



**ProductDossier®**

Project Management First

# TouchBase Idea-to-LAUNCH

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# New Product Development



Innovation-driven New Product Development (NPD) is the driver of any organization's survival, growth, and sustenance. It is also an irony that most organizations have not been successful in new product development journey.

Most companies treat NPD as a consistent process. The reality is quite different. There are two distinct stages in NPD.

1. Truth-Seeking Early Stage
2. Success-Seeking Late Stage



# NPD Focus

## Truth-seeking early stage

- Reduce risk
- Focus on scientific method
- Operate with lower fixed costs
- Work in small experiment-teams
- Emphasis on testing

## Success-seeking late stage

- Maximize value
- Commercialization
- Higher costs
- Large product teams
- Focus on refining

# NPD Challenges



## Challenge

## Fallout

Ad hoc idea generation



Missed business opportunities

Unstructured and  
incomprehensive



Choppy justification

Inefficient investment  
allocation



Negative business results

Siloed project management



Flawed project planning

Scattered documentation



Weak data integrity

Disconnected procurement



Inefficient project integration

Poor stakeholder collaboration



Project conflicts

Disparate systems



Multiple sources of project truth.



# TouchBase

## Foundational Capabilities

- Configure and templatize to your standards, processes, workflows, templates, and checklists
  - Industry-specific
  - Product-specific
  - Organization-specific
- Complete digitization
- Best-in-class User Interface & User Experience
- Analytics, Dashboards, Alerts, and Notifications



## Idea-to-LAUNCH Capabilities

### Idea Capture

- Streamlined New Ideas Gathering
- Create & Manage Idea Funnel

1

### Idea Evaluation

- Define Evaluation Parameters
- Technical Feasibility
- Forecast Revenue
- Develop Budgets
- Prepare Business Case
- Cross-Functional Team Feedback
- Approve Ideas

2

### Development Planning

- Product Planning
- Project Set-Up
- PM Methodologies: Predictive, Agile, Hybrid, Others
- WBS & Schedule
- Resource Allocation
- Procurement
- Risks & Issues

3

### Execute & Control

- Project Progress
- Comprehensive Documentation
- Dossiers (Pharma)
- Timesheets
- Costs
- Forecasts
- Dashboards

4

# TouchBase Integrations



ORACLE



# TouchBase Impact



Seamlessly capture new ideas and maximize business opportunities.



Make data-driven 'go-kill' new idea decisions.



Gain greater revenue forecast visibility.



Optimize resource utilization.



Flawlessly plan and execute NPD projects.



Drive real-time internal & external stakeholder collaboration.



Digitize the complete NPD cycle.

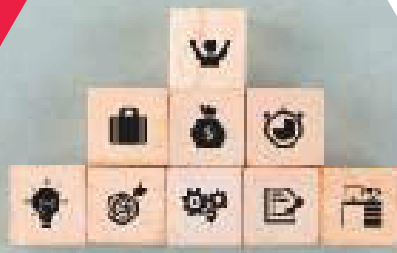


Deliver single version of NPD truth.



Launch new products at warp speed to maximize business value.

# TouchBase Modules



New Product Development



Project Management



Project Financials Management



Opportunity Management



Project Resources Management



Project Procurement



Timesheets & Leave Management



Documentation



Project Quality



Utilities



Social Collaboration





**We are ready to  
build a project  
management culture  
for your enterprise.  
Are you?**

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