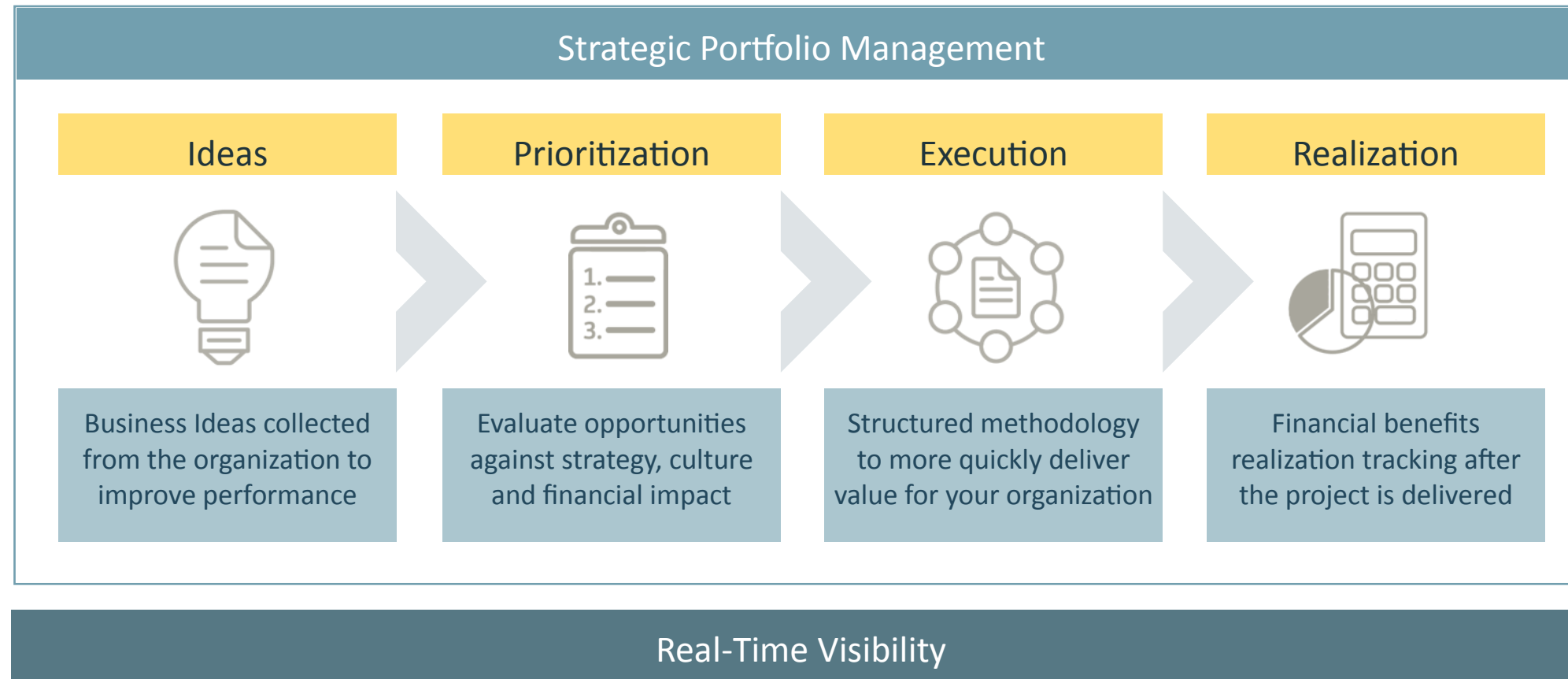


# Drive Business Agility with CA PPM and Increase Portfolio ROI while Reducing Project Costs

Speed, efficiency, and agility are critical to maintaining a competitive edge. Addressing those requirements is hard if resources are invested in the wrong initiatives. CA 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



## 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.



## 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.

Marquee benefits yielding **\$4.2M** per year in savings are detailed on the reverse side of this document in order to show examples of business value achievable through this CA Project Portfolio approach

For more information, please visit [ca.com/ppm](https://ca.com/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   | Solution Area  | Impact Range <sup>1</sup> | Key Resources Affected                   | Average Resource Value <sup>2</sup> | Projected Savings / year <sup>3</sup> |
|---|---|--|--|---------------------------|--|-------------------------------------|---------------------------------------|
| Improved new product development and project return rates         | Visibility for project managers to keep projects closer to budget, and portfolio managers to reduce low value projects  | potential increase in revenue                                      | Project and Portfolio Management                           | 3 - 5%                    | annual project budget                    | \$50,500,000                        | \$2,020,000                           |
| Improved new product development and project resource utilization | Increased management insight into work activities, resource pools, costs and availabilities                             | cost reduction in project manager and project staff resource labor | Project and Portfolio Management                           | 3 - 5%                    | project manager and project staff FTEs   | 79                                  | \$410,800                             |
| Reduced administrative time for project management activities     | Automated reporting and facilitation of data and ideas reduces manual project management tasks                          | reduction in manual project management tasks                       | Project and Portfolio Management                           | 5 - 10%                   | project management FTEs                  | 4                                   | \$39,000                              |
| Improved project status and coordination                          | Real-time visualization into current completion rates, business alignment, and resource allocation of projects          | reduction in meeting hours   | Project and Portfolio Management                           | 20 - 30%                  | project manager and project staff FTEs   | 8                                   | \$260,000                             |
| Improved portfolio alignment to corporate strategy                | Service and project portfolio models are mapped to business strategy and goal criteria to improve value to the business | reduction in low value projects                                    | Project and Portfolio Management                           | 2 - 3%                    | annual project budget                    | \$50,500,000                        | \$1,262,500                           |
| Reduced Cycle Times through Improved Decision Support             | Agile methodologies used allow for reduction in time to release products  | potential increase in revenue due to faster project release cycles | Project and Portfolio Management                           | 1 - 3%                    | annual incremental revenue from projects | \$5,000,000                         | \$100,000                             |
| Improved new product ideation process                             | Collaboration on ideas for new products drives new innovations  | reduction in cost of gathering and evaluating new product ideas    | Project and Portfolio Management / New Product Development | 0.20 - 0.30%              | business user collaborator FTEs          | 500                                 | \$162,500                             |

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



- <sup>1</sup> 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.
- <sup>2</sup> The Average Resource column shows resource values representative of those used in business case analyses by the CA Business Value Analytics Team.
- <sup>3</sup> The Projected Savings may be representative results for organizations whose Average Resource values are similar to those in this table. Labor rates for all FTEs are assumed to be \$65/hour. Actual calculations may include additional parameters. Your CA Technologies representative can provide detailed benefit calculations for values in this column. 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 CA solution.