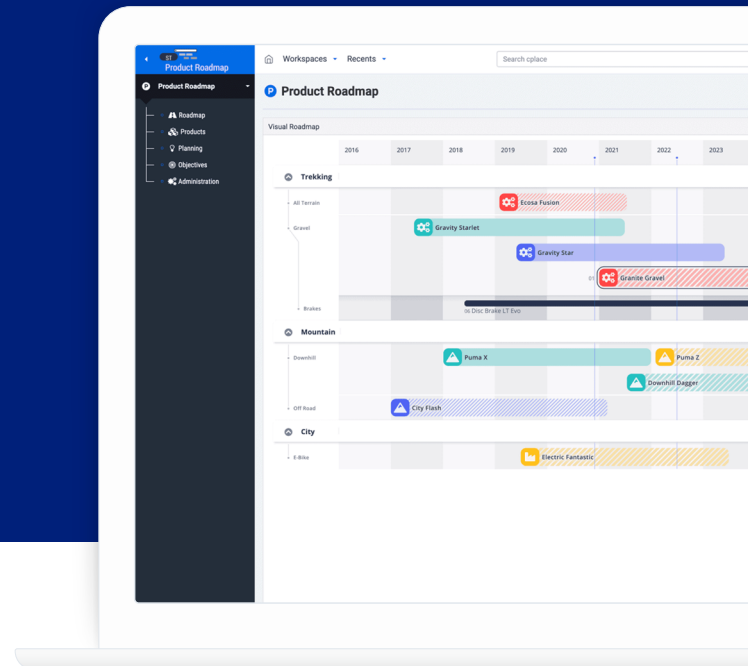


cplace

Efficient product support

Product Roadmap



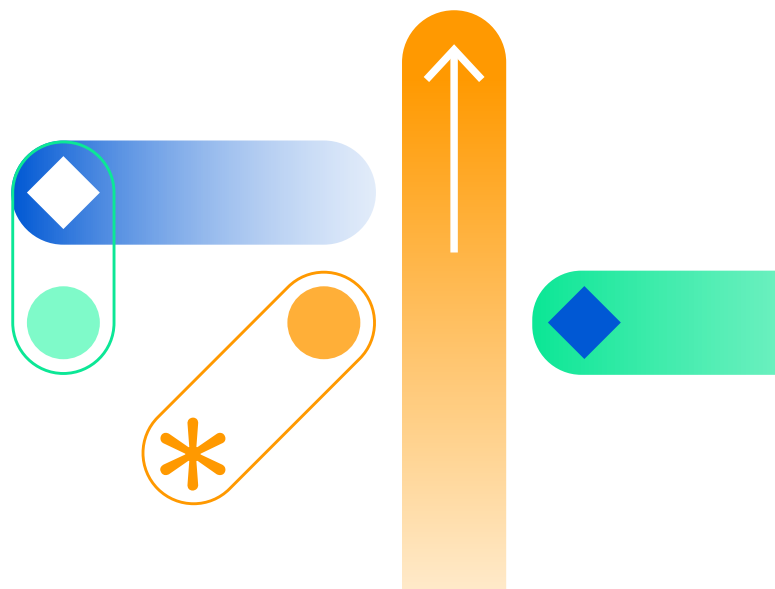
The cplace **Product Roadmap** provides an easy-to-use solution that effectively supports product teams and all stakeholders along the entire lifecycle of a product.

It can be adapted to different use cases and product portfolios without any programming effort. From gathering new ideas, planning the development, coordinating production and sales,

to the end of life of a product, team members and stakeholders can find all relevant features and information in one central location.

→ [More at cplace.com](https://www.cplace.com)

In collaboration with
Gesellschaft für
Technische Visualistik





The life cycle of a product from the initial idea to the market launch



Adaption to different use cases without any programming effort



All information on products and product development in one place

Business Challenge

Product managers face numerous challenges in roadmapping: They have to take into account the wishes of all stakeholders, plan and prioritize development in concrete terms, and act in line with corporate strategy. Sophisticated products make roadmaps more complex - it becomes more challenging to plan, visualize, and communicate all aspects.

Customer Benefits

The cplace Product Roadmap supports product houses in the strategic alignment of their product portfolio, the product time scheduling and the communication with all team members and stakeholders. Important key figures for controlling and monitoring the success of product development are available as a basis for management decisions. Target group-specific views provide all stakeholders with exactly the information they need to work successfully.

Special Features

1. **Strategic alignment:** With the help of the cplace Product Roadmap, products can be linked to corporate goals. This enables effortless alignment with the target picture. In addition, the roadmap facilitates scheduling by allowing production and sales data to be managed.
2. **Selection of product ideas:** Product teams can capture success criteria for product ideas in one place and evaluate new ideas using a value/effort matrix. The appealing visualization facilitates communication to all stakeholders.
3. **Deployment of product parts:** The Product Roadmap also makes it possible to plan and manage the deployment of product parts. Parts can be added to products and deadlines (e.g., production or delivery dates) can be consolidated.