



# Sopheon Success Profile

## Challenge

A pioneer in technology and next-generation intelligent defense systems, BAE Systems wanted to ensure that the company was investing in the most important future products, technologies and strategic capabilities.

To meet this objective, BAE Systems began to develop forward-looking roadmaps to enhance the company's strategic insights into R & D capabilities, program requirements and technology developments, but found that roadmap information became quickly outdated. BAE Systems also discovered that these initial roadmaps didn't apply an easy-to-understand roadmapping framework to efficiently share planning information across global teams. As noted by Dr. James Wasson, Chief Technology Officer of BAE Systems, "the company needs to understand the key drivers for new product platforms, technologies and capabilities, and get real-time roadmaps into the hands of cross-functional stakeholders who need critical, accurate planning information."

## Solution

After a successful pilot of Sopheon's Vision Strategist™ solution, a selection taskforce at BAE Systems decided to adopt the roadmapping software on a broader scale. Vision Strategist's easy-to-understand roadmap taxonomy, flexibility and scalability were all factors in the company's decision to adopt the product. Today, BAE Systems has hundreds of executives, technologists and strategic planners using Vision Strategist roadmaps.

With a centralized roadmapping database, BAE Systems has better visibility into planning information across the company, and a more efficient process to access, manage, and share accurate up-to-date roadmaps. Using Vision Strategist roadmaps, strategic planners can understand the future technologies, products and programs that BAE Systems is developing, and the ripple effect of potential changes and how they will unfold over time.

## BAE SYSTEMS

- ▶ A \$15-billion global aerospace and defense corporation
- ▶ Products include avionics, military aircraft, air-defense systems, missiles, communications systems, ships, space systems, and aerospace electronics
- ▶ Approximately 80,000 employees throughout North America, Europe, Asia, Africa and Australia

### Goals

- ▶ Develop focused, long-range roadmaps that can be easily shared across distributed teams
- ▶ Understand the key drivers for new product platforms, technologies and capabilities to accelerate time to market
- ▶ Identify, develop and fund the most important technologies and capabilities that meet customer, safety, and mission requirements
- ▶ Centralize and simplify roadmapping activities across international teams

### Results

- ▶ Stronger visibility and understanding of the most important business opportunities that require funding and when
- ▶ Easier way to communicate forward-looking plans and understand the relevance of planning information at any point in time
- ▶ Tighter alignment of R&D investments with program requirements and market drivers

In addition, according to Adam Barnard, Strategic Program Manager at BAE Systems, "By sharing roadmaps using Vision Strategist, we not only have greater visibility into R&D programs, we can visualize and understand how technologies, products and capabilities are linked. It is our goal to ensure that we are using Vision Strategist roadmaps as a forward-looking planning solution that will help us to fund the most important projects."

Vision Strategist is most widely used in BAE Systems Platforms Solutions, a line of business within BAE Systems Inc. Electronics and Integrated Solutions Operating Group.

## The Value

With Vision Strategist, BAE Systems can easily identify, visualize and map emerging product, technology and capabilities across the company. In the first 6 months, the customer recognized benefits such as:

- ▶ Understanding the most important business opportunities that require funding and when
- ▶ An easy way for distributed teams to communicate forward-looking plans and understand the relevance of planning information at any point in time
- ▶ Enhanced alignment between R&D investments with program requirements and market drivers to align the company's strategic intent with strategic action
- ▶ A more defined, repeatable roadmapping process standardized through a collaborative roadmapping solution

// Using Vision Strategist, we can understand the key drivers for new product platforms, technologies and capabilities, and get real-time roadmaps into the hands of cross-functional stakeholders who need critical, accurate planning information. //

- James Wasson, Chief Technology Officer, BAE Systems



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