

# Pipeline Visibility for Innovation Leaders

## INTRODUCTION

You can't lead innovation if you can't see it. To lead with impact, you need full visibility into your pipeline, from quick wins to bold bets, and how each one supports your goals.

To make that vision real, you need to:

- **Spot risks early:** See what's in progress, what's off track, and what's at risk of falling behind.
- **Compare ideas clearly:** Evaluate incremental updates and bold new concepts side by side.

- **Understand resource use:** Track people, time, and budgets across the portfolio.
- **Plan before you pivot:** Test scenarios before shifting resources or priorities.

When priorities shift, your tools should help you adapt without slowing down. And when decisions need to be made, you need insight you can trust.

Visibility helps you align teams, focus resources, and move forward faster.

## WHY BOLD IDEAS STRUGGLE TO BREAK THROUGH

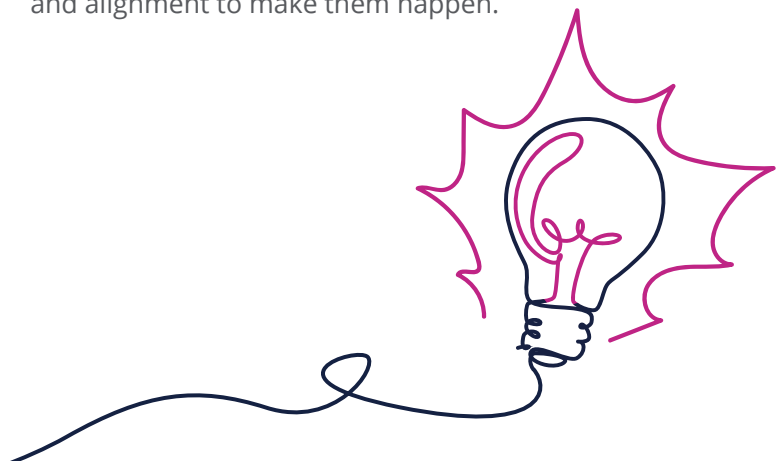
As an R&D leader, you're constantly balancing quick wins with long-term innovation. But too often, portfolios are packed with low-risk projects—line extensions, packaging tweaks, seasonal launches. They're easy to manage and justify, but they can edge out the high-potential ideas your teams are excited about.

You see the impact firsthand:

- Breakthrough concepts sit on the sidelines while resources go to incremental updates.
- Bigger bets stall because they're harder to scope, compare, and fund.
- Teams grow frustrated when bold thinking doesn't get the backing it deserves.

Add disconnected systems across R&D, marketing, and finance, and the challenge gets worse. Everyone's working from different data, in different tools, with no shared visibility. That slows down decision-making and makes it harder to defend the ideas that could move the needle.

You have the ideas. What's missing is the visibility and alignment to make them happen.



## THE COST OF POOR VISIBILITY

Poor visibility isn't just an operational nuisance. It's a strategic liability that cuts across industries. Whether you're developing life-saving treatments, launching consumer products, or engineering complex systems, the inability to see, align, and act on portfolio data slows decisions, drains resources, and undermines innovation.

- In pharma, **according to Tufts CSDD**, delays in late-stage clinical trials can cost up to \$540,000 per day in direct expenses and lost sales. Yet nearly 75% of these trials are delayed, often due to siloed data and poor visibility into readiness and resources.
- In CPG, as much as **85% of product launches fail** to meet year-one targets, in part because companies overinvest in safe line extensions and can't clearly assess the strategic value of new ideas.

- In manufacturing, disconnected systems between engineering and operations limit visibility into workloads, and slow collaboration contributes to delays in product development. McKinsey reports that **reconnecting these systems can reduce unplanned delays by up to 50%**.
- In tech, **nearly 80% of leaders say siloed teams and disconnected tools slow collaboration and decision-making**, making it harder to align roadmaps with strategic goals.

Across every sector, the message is the same: without visibility, even great ideas stall. With it, teams can prioritize better, move faster, and make smarter bets.

## HOW TO TAKE CONTROL OF YOUR INNOVATION PIPELINE

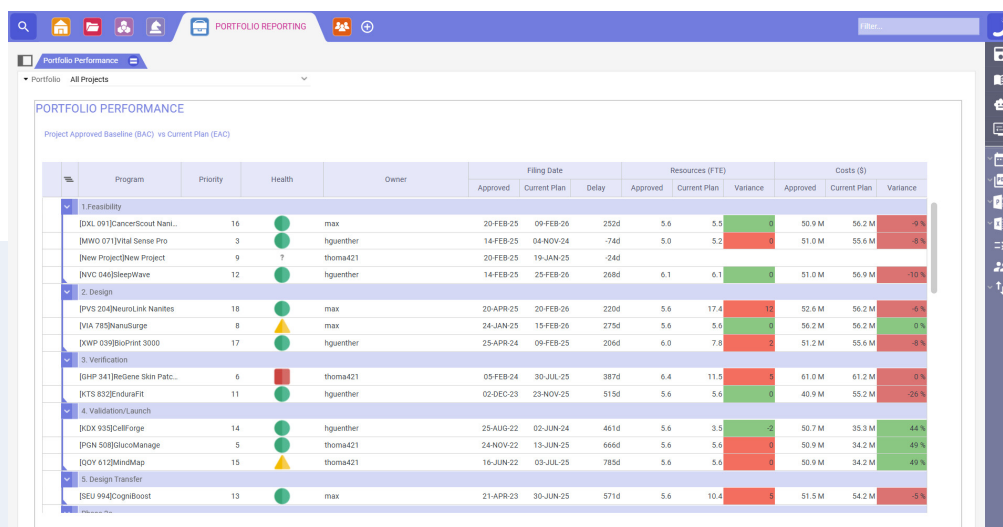
You've got the ideas. You've got the teams. Now you need the visibility and tools to bring them together. That's where Planisware comes in.



## GET THE VISIBILITY AND CONTROL TO LEAD INNOVATION FORWARD

**Balance your portfolio—and your risk.** When your project mix leans too safe, bold ideas don't stand a chance. Planisware helps you test funding scenarios and rebalance with the right mix of quick wins and long-term bets.

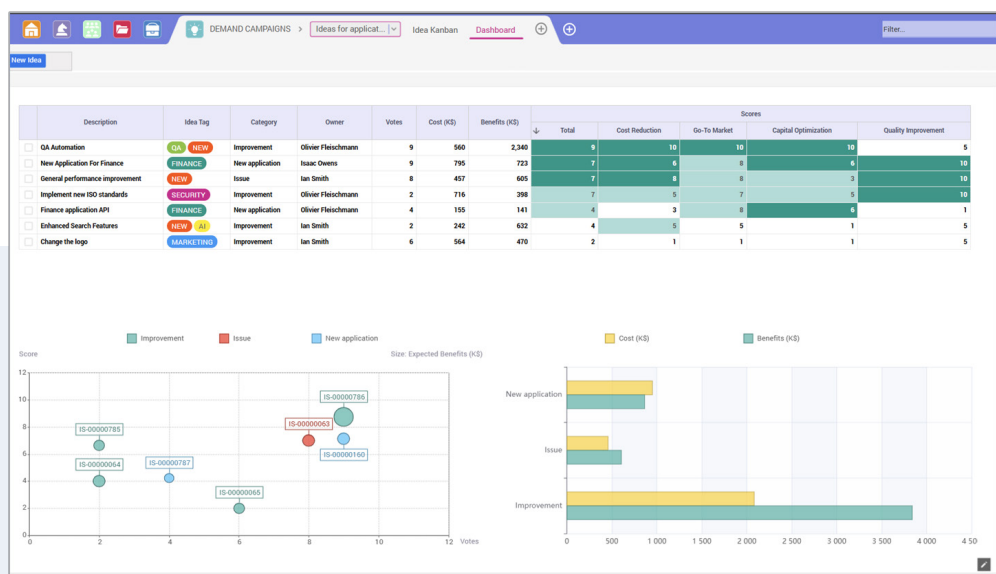
**See execution, not just status.** Dashboards show what's progressing, what's delayed, and what's at risk—so you stay ahead, not reactive.



*Get full visibility on your portfolio's timeline and status with the performance report*

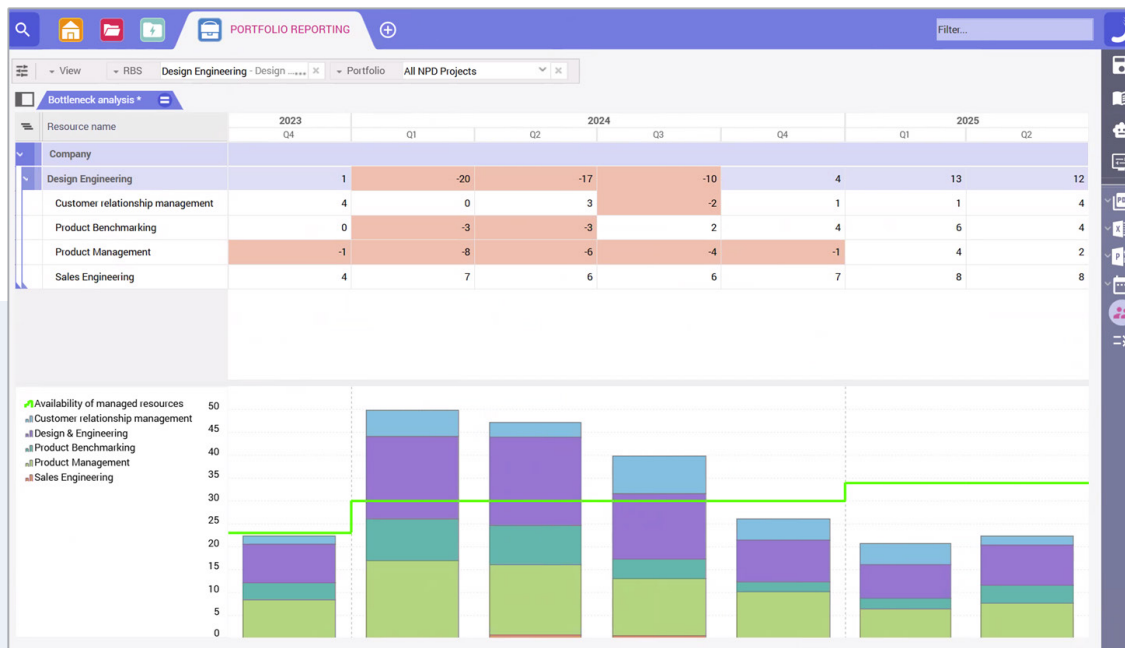
**Unite your teams around a single source of truth.** Planisware gives every department from R&D to finance a shared workspace with consistent data. No more silos, conflicting reports, or missed handoffs.

**Give bold ideas a fair shot.** Planisware's scoring model helps you evaluate projects side by side - balancing risk, reward, and strategic fit so high-impact ideas don't get left behind.



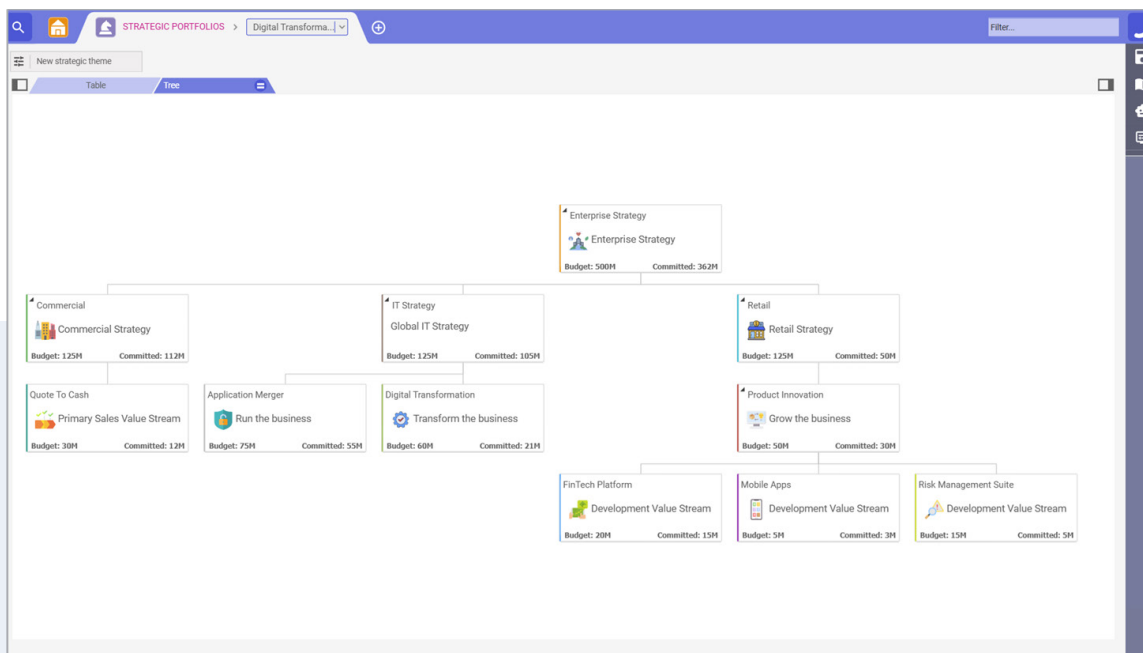
*Give every idea a fair shot with the intake dashboard which combines ROI, strategic fit and risk criteria*

**Plan with confidence, not guesswork.** See where your resources are committed, what capacity remains, and when new work can start. Run what-if scenarios before making changes, so you never overpromise or overload.



*Quickly identify bottlenecks with your resource capacity dashboard*

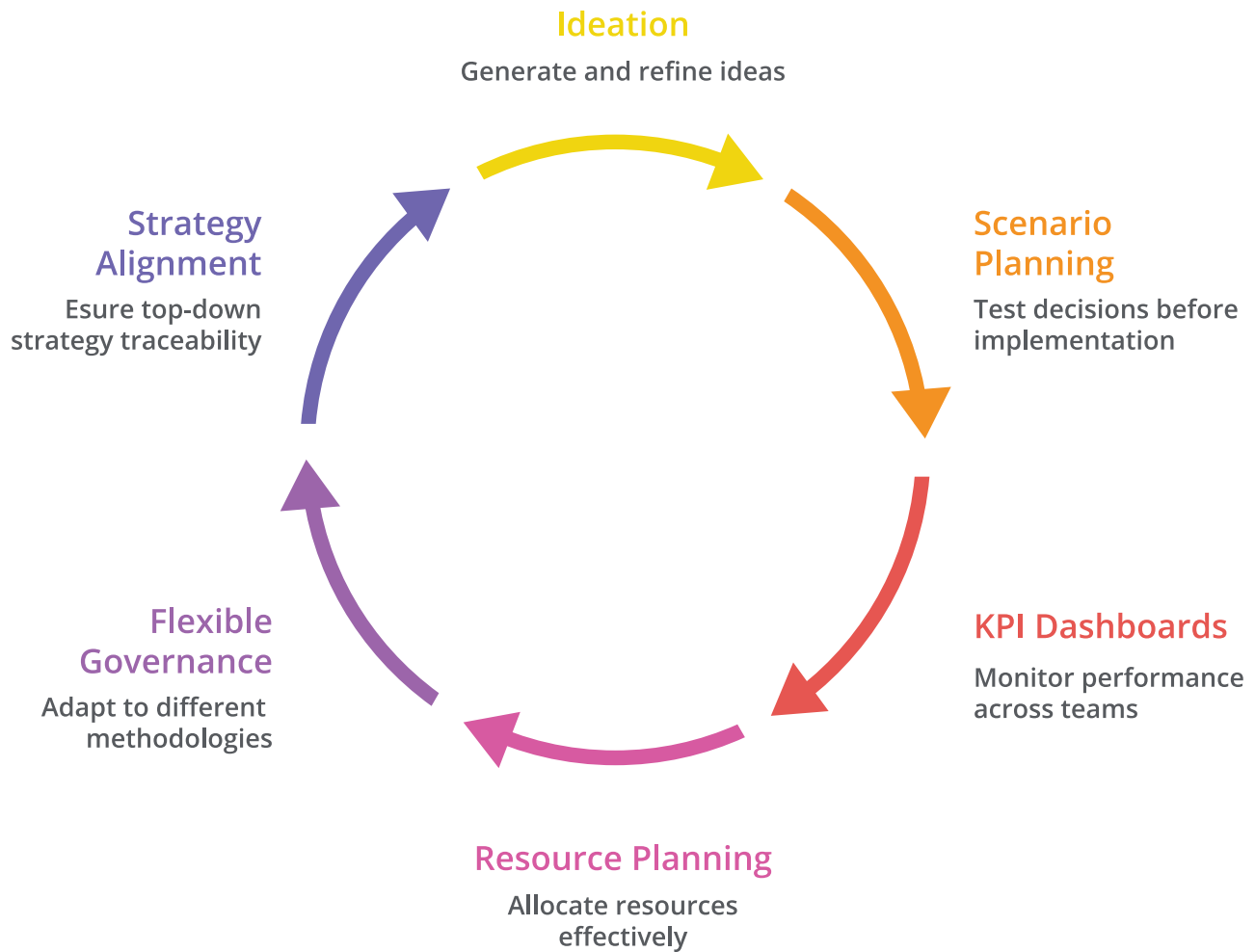
**Keep strategy front and center.** With Planisware, every project links back to a strategic goal. Built-in maps and alignment tools help you course-correct fast—without losing sight of the bigger picture.



*Create a strategy map to trace initiatives to goals and funding*

PLANISWARE CONNECTS YOUR TEAMS, YOUR TOOLS, AND YOUR STRATEGY.  
HERE'S HOW:

### Planisware's Continuous Improvement Cycle



### LEAD WITH CONFIDENCE

Innovation leaders today face no shortage of ideas. But too often, those ideas get lost in the shuffle. When your pipeline is overloaded, your data scattered, and your resources pulled in every direction, progress slows. That's when promising initiatives fall through the cracks.



## VISIBILITY IN ACTION: HOW INNOVATION LEADERS DRIVE RESULTS



### PepsiCo: Managing Thousands of Ideas Across 200+ Markets

**Key outcomes:** Faster prioritization, reduced delays, streamlined global pipeline

PepsiCo explores thousands of product ideas each year across more than 200 countries. Planisware helps them keep that massive pipeline moving by giving teams visibility into priorities, so they can focus on high-impact launches and reduce time-to-market.

**“With Planisware, our cross-functional teams work in a digitalized space to house all the data. We’re genuinely moving to one version of the truth. That’s great in terms of data quality and driving efficiency.”**

Chris Mayson, Senior Director of Global Commercialization, PepsiCo

**Read how PepsiCo accelerates innovation**



### Suntory Global Spirits: Faster Innovation for Iconic Brands

**Key outcomes:** Reduced manual work, better focus, faster delivery

Suntory, maker of Maker’s Mark and Jim Beam, uses Planisware to streamline product development—from early ideas through to launch. With clear visibility, teams track progress, reduce inefficiencies, and focus on what matters most.

**“We’ve been able to grow our business considerably with opex increasing at a much slower rate than our growth, and I think part of that is because of the processes that we’re able to automate.”**

Nick Duncan, R&D Systems Manager, Beam Suntory

**Watch how Suntory brings bold ideas to life faster**



### Spin Master: Keeping the Hits Coming in Toy Development

**Key outcomes:** Early risk detection, improved planning, on-time delivery

Spin Master, the company behind PAW Patrol and Hatchimals, juggles hundreds of projects at once. Planisware gives them visibility across every stage of development, helping them spot delays early, adjust plans quickly, and keep more launches on track.



***Before Planisware, we had blind spots. Now we can see what's going on and react much faster."***

Deepika Phoebe, Senior Process Engineer, Spin Master

**See how Spin Master keeps innovation flowing**



### Quadpack: Speeding Up Beauty Product Development

**Key outcomes:** Repeatable process, improved team collaboration, faster launches

Quadpack creates packaging for top cosmetics brands. To stay ahead of fast-moving trends, they needed a better way to manage new ideas. With Planisware, they built a structured process to move from concept to launch—faster and with better cross-team alignment.



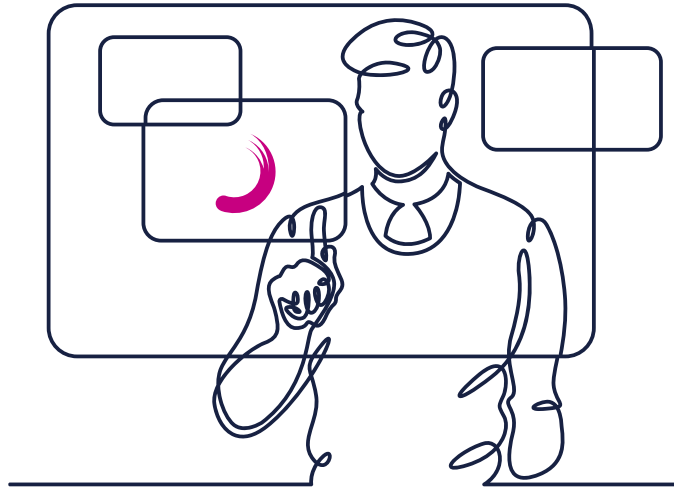
***With Orchestra, we have a standardized framework that helps us collaborate better and accelerate decision-making across teams."***

Eduard Fernandez, Digital Transformation Lead, Quadpack

**See how Quadpack powers every stage of NPD**

## READY TO LEAD WITH VISION?

Innovation doesn't slow down. And neither should you. With full visibility into your pipeline, your teams, and your strategy, you can lead with confidence—no matter how fast the market moves.



**The companies shaping the future are already rethinking how they innovate.  
Are you?**

**Request a Demo Today!**



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