Ten Reasons to do Roadmapping
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What is Roadmapping?

Roadmapping is the practice of creating time-based representations of information designed to support short-term and long-term goals, decisions processes, and specific events.

When used as part of a strategic planning operation, Roadmapping can foster innovation by forecasting the elements needed to align future market demands with product plans and technology needs.

Roadmaps are developed and presented in various graphical formats to provide easy visualization and understanding of strategic plans over multiple horizons. Then mapping current investments against those strategic plans to provide a clear line of sight.
Why should I do Roadmapping?

Customers are more demanding, competition is increasingly tougher, product lifecycles are decreasing, today's business climate is more unpredictable than ever, and businesses are regularly confronted with unforeseen challenges.

By developing a mature Roadmapping practice and plotting out strategic plans and alternatives, your business can insulate itself against volatility by making informed decisions, adjust quickly with confidence, and lower business risk.
1. Identify new opportunities and revenue sources

One of the best resources for new ideas is your own employee base. Promoting collaboration and sharing roadmaps between employees and decision makers opens up communication and innovative thinking by providing visibility into your organization’s plans, ambitions and capabilities.

Roadmaps can also show various drivers to help formulate ideas, like regulatory trends, technology breakthroughs and industry trends. By revealing this information to your employee base, you make it easier to identify new opportunities and new revenue sources.
2. When you want to justify an investment

If you don’t have the ability to see and understand your organization’s long-range plans, all *justifications for an investment are pure speculation*.

With Roadmapping, however, you can lay down plans against future scenarios. By doing so, you’re essentially *linking an investment to an outcome*, resulting in an accurate return on investment projection.

By sharing that information with key decision makers, you allow them to *make decisions based on dependable projections*, not guesswork.
3. When you want to create and communicate future scenarios

Roadmapping is the best method for gaining visibility into future scenarios. Create potential changes to market conditions, competitor developments or technology evolutions to see how your strategic plans handle the disruptor and adjust as needed.

A roadmap is the perfect vehicle to provide confidence in your plans no matter what future scenarios come your way and then easily communicate adjustments and ultimately drive agility in your organization.

You also have the means and visibility to connect your current projects to your goals to ensure that everything stays on track.
4. When combining future views to create a unified strategy

Creating and communicating future scenarios is important in identifying challenges. But it doesn’t leave you with a strategy of how your organization is going to achieve those goals.

Using Roadmapping across organizational and functional groups enables you to create a unified strategy, where you detail the best ways to address those scenarios.

The strategy is based on the decision of where the organization wants to be, and outlines what the company is going to do, and where it’s going to focus.
5. When you want to prove you have a solution

When it comes to meeting the needs of a customer, whether that customer is internal or external, you need to provide them with a complete solution that will satisfy their needs.

Communicating, collaborating and sharing roadmaps along with using Roadmapping techniques will promote better understanding and visually convey the approach your solution will use. The reasons for the decisions you’ve made will be apparent and understood by people who were not involved in the process.
6. When there are multiple paths to the goal

Sharing and collaborating on a roadmap with your colleagues provides visibility to different perspectives and enhances the collaborative process.

It’s this process that alleviates risk when determining which path is the best one to choose. Depending on your organization’s resources, several paths can be supported until the time comes to choose the best one.

Roadmapping allows you to decide when that decision needs to be made and which path is the best choice.
7. When a challenge appears too complex to understand

Technology has become so complex that it’s** virtually impossible for one group of individuals to fully explain, or even anticipate**, all the parts needed to build a product.

By building a roadmap and sharing it with key stakeholders, an organization can **convert a very complex situation into an easy-to-visualize series of steps** and dependencies needed to meet the challenge.
8. When you want suppliers to meet your future needs

The products and services your organization provides are often dependent on the materials you get from your suppliers.

In many instances, an organization has much to gain by strengthening the supplier relationship and having them develop innovative products and technology that will ultimately support your plans.

Building a roadmap and collaborating with your suppliers is the best way to leverage them to support your long-term strategic business and market goals.
9. When you want customers to see your future capabilities

Just as there are times when it’s advantageous to share roadmaps with suppliers, there are times when it’s a good idea to **share and collaborate on your roadmaps with your customers.**

You may want your customers to see your future capabilities with timelines to **influence their future purchase and supplier plans.**

Sharing roadmaps with customers is also ideal **when you want to plant new ideas** into your customers’ heads as to what the future could hold, and get their feedback.
10. When changes occur

When dealing with complex technology and volatile markets, there will be kinks in the plan. When these changes occur, Roadmapping allows your organization to adapt to those changes and share new strategies with colleagues.

Overall, Roadmapping is the most effective process for effectively communicating long-range planning strategies.

The judicious sharing of roadmaps will help you build consensus about your organization’s needs, identify the technology that will help meet those needs and build the alignment needed to succeed at meeting those needs.
Learn more about Sopheon’s Accolade Roadmapping™ solution

One module of Sopheon’s Accolade® suite – Accolade Roadmapping™ – is a dedicated Roadmapping solution that allows you to develop dynamic, interlinked long-range market, product and technology roadmaps.

Interactive visualization enables decision makers to identify strategic gaps, zero in on the implications of investment options over time, and move quickly from insight to action.

Accolade Roadmapping streamlines and automates real-time roadmap data, enabling cross-functional teams to collaborate in the roadmapping process as well secure sharing of planning information with suppliers and partners to ensure strategic alignment and support open innovation.

Visit the Accolade Roadmapping website page for more details
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Get to Know Sopheon

- **Who we are**
  A global supplier of end-to-end solutions for Enterprise Innovation Performance, providing best-in-class software, domain expertise, and best practices

- **What we do**
  Enable our customers to improve innovation and new product development performance for sustainable, profitable revenue growth

- **How we do it**
  Sopheon’s Accolade® solution provides unique, fully-integrated processes for the entire innovation management and new product development lifecycle:
  - Strategic Innovation Planning and Roadmapping
  - Idea and Concept Development
  - Process and Project Management
  - Portfolio and In-Market Management
  - Resource Planning
Some of Our Customers

Sopheon works with some of the world’s largest and best-known companies and brands. We have implemented more solutions for Enterprise Innovation Performance than anyone in the world.
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How to Contact Sopheon for more Information

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About the Publisher

Sopheon partners with customers to provide complete Enterprise Innovation Performance solutions including software, expertise, and best practices to achieve exceptional long-term revenue growth and profitability.

Sopheon’s Accolade® solution provides unique, fully-integrated coverage for the entire innovation management and new product development lifecycle. For the first time, businesses can access a single source of the truth across:

- Strategic Innovation Planning
- Roadmapping
- Idea and Concept Development
- Process and Project Management
- Portfolio and In-Market Management
- Resource Planning

Sopheon’s solutions have been implemented by over 200 customers with over 60,000 users in over 50 countries.

Contact Sopheon for more information, feedback and comments.