

Drive Business Agility and Increase Portfolio ROI with Clarity PPM

Speed, efficiency, and agility are critical to maintaining a competitive edge. Addressing those requirements is hard if resources are invested in the wrong initiatives. Clarity PPM (project and portfolio management) gives you all the tools you need to align your strategic investments with your corporate goals, so your investments yield the highest return. It provides you with a structured environment to create, manage, and optimize your enterprise portfolio. An integrated solution, it empowers your organization to seamlessly manage its services, projects, products, people, and financials— enabling you to deliver controlled and predictable execution of projects and programs.

Business Challenges

- How do you decide **where to invest** your organization's time, budget, and staff?
- How do you know it's the **right time to launch** a new product, expand delivery of a service, or bet on a new innovation?
- How do you **govern current projects** to ensure their chances of success are maximized?

Without a central platform for managing these efforts, many decision makers wrestle with these issues. Too often, managers can't gain central visibility on projects, they use disparate systems and inefficient processes to track and report on progress, and they make decisions based on the input of the loudest customer or the hunches of the most senior staff member.

The result?

Portfolio decisions don't align with business strategy, deadlines slip, and new products don't squarely address key market requirements.



For more information, please visit ca.com/ppm

A Broadcom Company



Key Benefits and Results

- Make smarter portfolio decisions above-the line.
- Assure projects deliver desired results in line with market needs and business strategies.
- Manage all financial aspects of your portfolio with accountability.
- Gain better visibility and control of projects to speed delivery.
- Drive better project execution with your choice of development methodology.

Organizations have identified and redirected **10-15%** of their IT budgets from operational 'run the business' expenses to transformational 'grow the business' initiatives

Key Features

- Linked investments align to key strategic initiatives transparently.
- Centralized projects, resources, staffing and budgets inform impact of change.
- Constraint-based scenario comparisons help achieve best results.

Marquee benefits yielding **\$3.4M** per year in savings are detailed on the reverse side of this document in order to show examples of business value achievable through Clarity PPM.



Business Value Estimations

CA PPM (project and portfolio management) benefits can be quantified via a wide range of benefit scenarios. A selection of these is listed below to show common areas measured.



Business Value Proposition	Business Value Enabler	Specific Measurement	Impact Range ¹	Key Resources Affected	Average Resource Value ²	Projected Savings / yr ³
Improved new product development and project return rates	<ul style="list-style-type: none"> Identify soft-booked resources that require approval Illustrations of over-allocated resources Completion rates Project objectives mapping Project cost overrun exposure 	Potential increase in revenue	1 - 5%	Annual project budget	\$50,000,000 ⁴	\$1,5000,000
Improved portfolio alignment to corporate strategy	<ul style="list-style-type: none"> Service and project portfolio models are mapped to business strategy Goal criteria to improve value to the business Trending capabilities to predict project success 	Reduction in low value projects	1 - 3%	Annual project budget	\$50,000,000 ⁴	\$1,000,000
Improved time to market for revenue generating projects	<ul style="list-style-type: none"> Agile methodologies used allow for reduction in time to complete projects and achieve business value 	Potential increase in revenue due to faster project release cycles	5 - 15%	Annual incremental revenue from projects	\$5,000,000 ⁵	\$500,000
Reduced time spent generating custom reports	<ul style="list-style-type: none"> Template reports to reduce need to write reports Industry unique data warehouse Self-service business intelligence Data visualization 	Cost reduction in reporting staff resource labor	20 - 30%	Reporting FTEs	2	\$65,000
Improved project manager productivity	<ul style="list-style-type: none"> Automated reporting and facilitation of data and ideas reduces manual project management tasks Increased management insight into work activities, resource pools, costs and availabilities Team based task management 	Cost reduction in manual project management tasks	5 - 15%	Project management FTEs	15	\$195,000
Improved project status and coordination	<ul style="list-style-type: none"> Real-time visualization into current completion rates Business alignment Resource allocation of projects Blueprinting removes extraneous information 	Reduction in meeting hours	20 - 30%	Annual Project Meetings	800 ⁶	\$130,000

This table shows some **key benefits** of **Clarity PPM**. Your Broadcom representative can also share additional and more detailed ROI business case examples for this solution by engaging the Broadcom ROI & Business Value Analytics Team. This team works with Broadcom's customers to develop and analyze a comprehensive set of assumptions and environment specific metrics in order to build customized projective business cases.

1. The **Impact Ranges** shown above are estimations derived from the analysis of benchmark data which is a composite of data derived from industry analyst published information, interviews with subject matter experts and experiential data from prior projective analyses.
2. The **Average Resource** column shows resource values representative of those used in business case analyses by the Broadcom Business Value Analytics Team.
3. The **Projected Savings** calculations are based on the product of midpoints of the Impact and Average Resources to show a single representative potential savings value. The labor rates for all FTEs are an assumed blended rate of \$65/hour for a 2,000 hours per year.
4. Assumes 0.5% of annual revenue is dedicated to active project management
5. Assumes 10% of \$1.0B in revenue, of which 5% is related to Project Management
6. Assumes 100 projects, meeting 8 times per project cycle. 5 team members per project meeting, and 2 hours of time spent. Meeting resources are assumed as \$65/hour.



Please note, the values expressed in this table are not a guarantee of achievable results and will vary depending upon your current infrastructure, people, and processes as well as the appropriate, effective implementation, adoption, and use of the solution.