Planisware

PPM Solutions in Action

4 Best Practices and Success Stories from NPD Leaders
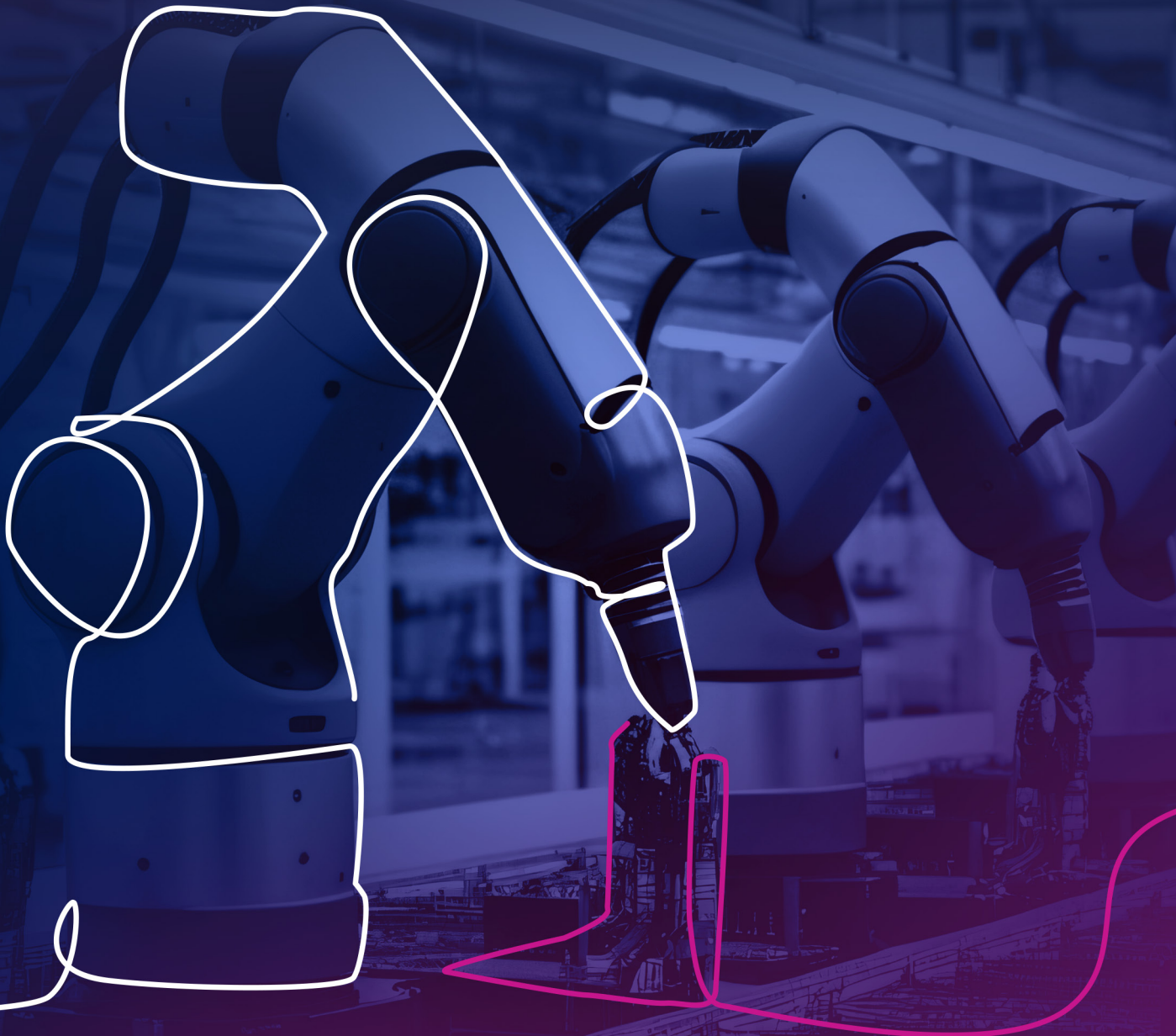
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Introduction

From consumer-packaged goods to auto manufacturing and new technologies, product-oriented businesses are facing mounting pressure to accelerate time-to-market, manage complexity, and make informed investment decisions. After all, bringing new products to market requires more than just great ideas—it demands a structured approach to innovation, strategic resource allocation, and seamless execution.

This eBook explores four best practices critical to accelerating new product development (NPD) and time to market, highlighted by real-world applications from PepsiCo, Navistar, Colder Products Company, and Metalsa, four global organizations that overcame key challenges and delivered measurable results with Planisware.

NPD Best Practice #1
Enhancing Visibility for Smarter Decision-Making

In today's fast-moving business environment, organizations cannot afford to make decisions based on outdated or incomplete data. Visibility across the product portfolio is essential for aligning innovation with business objectives, managing risks, and maximizing return on investment. Without a centralized system, teams often struggle with inconsistent data, siloed decision-making, and time-consuming reporting processes.

By integrating real-time data analytics and standardized reporting, organizations can enable leadership to make informed decisions faster, reduce uncertainty, and mitigate potential risks before they escalate.

That's where a PPM tool like Planisware steps in.

Case Study
How PepsiCo Optimized Innovation with Digitalization

PepsiCo, a global leader in food and beverages, needed a faster, more efficient way to manage its innovation agenda. With thousands of projects running worldwide, managing innovation was complex, leaving teams struggling with data, processes and collaboration.

Planisware changed that. By centralizing their data and automating approvals in a single source of truth, **PepsiCo transformed its innovation management, resulting in accelerated decision-making and greater transparency.** Now, equipped with real-time insights, teams spend less time on admin work and more time launching new products that align with business goals.
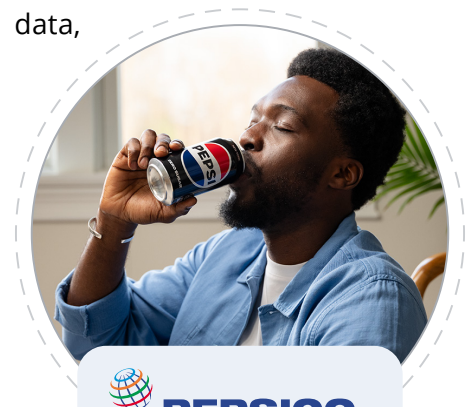
Read the full case study

> " *We've always had a big innovation agenda at PepsiCo; we do several thousand Innovation projects every single year. We very much see Planisware as a partner on our Innovation agenda."*
>
> — **Chris Mayson,** Senior Director of Global Commercialization, PepsiCo

Chris Mayson | PepsiCo

Watch the full interview

NPD Best Practice #2
Improving Resource Planning and Cross-Team Collaboration

Getting products to market is a complex, cross-functional process requiring seamless collaboration between R&D, engineering, marketing, and supply chain teams. However, many organizations find themselves delayed due to disconnected systems, misaligned priorities, and resource constraints. Ensuring that the right people are working on the right projects at the right time is crucial for accelerating development timelines and quality.

By adopting an integrated resource management approach, companies can enhance workforce efficiency, reduce conflicts between departments, and improve overall project execution. A well-structured system like Planisware enables organizations to anticipate bottlenecks, adjust resource allocation dynamically, and maximize productivity.

Case Study
How Navistar Increased Efficiency with Integrated Resource Planning

Navistar, a leading manufacturer of commercial trucks and buses, faced challenges in managing its extensive R&D portfolio. With 150 active projects involving over 160 departments, the company needed a structured approach to resource planning and decision-making.

Planisware provided Navistar with a centralized platform for portfolio visibility, enabling VPs and managers to quickly access relevant project data. **The streamlined system improved efficiency by 40%,** allowing teams to make faster, more accurate estimations and prioritize high-impact initiatives.
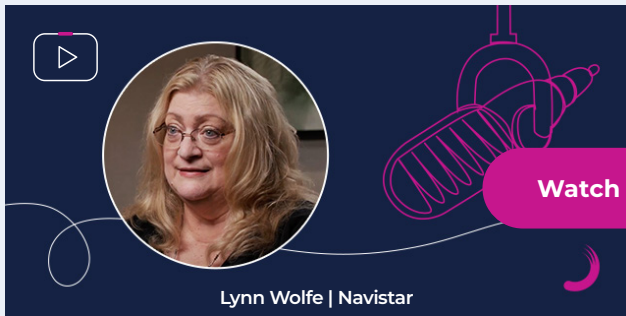
Watch the full interview

> *In the old system, it might take you 2-3 days to find everything you needed to make a correct estimation. Today, with Planisware, we can make an estimation very quickly—in maybe 10-15 minutes—because all the information you need is right there."*
>
> — **Lynn Wolfe,** Senior Engineering Manager, Navistar

Lynn Wolfe | Navistar

Watch the full interview

NPD Best Practice #3
Accelerating Time-to-Market Through Agile Execution

Speed is a critical factor in new product development, especially in competitive industries like manufacturing and consumer goods. After all, delays in bringing products to market can lead to lost revenue, reduced market share, and increased development costs, emphasizing the importance of agile planning and scenario modeling.

By leveraging real-time project tracking and risk management tools, companies can identify potential roadblocks early, reallocate resources efficiently, and adapt quickly to market shifts, regulatory changes, and customer demands. In other words, strategic portfolio management solutions like Planisware help teams reduce time-to-market while maintaining quality and compliance.

Case Study
How Colder Products Company Improved Innovation Speed and Efficiency

Colder Products Company (CPC), a leading manufacturer of quick-disconnect couplings, experienced rapid business growth during the COVID-19 pandemic. However, inefficiencies in managing project data slowed decision-making and resource allocation.

With Planisware, CPC centralized its project management, eliminating the need for scattered spreadsheets and presentations. The system provided a structured framework for tracking R&D hours, reporting to stakeholders, and identifying cost-saving opportunities—**resulting in an estimated $100,000 in savings.**

Read the full case study

"Before Planisware, our team was wasting a lot of time looking at various documents: Excels, PowerPoints. Now that we have Planisware in place, they're able to look at one platform and make decisions."

— **Ruth Pechauer,** Product Manager, Colder Products Company

Read the full case study

NPD Best Practice #4

Strengthening Risk Management and Portfolio Governance

Managing risk is an integral part of successful product development. After all, unexpected disruptions—whether from supply chain issues, market shifts, or regulatory changes—can derail even the most well-planned projects. To combat this, organizations need robust risk assessment frameworks, real-time alerts, and escalation processes to mitigate potential threats.

Effective portfolio governance ensures that decision-makers have access to reliable data, clear prioritization criteria, and structured workflows, leaving them better equipped to maintain stability and profitability.

Case Study
How Metalsa Improved Decision-Making with Real-Time Risk Management

Metalsa, a global automotive supplier, needed a more dynamic way to track project risks and escalate critical issues. Before implementing a digital solution for product management, risk identification was reactive, leading to costly delays and inefficiencies.

Planisware's risk management capabilities enabled Metalsa to implement real-time alerts, **allowing leadership to address potential challenges before they escalated.** The result? A more confident decision-making process, improved project timelines, and a stronger competitive position.

Read the full case study

"Executives trust our data now because we can identify risks before they happen, reducing delays and ensuring better forecasting."

— **Iliana Martinez-Flores,** Project System Coordinator, Metalsa

Iliana Martinez-Flores | Metalsa

Watch the full interview

Conclusion

This eBook showcases how implementing best practices in data visibility, resource planning, agile execution, and risk management can streamline innovation and accelerate time-to-market. As demonstrated by the success stories of PepsiCo, Navistar, Colder Products Company, and Metalsa, Planisware empowers organizations to manage complexity, improve collaboration, and optimize decision-making, enabling them to drive product innovation and deliver results faster while aligning with strategic goals.

Want to discover how Planisware can tailor solutions to meet your unique pain points and needs? **Contact us** today to unlock new efficiencies and innovation.
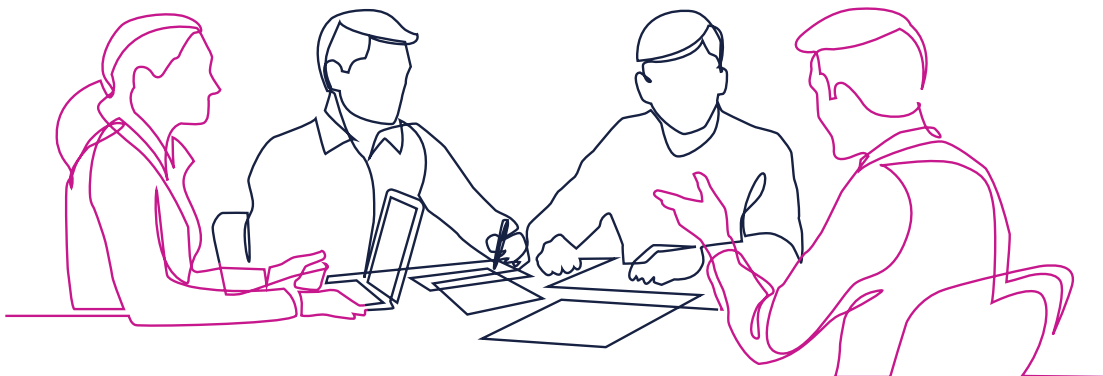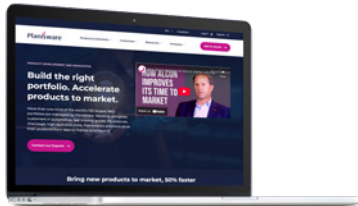
Appendix

Scale Your New Product Development with Product Portfolio Management

The Potential of Predictive Algorithms for Product Development

Planisware for New Product Development

Planisware Case Studies