Business success comes from doing the right things:

- investing in projects that will return the highest economic value from R&D and New Product Development. SmartOrg solutions help you make wise decisions about which projects to invest in and where to focus team priorities to achieve the best business results from your portfolio.
Doing projects right is not enough. More than ever you need to select and work on the right projects and project priorities. Intense competition, scarce resources and bewildering uncertainty make this selection a very difficult task. You need all the help you can get. SmartOrg solutions bring people, decision process and economic/risk analysis together to help you make decisions that create a relentless stream of winning, innovative products.

Our solutions optimize project and portfolio investments by:

Creating meaningful conversations about value that get everyone on the same page and create actionable insight. Delivering credible and consistent information that prepares people to make and accept decisions. Providing clear bottom-line guidance on the issues and uncertainties that create ultimate business success. Identifying a portfolio of best projects that maximize returns.

SMARTOrg Solutions

Portfolio Navigator™ A web-based portfolio and project evaluation system that serves people across the enterprise. Guides teams through project analysis and evaluation. Involves content experts in crosschecking information. Tracks the impact of new information on project value. Creates portfolio views that inform decision makers of their investment opportunities.

Decision Advisor® A desktop application that supports real-time, in-depth project evaluation workshops. Turbo-charges team discussions by combining a facilitative framework with decision and risk analysis. Automatically creates spreadsheet business models and conducts risk analysis.

Services SmartOrg creates a solution to meet your specific needs by combining its systems with appropriate services. Services include management education, staff training, professional coaching, technical support, system configuration and customization, template design and development, pilot projects, and workshops.

Meaningful Conversations about Value

If you want to know the best projects to invest in, you first have to figure out what each of your projects is going to be worth. This means dealing effectively with difficult issues like uncertainty, cross-functional communication, personal biases and emotions. SmartOrg solutions combine analytical rigor with a proven decision process to help you address these issues. The process engages the right people at the right time in meaningful conversations that help them develop and understand the important drivers of project value.

During facilitated workshops, team members, experts and decision-makers come to agreement about the factors that drive project value. SmartOrg software produces value maps representing their inputs. The software then generates a business model and displays key results for all to see. This real-time feedback keeps the conversation grounded and encourages the productive exchange of views. As a result, participants gain understanding of each other’s views and are more apt to buy-in to the project evaluation, maximizing commitment and minimizing delays.

“SmartOrg systems enable us to create a quality conversation among business, manufacturing and technical stakeholders by translating everything to value terms.”

Phil Russell, Weyerhaeuser

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Credible and Consistent Information

Without credible and consistent information, portfolio and project decisions can be arbitrary and subject to politics.

SmartOrg solutions build credible project-level forecasts by involving the right people in the right way. Knowledgeable experts can review and refine project-level forecasts and uncertainties on several dimensions to assure comparable portfolio-level inputs, raising the quality of the information. By preventing, surfacing and resolving credibility and consistency issues early, this step overcomes the “garbage in/garbage out” criticism that often handicaps attempts to measure project value.

“It was a real eye opener to critically compare projects because for the first time we had a credible and objective basis for discussion. Other approaches had not been able to take us far enough.”

Project Manager
High Tech Company

Portfolio of the Best Projects

The projects in your portfolio are investments in your company’s future. The system combines individual project valuations into a portfolio and gives you the information you need to select projects with the greatest return.

The investment productivity chart ranks all projects from greatest return on investment to least, showing in objective terms what the portfolio can deliver. As projects evolve, SmartOrg solutions automatically update project values, ensuring that the portfolio remains optimized.

“Portfolio Navigator showed us what our portfolio could deliver in meaningful, bottom-line term and gave us real insight into which projects to fund.”

Portfolio Manager
Major Oil Company

Bottom-Line Guidance

SmartOrg software creates a quantitative picture of the factors and uncertainties that have the most influence on bottom-line value.

These insights enable project teams to focus their efforts on the relatively few factors that can make or break the project, resulting in improved upside potential, reduced downside risk, and better use of time and resources.

“SmartOrg systems and processes give us the ability to evaluate uncertainty and gives the project teams the freedom to drive towards the upside.”

Chris Westlake
HP Imaging and Printing Systems

“SmartOrg systems and processes give us the ability to evaluate uncertainty and gives the project teams the freedom to drive towards the upside.”

David Leonhardi, Boeing Commercial Airplanes

www.smartorg.com
About SmartOrg

SmartOrg Inc. solutions address the critical questions: where and how much to invest.


Some SmartOrg Customers

![SmartOrg Customers Logos](image)

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