



BAE Systems Uses Accolade® Vision Strategist™ to Keep Resources Focused on Most Important Projects and Programs

Company Overview

BAE Systems is a \$31-billion global aerospace and defense manufacturer. The London-based company produces civil and military aircraft, air-defense systems, guided weapons, ordnance, ships and aerospace electronics. It is also a leading provider of simulation and training solutions.

The Business Challenge

A pioneer in the development of next-generation intelligent defense systems, BAE Systems wanted to ensure that it was investing in the products, technologies and strategic capabilities most important to its future. To help meet this objective, the company created a roadmapping process. It was expected that this process would provide additional insight into factors that might impact the direction and success of current and future R&D programs. According to Dr. James Wasson, Chief Technology Officer for 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."

BAE soon discovered that the process framework it had installed was difficult to understand. Users struggled to develop roadmaps and, once plans were created, they were hard to update. As a result, they quickly became obsolete. Another shortcoming of the system was that roadmaps couldn't easily be shared among the company's widely dispersed, global planning teams.

The Solution

A task force was appointed to identify solutions capable of automating the company's roadmapping process. Selection criteria emphasized support for consistent plan development and the capacity to share maps enterprise-wide. Based on their research and a successful pilot, the task force decided to implement Sopheon's Accolade® Vision Strategist™. Among the factors leading to the choice of Sopheon's software were its easy-to-understand roadmap taxonomy, flexibility and scalability.

The Results

Storage of BAE Systems' roadmaps is now centralized, enabling better visibility across the company. Plans are easier to access, manage,

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***– James Wasson
Chief Technology Officer
BAE Systems***

update and share. Hundreds of executives, technologists and strategic planners use roadmaps created within Vision Strategist to stay abreast of the technologies, products and programs that BAE is developing for the future, and to learn about the internal and external factors expected to impact those developments over time. A principal benefit is that decision-makers are better able to keep resources focused on the right projects and programs.

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."

In summary, Vision Strategist is helping BAE Systems to:

- Identify important business opportunities, as well as the level and timing of funding requirements
- Better communicate forward-looking plans and understand the relevance of plan information at any point in time
- Create tighter alignment between R&D investments, program requirements and market drivers
- Maintain a well-defined, standardized roadmapping process across the organization.



Sopheon Corporation (US)

3001 Metro Drive
Minneapolis, Minnesota
55425-1554
USA

Tel: +1 952-851-7500
Fax: +1 952-851-7599

Sopheon NV (NL)

Kantoorgebouw OFFICIA I
De Boelelaan 7
1083 HJ Amsterdam
The Netherlands

Tel: +31 (0) 20 301 3900
Fax: +31 (0) 20 301 3999

Sopheon UK LTD

The Surrey Technology Centre
40 Occam Road
Surrey Research Park
Guildford Surrey GU2 7YG

Tel: +44 (0) 1483 685 735
Fax: +44 (0) 1483 685 740