

NPD - Engineering - R&D - Marketing - IT

Leveraging SAP® Infrastructure for Increased
Product Development Productivity

Portfolio, Process and Project Management

3-Day Workshop

How to leverage an SAP infrastructure for faster cycle times, more efficient use of development resources and optimal product-market impact.



KEY LEARNINGS:

- ◆ How Engineering, Marketing and R&D can and must team up with IT to reap the benefits of radically improved NPD
- ◆ What NPD managers need to know about IT systems, and what IT managers need to know about NPD processes and practices.
- ◆ How organizations align workflow, decision flow and information flow through BPM, IS and Analytics.
- ◆ Gain an understanding of what real-time data and information requirements need to be for true NPD process and portfolio optimization.
- ◆ See how best practices, methods and approaches overcome the challenges of integrating SAP® ERP with NPD Portfolio and Process Management.
- ◆ How to apply best practices for deploying and improving NPD Portfolio, Process and Platform Management.
- ◆ How cross-functional NPD uses integrated systems to drive optimal portfolio management, while aligning strategic mix-management with resource throughput-management .
- ◆ How to leverage coordinated SpiralUp™ Implementation for fast gains.
- ◆ How to engage top management for sustained "buy-in" and requisite involvement.
- ◆ See how npdiFIRST integrates SAP® xPD, xRPM and cProjects for seamless process and portfolio management, and the benefits and challenges of building capabilities.



October 21-23, 2009 Atlanta, GA
Register at <http://www.adept-plm.com/npdi-workshop.htm>



Dear Product Development and IT Professionals,

Radically improving an organization's output from NPD is impossible without strong processes supported by real-time information. Companies wanting to improve the output of their innovation efforts have no choice but to build expertise in these approaches. Yet no one tool or method will address all of the issues in portfolio, pipeline and platform management. The purpose of this very important workshop is to share learnings, experience and research about the correct approaches to NPD Process, Project and Portfolio Management. Participants will gain an understanding that will enable them to move their organizations forward in realizing the enormous benefits of these critical NPD processes.

This NPD Process, Project and Portfolio Management workshop drills deep into the topics, with particular emphasis on how organizations get things done and gain benefits. This continually updated workshop offers the most significant learning experience available across NPD Process, Project and Portfolio Management. It specifically addresses the means by which organizations can greatly improve the strategic impact from and efficiency of their NPD efforts.

By attending this comprehensive workshop you will learn how to:

- ◆ **Analyze your organization's current Process, Project and Portfolio Management strengths and weaknesses;**
- ◆ **Leverage IT infrastructure using SAP® Applications and enterprise service oriented architecture for streamlining NPD workflow, decisions flow and information flow;**
- ◆ **Conduct near-term and long-term project prioritization for improved speed-to-market, strategic impact, and resource use efficiency;**
- ◆ **Overcome the high level of uncertainty about task durations and task outcomes in project planning;**
- ◆ **Create real-time links from resource use data and portfolio management information to product strategy, platform management, and the fuzzy front-end;**
- ◆ **Assess and resolve "systemic risks," whether organizational or strategic, that cut across the NPD portfolio;**
- ◆ **Develop and prioritize the right innovation targets to achieve a high performance portfolio;**
- ◆ **Create the best graphical views for communicating with top management and overcoming organizational barriers;**
- ◆ **Combine software systems with organizational processes so as to enable real-time management of your organization's NPD efforts; and**
- ◆ **Orchestrate software deployments along side of organization process implementations and improvement practices so as to realize benefits quickly (an emphasis on speed-to-benefits).**

The workshop combines best practices in NPD Process, Project and Portfolio Management with best practices in IT systems deployment. Throughout the three-day learning experience, we will emphasize how to speed the accrual of benefits from Process, Project and Portfolio Management to marketing, engineering and R&D departments while minimizing the cost to IT departments.

Please call with any questions. I look forward to seeing you at the workshop.

Best Regards,

Paul O'Connor

**Managing Director,
The Adept Group Limited,**

To Register:

call: 1-904-273-5319

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DAY ONE

◆ Introduction: The Full Process Architecture of New Product Development

In this session, you will learn the relationship of key sub-processes of the full architecture of New Product Development, from Business Strategy through Development and Product Retirement.

◆ Nailing down the Key NPD Benefits From Leveraging IT Infrastructure

The value of IT support to product development is straightforward: *increased product development productivity*. This section of the workshop will delineate how and why this value proposition plays out, and what it means to your organization.

◆ Critical Components of NPD Process, Project and Portfolio Management

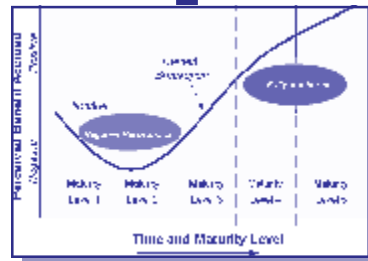
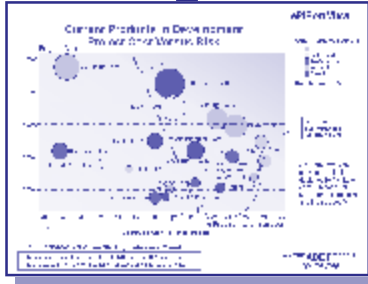
Six important groups of components make up NPD Process, Project and Portfolio management. In this section, these components will be explained through descriptions and examples, Attendees will gain an understanding of how components relate to one another and how these relationship impact the correct integration across an SAP infrastructure .

◆ Data and Information: Driving NPD Process, Project and Portfolio Management

NPD must leverage transactional data, but is not a fully transactional process. This section will lay out data and information flows. Particular emphasis is placed on the need to provide the right data and information at the right time within NPD workflows and decision flows. To do this, the creators, the users and the overseers of the data must understand clearly what they have... its quality, usability, granularity and timeliness.

◆ Overview of SAP Landscape and NPD

SAP enables users to employ many different tools to carry out required business functions. Not all organizations use all of the tools. Data and information availability can vary from enterprise to enterprise. In this section of the workshop, both IT and Product Development Managers will gain an understanding of their SAP landscape and its impact on fully implementing IT supported product development



DAY TWO

◆ Starter Supports, and Software Tools: From Excel to Advanced Point Solutions to Integrated systems.

In this session, participants will learn precursors to full IT systems support of NPD and how it is to their advantage both to use such tools as foundational starting points of full integration, and to exploit the same tools for higher NPD capability requirements.

◆ Platform Leverage, Product Line Planning, and the Fuzzy Front-end.

Process, Project and Portfolio management is not just about those projects within an organization's phase-gate process. During this section of the workshop, participants will learn why and how to include new concept generation and product line planning in Process, Project and Portfolio management. This section will address how such inclusion will amplify the output of any organization's new product development efforts.

◆ ndpiFIRST integration of xApps and Point Solutions

ndpiFIRST is a packaged solution of several SAP applications of select point solutions, practices and organizational change methods that facilitate organizations in realizing the benefits of IT supported NPD much faster. The section explores the what, why's and how's of **ndpiFIRST**

◆ MS Project and ndpiFIRST™

Project management plays a key role in advancing NPD capabilities. Many organizations already have a strong foundation in project management through the use of MS Project. To avoid losing this foundation, it is important to integrate MS Project into a path forward. This section shows how to best accomplish this across the SAP landscape or through **ndpiFIRST** .

◆ Business Intelligence and ndpiFIRST™

Aggregating, manipulating and displaying data is fundamental to all IT systems. For NPD, this can be complex because of the varied sources of data or calculated metrics, the required analyses of the data and

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the myriad of potential displays and reports that transfer the correct insights to decision makers. In this section, attendees will see how SAP Business Warehouse and other business intelligence tools are used to cut through this complexity.

◆ Customizing Views to Your SpiralUp Capability

Data visualization is an important underpinning of systems support of NPD. Do it well and insights will transfer immediately. Do it poorly, and chaos may prevail. As organizations improve their NPD capabilities the requirements of such data visualization will also change. In this section you will learn how to use SAP iViews and other visualization aids so as to advance the graphical portrayal of data with improvements in a company's overall NPD capabilities.



DAY THREE

◆ SpiralUp Implementation of NPD Portfolio Management: Speeding Benefit Accrual to your Organization

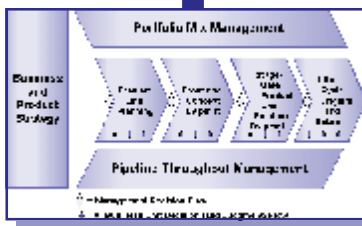
How you implement is just as important as what you implement. In this section, you will learn how to implement practices and deploy systems so as to:

- Keep NPD Process, Project and Portfolio management on track, and
- Quickly gain the most from Process, Project and Portfolio management.

This section will also address key factors that cause implementations to derail and practical approaches to avoiding derailment. Emphasis throughout is on quickly gaining and sustaining benefits from Process, Project and Portfolio management.

◆ Implementation Planning and Spiral-Up Execution

In this session, participants will engage in instructor-lead dialogue focused on potential steps that their organizations may need to take to improve NPD Process, Project and Portfolio proficiency. The dialogue will explore how to make implementation of best practice work. Participants should expect to obtain feedback from their peers in other organization and to test their mental models against other



organizational situations.

Basis, Hosting and Proof of Concept

Understanding the scale and scope of an implementation along with the approach toward scaling it up is critical to any IT deployment. What happens if everyone bombards the system with requests all at once? How we move forward without biting off the full deployment all at once. In this section, attendees will explore proven approaches and answers to these critical factors.

◆ Training the Troops

Transferring knowledge about how to use a system is as important as the systems itself. Indeed, the last thing most new users want to do is to sit through another training session. In

this section attendees will see and gain an understanding of how hands-on training is the best training.

◆ Roadmapping Systems Deployment to SpiralUp Capabilities

Organizational change and systems deployment need to be synchronized for quick benefit gains. In this section, attendees will learn how to align all efforts onto a common improvement roadmap. Nuances of such alignment and critical milestones will be highlighted.

◆ Implementation Proposals

Few organizations are in a position to tackle, on their own, all aspects of organizational change management and systems integration. Here, attendees will see how to solicit proposals from reputable software integrators and NPD change experts for cost effective implementations.

◆ Feedback and Close

In this closing section, participants will share with each other their summary thoughts and key learnings, as well as to how they expect to employ their new knowledge.



Follow up

Following the in-depth workshop, the instructors will answer all questions via email and telephone. Individual demos and oversight webinars to teams from the attendees company's are available free of charge.

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17 Key Learnings

You will learn how to:

1. Delineate the real value proposition to your organization of integrated NPDI systems... why benefits and cost savings will and do accrue;
2. Apply a comprehensive view of NPDI across your existing SAP systems environment;
3. Reduce the complexity of SAP ERP to simple implementation principles, streamlined for NPDI;
4. Continue to leverage your organizational knowledge of and investment in existing point solutions, such as Microsoft Project;
5. Take advantage of key point solutions such as SmartOrg's Portfolio Navigator™ and Adept Group's PortView™ at different organizational capability levels;
6. Reap the benefits of top notch business intelligence reporting;
7. Maximize operational transparency with a portfolio & phase-gate tool integrated with project management;
8. Establish and maintain a flexible and user friendly interface with NPD professionals;
9. Use the power of portfolio visualization to communicate issues and opportunities;
10. Integrate document management, approvals, and project status so as to drive NPDI workflow and process facilitation;
11. Orchestrate and direct a full NPDI improvement initiative, from organizational process improvement through system integration;
12. Tie front end Ideation and product requirements management to your ERP system;
13. Drive process efficiency and consistency from idea launch;
14. Use systems to spot problem areas before pains occur, and establish new organizational process to address problems when there is no pain;
15. Use drill down visibility to gain insights operational project details, even from the portfolio level;
16. Quickly assess the financials of any new product development project, no matter the level of uncertainty;
17. Leverage data from the most trusted sources to drive

Some of the companies that have previously attended Adept Group or Platinum DB training:

Affymatrix, Amway, Arch Chemicals, AT&T, BASF, Battelle, Bush Brothers, Campbell Soup, Coca-Cola, Colgate-Palmolive, Chevron, Church & Dwight, Dofasco, Dupont, Eaton, ExxonMobil, FedEx, FPL Energy Services, Goodrich, Herman Miller, Hershey, Hewlett-Packard, Hollister, Honeywell, Intel, Kimberly-Clark, Lubrizol, Lucent Technologies, Molex, Motorola, Dade-Behring, Nalco, National Starch, NOVA Chemical, Novartis, O.C. Tanner, Pfizer, Porter-Cable, State Farm, Praxair, J&J, P&G, Sara Lee, Square D, SC Johnson, Smith & Nephew, SmithKlineGlaxo, Sprint, Standard & Poors, WR Grace, Swagelok, Tellabs, EquiStar, Telefonica del Peru, Timken, Uniqema, Weyerhaeuser, and Wrigley.

Registration

Registration Fee*

The fee is \$2,295US for the first person attending from each organization. The fee is \$1,995US for the second person from each organization, and \$695US for each person thereafter. Class size is limited in order to increase one-on one questions and answers. We encourage that companies be represented by both IT and at least one key business function (Marketing, R&D, Engineering).

Payments

Payment is due before the workshop. We can accept checks, Visa, MasterCard, and American Express. Make checks payable to "The Adept Group Limited, Inc."

Venue (three days)

October 21-23, 2009 Atlanta, GA

The hotel location will be posted before the workshop. Registered participants will be contacted via email and phone.

Start Time is 8:30AM (first day)

End Time is 3:30PM (third day)

Cancellations

Cancellations must be made at least 30 days in advance of the workshop. Credit will be made toward a future workshop. If you prefer, full refunds, less a \$500 fee, will be mailed to you via check. No refunds or credits will be made if cancellations are received with less than 30 days notice.

Course Leaders

Paul O'Connor is an expert in the field of New Product Development Productivity. For 25 years he has consulted on process implementations and improving NPDI performance. His article in the Journal of Product Innovation Management entitled "Implementing a Stage-Gate Process: A Multi-Company Perspective" has been cited by numerous authors and is used as a teaching aid in several MBA programs. He is a contributing author on "Implementing Product Development Process" in The Handbook of New Product Development (1996, 2004), as well as on "SpiralUp Implementation of Portfolio and Pipeline Management" in The PDMA ToolBook (2004). Mr. O'Connor is a certified New Product Development Professional and a Past-President of PDMA.



THE ADEPT GROUP

Anthony DeRosa is a thought leader in the areas of enterprise portfolio management systems, project management systems, project accounting systems, integrated project management with ERP systems, and Product Definition systems. Mr DeRosa is the President and founder of Platinum DB Consulting, Inc a leading SAP America, Inc. Partner & customer & Microsoft Partner & customer. Platinum DB specializes in Project Management, Portfolio Management, Business Warehouse, Product Costing, Financial, Logistics, and Controlling solutions for fortune 100 and 1000 companies. Anthony has over 20 years of IT experience, the past 14 focused on design, development, consulting, and training.



PLATINUM DB CONSULTING

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