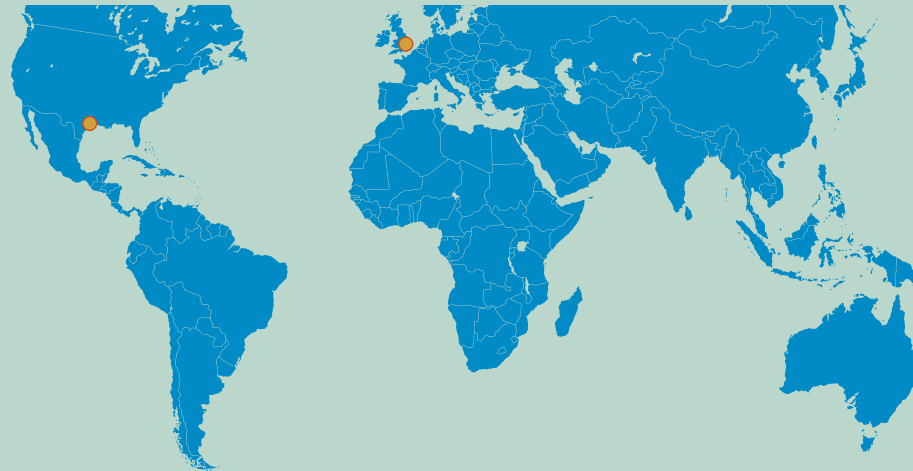
COMPANY'S NAME: Sharpcloud Software Ltd.

YEAR OF FOUNDATION: 2012

LOCATIONS:

London, GB

Houston, US



EMPLOYEES: 5-15

WEBSITE: www.sharpcloud.com

CEO: Sarim Khan

BUSINESS AND SALES MODEL: SaaS, Product



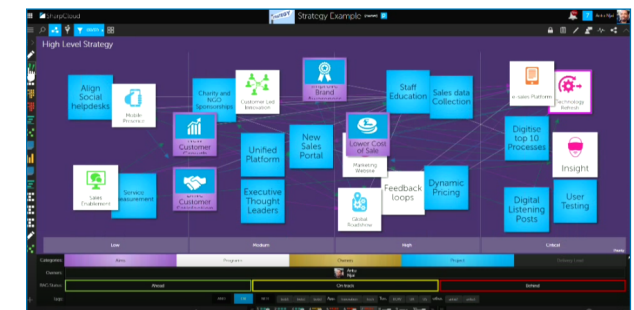
SHARPCLOUD

REFERENCE CUSTOMERS:

Not specified

FOCUS ON SECTORS:

Oil and gas, technology, aviation and defense, (governments)



View after login

ELEMENTS:

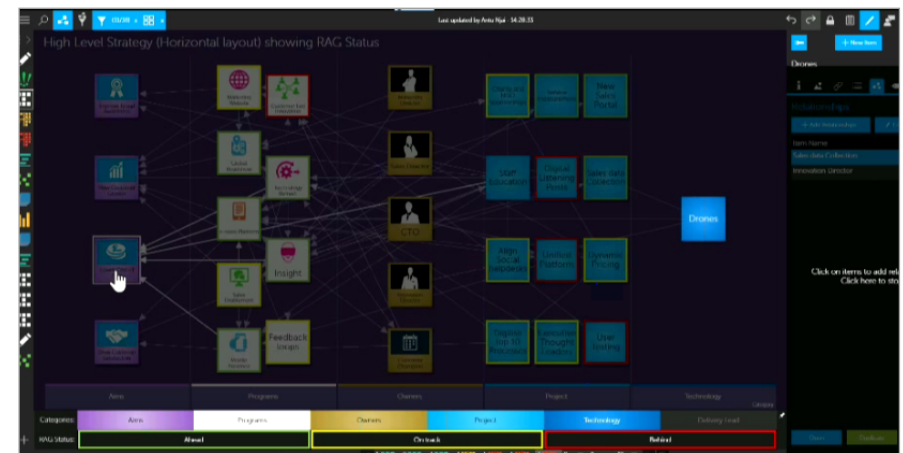
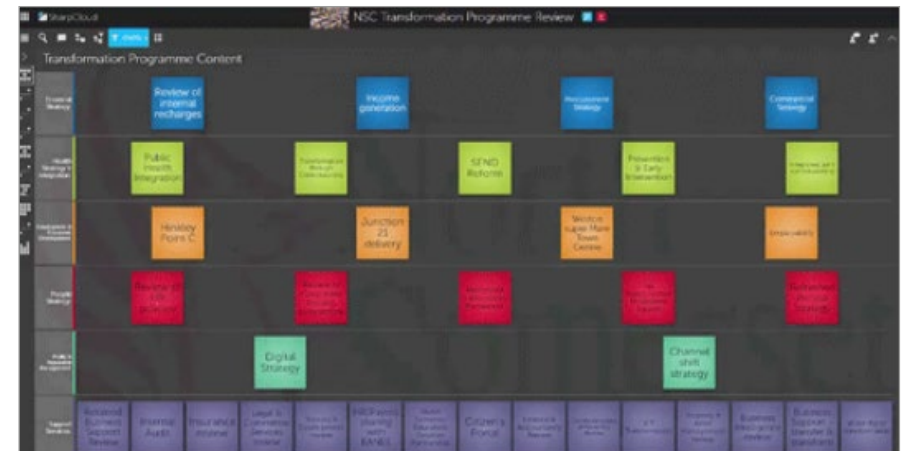
- Products and services
- Projects
- Expert functions
- Initiatives, trends, market developments and ideas
- New technologies
- Employees

LINKS:

- Simple connection between different and similar element types
- Conditional link between different element types

FILTERING / AGGREGATION:

- By chosen element types
- According to expert functions



Roadmapping view

UPSTREAM DATA ANALYSIS

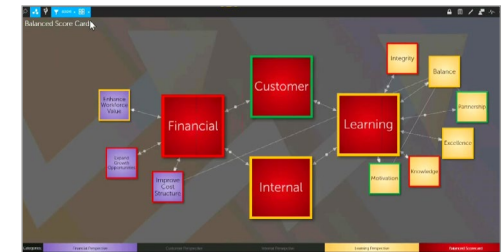
- Capability Maturity Model
- Balanced Scorecard
- Strategy Map

DOWNSTREAM MANAGEMENT

- No integrated methods

REPORTS

- System internal
- PDF / MS Office

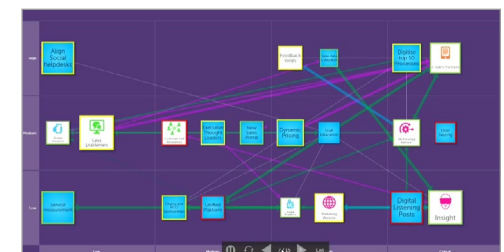


Strategy Map

A Balanced Scorecard table showing various metrics and their values across different categories. The table has multiple columns for different perspectives and rows for specific metrics.

Category	Indicator	Target	Actual	Delta	Weight	Score	Comments
Financial	Revenue Growth	10%	12%	2%	10	120	Exceeded target
Customer	Customer Satisfaction	85%	88%	3%	10	880	Good progress
Learning	Employee Training Hours	500	520	20	10	5200	On track
Internal	Process Efficiency	90%	92%	2%	10	920	Improving

Balanced Scorecard



System internal reporting

INTERFACES:

- Interface to Zapier
- CSV import and export
- Freely available API

SERVER AND DATA STORAGE:

- Usage as SaaS
- Local usage on own servers
- Local database backup copies

SECURITY REGARDING SAAS USAGE:

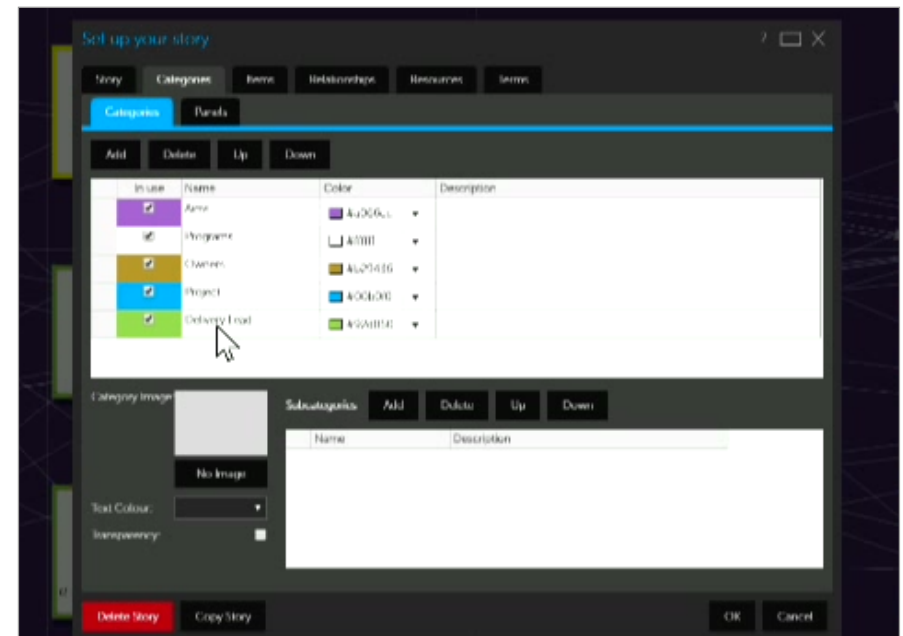
- Microsoft Azure Cloud

SUPPORT:

- Telephone & written
- Documentation
- Training materials

HIGHLIGHT:

- Graphical presentation of data also works when changing the underlying data structure.



Flexible GUI

COMPANY'S NAME: Aha! Labs Inc.

YEAR OF FOUNDATION: 2013

LOCATIONS:
Menlo Park, USA



WEBSITE: www.aha.io

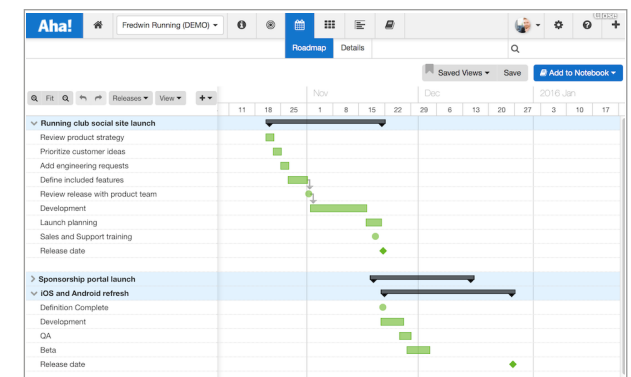
CEO: Brian de Haaf

BUSINESS AND SALES MODEL: SaaS



AHA!

- **REFERENCE CUSTOMERS:**
2U, 360pi, Acquia, acrobatiq, aquicore, Astucemedia, Atlas Medical
- **FOCUS ON SECTORS:**
Generalist – no industry focus



View after login

PLANVIEW ENTERPRISE PLATFORM - KEY FACTS

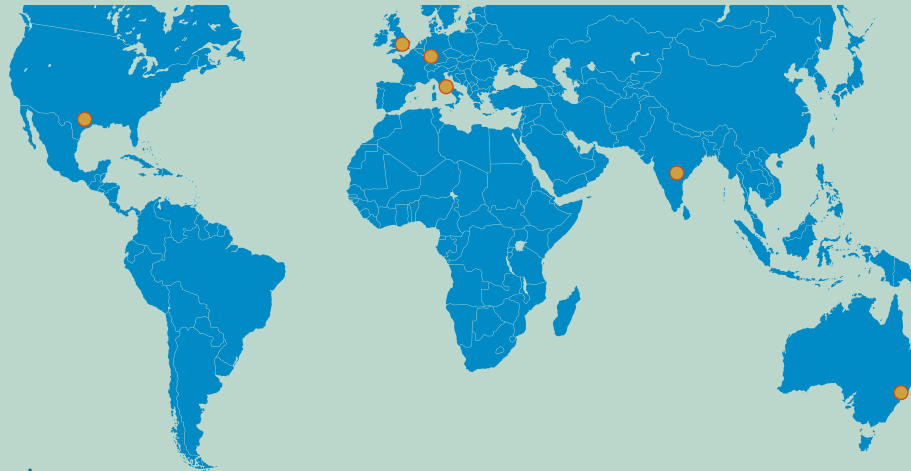
| 38

COMPANY'S NAME: Planview GmbH

YEAR OF FOUNDATION: 1989

LOCATIONS:

Karlsruhe, DE
Berkshire, GB
Rom, IT
Austin, US
Sydney, AU
Bangalore, IN



EMPLOYEES: >50

WEBSITE: www.planview.de

CEO: Jeff Durbin, Greg Gilmore

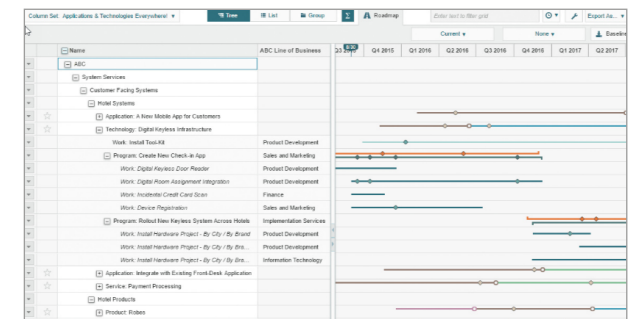
FURTHER SOFTWARE PRODUCTS: Planview Enterprise, Troux, Projectplace, Insight Analytics and Reporting, OpenSuite Integration, Plattform

BUSINESS AND SALES MODEL: Product, Consulting



PLANVIEW ENTERPRISE PLATFORM

- **REFERENCE CUSTOMERS:**
Not specified
- **FOCUS ON SECTORS:**
Generalist – no industry focus

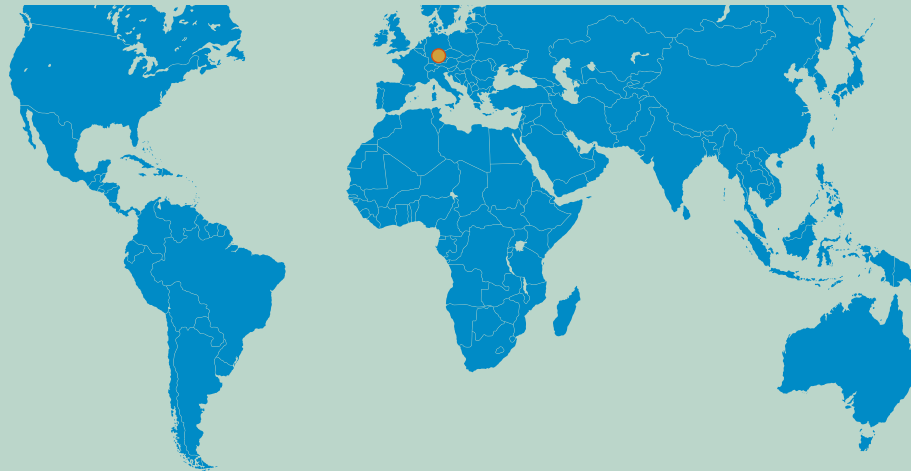


View after login

COMPANY'S NAME: XWS Cross Wide Service GmbH

YEAR OF FOUNDATION: 1998

LOCATIONS:
Regensburg, DE



EMPLOYEES: 15 – 50

WEBSITE: www.xws.de

CEO: Wolfgang Birke, Lothar Stahl

FURTHER SOFTWARE PRODUCTS:

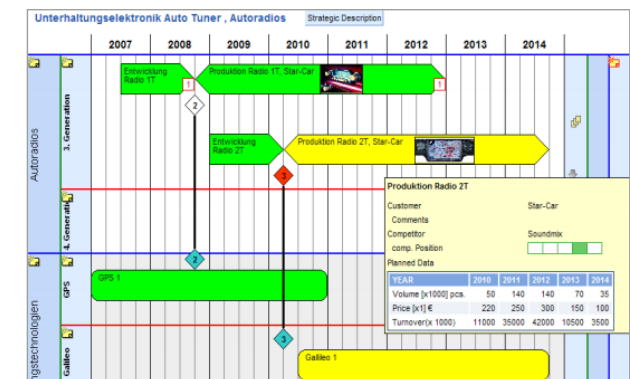
Multi-Project Resource Management,
Idea & Request Management,
Business Case Development, Portfolio Management, Roadmapping, Net.InOne

BUSINESS AND SALES MODEL: Product, Consulting



INTRAPRO INNOVATION ROADMAPPING

- **REFERENCE CUSTOMERS:**
Siemens, Dräger, Bayer, Zeiss, Rygol, Yazaki, Continental, MAN
- **FOCUS ON SECTORS:**
Generalist – no industry focus



View after login

COMPANY'S NAME: 10.000ft

YEAR OF FOUNDATION: 2012

LOCATIONS:
Seattle, US



EMPLOYEES: 15 – 50

WEBSITE: www.10000ft.com

CEO: Martijn van Tilburg

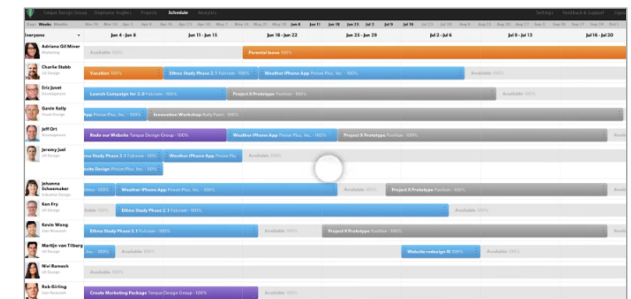
FURTHER SOFTWARE PRODUCTS:
10.000ft Insights

BUSINESS AND SALES MODEL: SaaS, Product



10.000FT PLANS

- **REFERENCE CUSTOMERS:**
Zeeagency, Azulseven, Technocreatives, Heliotropearchitects, Tackmobile, Dtdigital, simplelogica, volum8
- **FOCUS ON SECTORS:**
Architecture and engineering, education, management consulting, media production, design, IT services, marketing and advertisement, software engineering



View after login

COMPANY'S NAME: Casual.PM

YEAR OF FOUNDATION: 2012

LOCATIONS:
Kiev, UA



EMPLOYEES: 5 – 15

WEBSITE: www.casual.pm

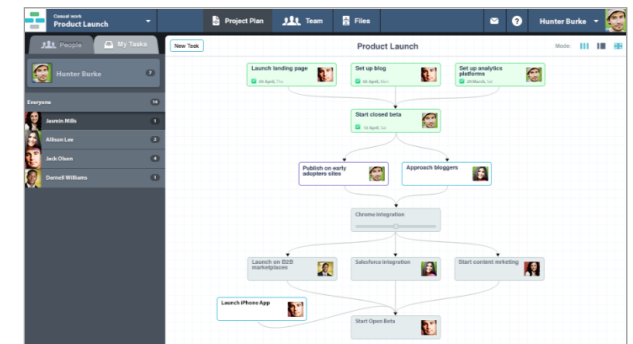
CEO: Victor Teslenko

BUSINESS AND SALES MODEL: SaaS



CASUAL.PM

- REFERENCE CUSTOMERS:
Not specified
- FOCUS ON SECTORS:
Generalist – no industry focus



View after login

COMPANY'S NAME: Craft IO Ltd.

YEAR OF FOUNDATION: 2015

LOCATIONS:
Tel Aviv-Yafo, IL



EMPLOYEES: 5 - 15

WEBSITE: www.craft.io

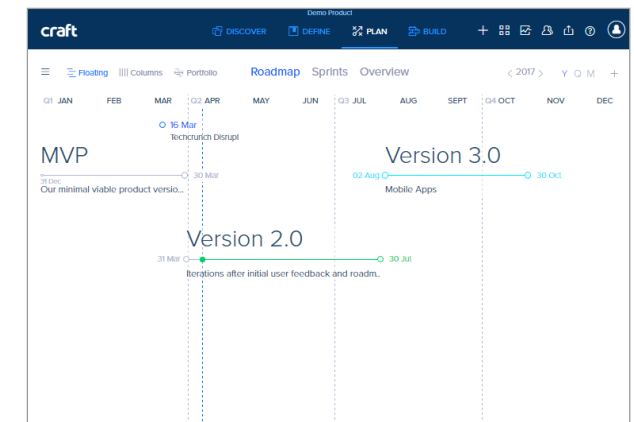
CEO: Amir Rosentuler

BUSINESS AND SALES MODEL: SaaS

craft

CRAFT

- REFERENCE CUSTOMERS:
Not specified
- FOCUS ON SECTORS:
Generalist – no industry focus



View after login

COMPANY'S NAME: Salience SAS

YEAR OF FOUNDATION: 2013

LOCATIONS:
Troyes, FR



EMPLOYEES: 5 – 15

WEBSITE: www.featuremap.co

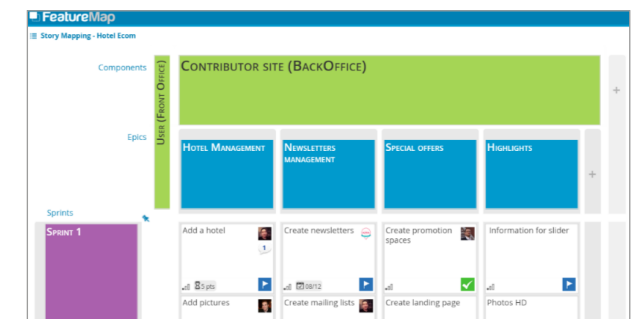
CEO: Tristan Thevenin

BUSINESS AND SALES MODEL: SaaS



FEATUREMAP

- **REFERENCE CUSTOMERS:**
Xebia, CNP, Pearson, Alere, Deloitte, AXA, Globant, Bankdata
- **FOCUS ON SECTORS:**
Generalist – no industry focus



View after login

COMPANY'S NAME: Planisware Deutschland GmbH

YEAR OF FOUNDATION: 2003

LOCATIONS:

München, DE

Châtillon, FR

Salford, GB

San Francisco, US

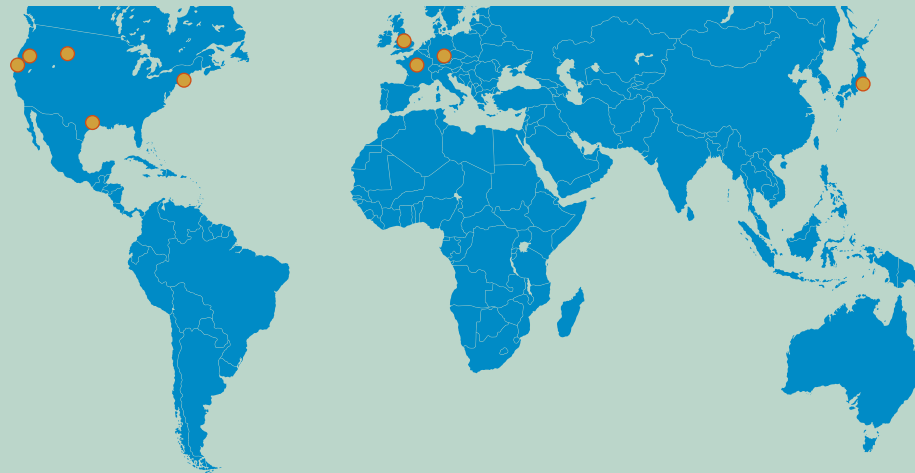
Treviso, US

Loomis, US

Denver, US

Houston, US

Tokyo, JP



EMPLOYEES: >50

WEBSITE: www.planisware.com

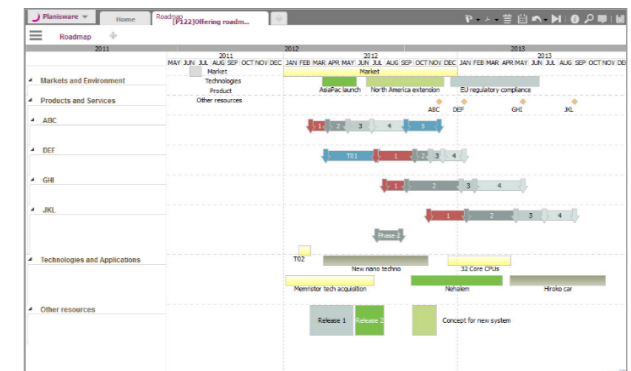
CEO: Gilles Chêne, Pierre Demonsant

BUSINESS AND SALES MODEL: SaaS, Product



PLANISWARE

- **REFERENCE CUSTOMERS:**
Novartis, Bayer, Lilly, Peugeot, Biogen, Roche, Sanofi, Airbus
- **FOCUS ON SECTORS:**
Generalist – no industry focus



View after login

COMPANY'S NAME: Innovation Framework Technologie

YEAR OF FOUNDATION: 2006

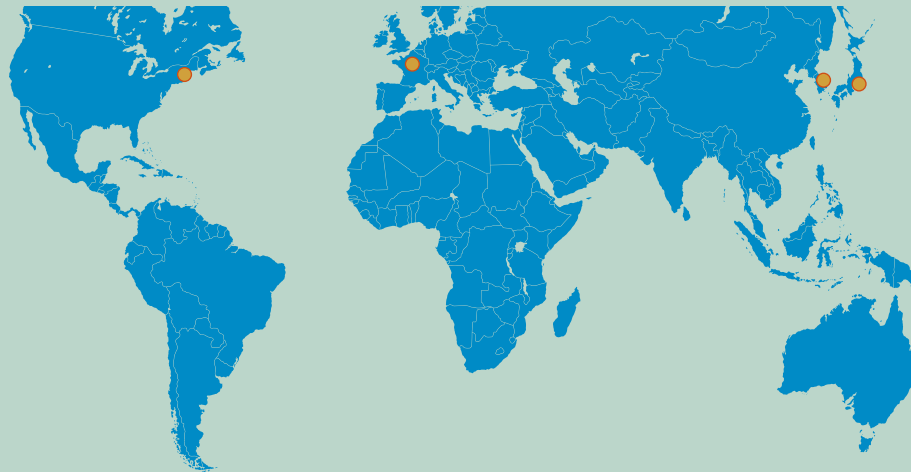
LOCATIONS:

Paris, FR

New York, US

Seoul, KR

Tokio, JP



EMPLOYEES: 15–50

WEBSITE: www.innovation-framework.com

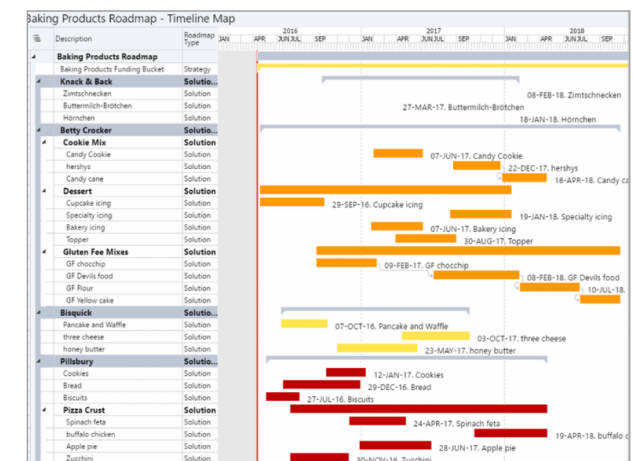
CEO: Colin Palombo

BUSINESS AND SALES MODEL: Product, Consulting



INNOVATION FRAMEWORK

- **REFERENCE CUSTOMERS:**
Rexam, Hexion, Shionogi, SEB, L'Oréal, LG, Deutsche Telekom Laboratories
- **FOCUS ON SECTORS:**
Generalist –no industry focus



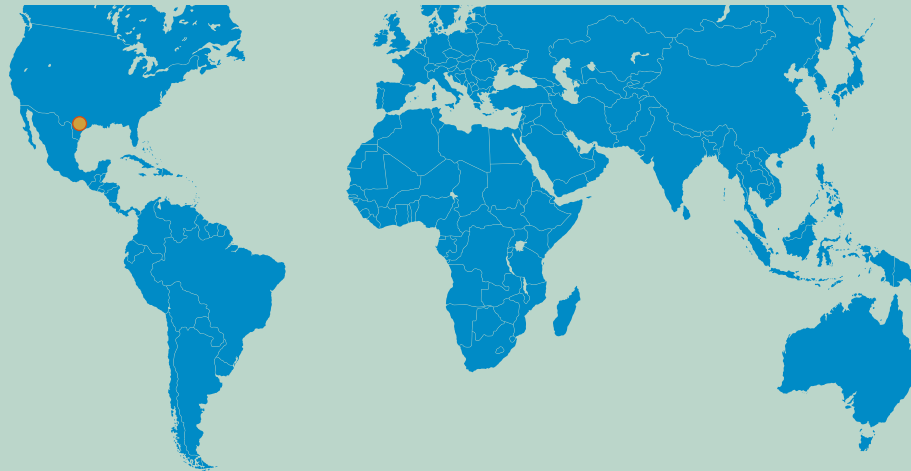
View after login

COMPANY'S NAME: Accept Software Inc.

YEAR OF FOUNDATION: 2002

LOCATIONS:

Austin, US



EMPLOYEES: >50

WEBSITE: www.accept360.com

CEO: John Hamm

BUSINESS AND SALES MODEL: Product



ACCEPT360

- REFERENCE CUSTOMERS:
Not specified
- FOCUS ON SECTORS:
Generalist – no industry focus

THEME:	2012											
	Q1	Q2	Q3	Q4								
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Improve hosted service deliver...	my interesting requirement with data											
Makes product easier to sell f...	Views of Working Calendar for user											
Remove sales roadblocks	Update API fields to capture Agile and Mer...											
Strengthen Sales Proposition f...	my interesting requirement with data											

View after login

Through a survey among customers named by the software manufacturers we determined which aspects still have room for improvement. The illustration shows three questions that were rated particularly well across all software products well and another three questions with not so good rating: The rating scale consists of 1-7 (1 = not applicable at all, 7 = totally applies).

HIGH SATISFACTION

Score: 5,6

"The software product offers all necessary functions to efficiently master all given tasks"

Score: 5,6

"The software appropriately meets the demands of the work"

Score: 5,8

"The software does not force the user to follow an unnecessarily rigid sequence of steps"

LOW SATISFACTION

Score: 5,0

"The software is easy to expand if new tasks arise"

Score: 4,4

"The software is, within its scope, easy to adapt for different tasks"

Score: 4,6

"The software gives concrete help for error correction"

Part of the study was also a survey of the manufacturers regarding their own - self-perceived - Unique selling points and future strategies. The illustration shows excerpts of the answers.

UNIQUE CHARACTERISTICS

- Completely integrated platform, easily configurable and extensive automation
- Integrated project prioritization, resource usage, risk assessment and task planning
- Mix of data and flexible interactive visualization enables everything

FUTURE STRATEGIES

- SaaS, reduction of complexity regarding the usage, tighter connections between operational activity and strategical planning, interdisciplinary collaboration and ad-hoc exchange, e.g. by discussions forums, will become more important.
- Adding new modules



TIM CONSULTING

Technologie- und Innovationsmanagement



Fraunhofer
IAO

The listing of roadmapping tools is not conclusive.
We ask software producers that would like to be added in
a future version to get in contact with **TIM CONSULTING**
(thomas.abele@tim-consulting.eu).

TIM CONSULTING

Prof. Dr. Thomas Abele

Hohnerstraße 25 | 70469 Stuttgart
Telefone + 49 (0) 711 3151 5661

thomas.abele@tim-consulting.eu

tim-consulting.eu

FRAUNHOFER IAO

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Telefone + 49 (0) 711 970-01

Sven.Schimpf@iao.fraunhofer.de

iao.fraunhofer.de

Version 1.0

Date: April 2018

ISBN: 978-3-947345-01-4