



FINANCIAL PERFORMANCE IS KING

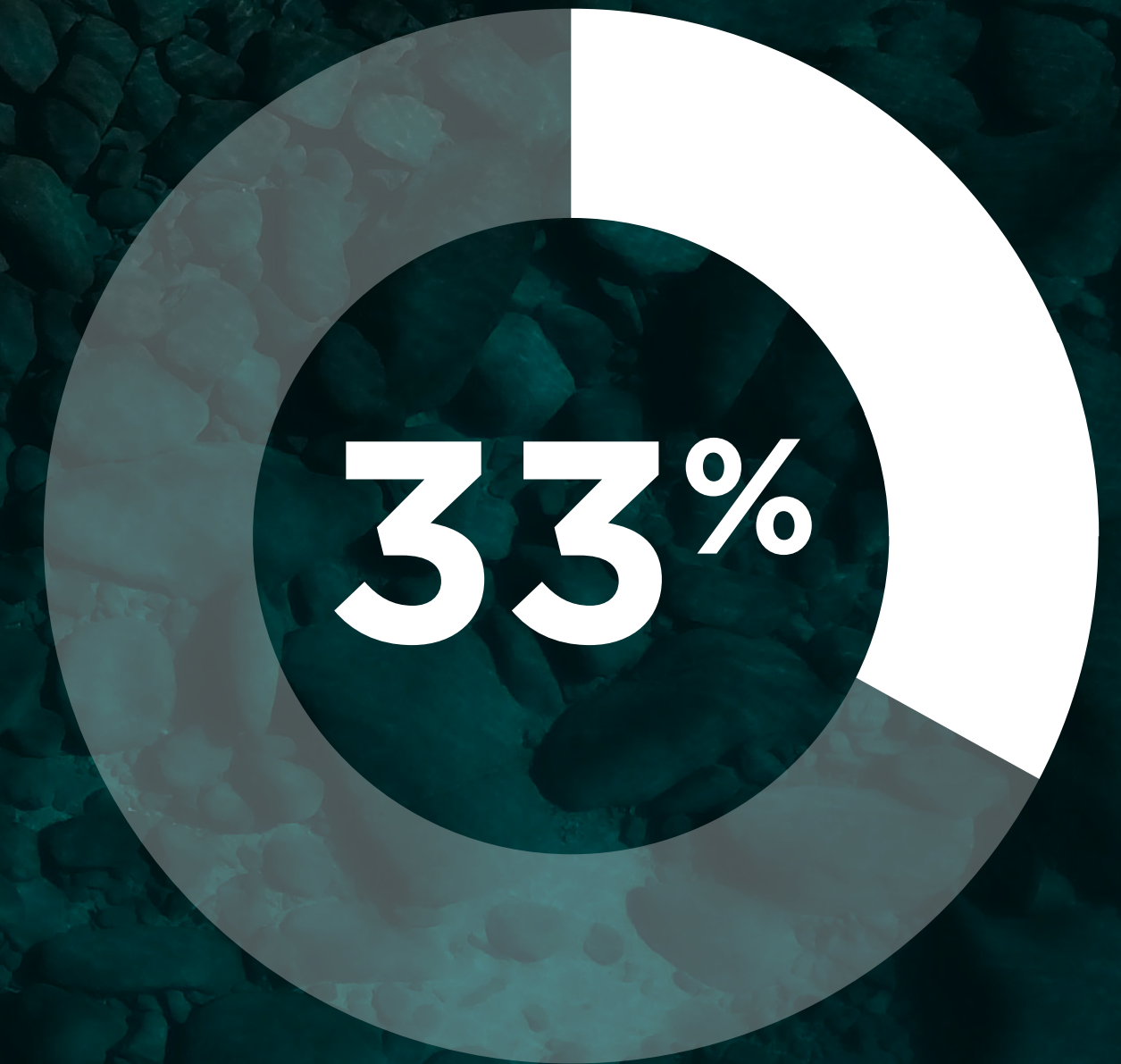
CLARITY™ MAKES MANAGING INVESTMENTS EASY

BEING A FINANCE MANAGER CAN BE A THANKLESS TASK

Finance managers are rarely, if ever, included in project planning, and if they are involved in the tracking of progress it's generally limited to status reports—for which they are dependent on the project manager. At the same time, all stakeholders expect to have the latest, most accurate information on the project financial situation available to them at all times, in a format that is tailored to their own individual needs.

To compound the problem, project management and financial management systems have traditionally been siloed: Projects are managed using resources and effort, with little attention given to cost. This means financial managers need to manually extract project data and map it to costs in their system, because at the end of the day, the financial metrics are what's most essential to the business.

IT DOESN'T HAVE TO BE THIS WAY.



**33 PERCENT OF
ORGANIZATIONS DON'T
TRACK PROJECT BENEFITS
AFTER COMPLETION.¹**

¹ "What's really going on in your organization—projects, people and performance" ProjectManagement.com 2016



RELIEVING THE PAINS

The financial management pain truly is a self-inflicted wound. Organizations create environments and approaches that fail to align project delivery with the financial elements of that delivery, and then they fail to optimize financial performance because of that lack of insight.

THE SOLUTION TO THAT PROBLEM REQUIRES GREATER INTEGRATION AND ALIGNMENT BETWEEN FINANCIAL MANAGEMENT AND EVERY OTHER ASPECT OF PROJECT DELIVERY.

PAIN: NO ONE WANTS TO PLAY WITH FINANCE

When financial managers aren't involved in project decisions, mistakes are made. Even the most well-intentioned project managers don't have deep insights into financial matters. Therefore, their decisions may prioritize resourcing or scheduling challenges instead of optimizing performance against financial goals.



PAIN RELIEF:

PUT INVESTMENT PLANNING AND MANAGEMENT FIRST

The fundamental purpose of modern strategic portfolio management (SPM) solutions is to support the selection of a project portfolio that has the best chance of delivering the business goals and objectives that have been set for the year.

The best SPM solutions provide real-time insight into financial plans, actuals, and forecasts and allow for analysis of those numbers by project, team, business area, financial category, etc.

THE RESULT:

**FINANCE AND PROJECT MANAGERS
WORK TOGETHER IN ONE SINGLE
SOLUTION TO ENSURE DECISIONS AND
ACTIONS ARE AIMED AT OPTIMIZING
BUSINESS OUTCOMES.**

PAIN: FINANCIAL REPORTING IS A NEVER-ENDING FIRE DRILL

As organizations become more focused on business outcomes, the importance of tracking financial metrics increases. However, the lack of detailed financial management within project management tools makes it very difficult to create financial reports from those tools. Project managers find themselves manually running reports in spreadsheets, which is time consuming, inefficient, and prone to errors.



PAIN RELIEF:

DEMOCRATIZE ACCESS TO DATA AND REPORTING

When the SPM platform connects directly to the financial management or business intelligence software, users get anytime access to financial reporting directly from the SPM solution. That puts custom reports in the hands of all stakeholders—allowing them to see the financial data that is relevant to them, in their preferred format.

Decision makers become more self-sufficient, financial managers become more efficient, and everyone is empowered to make better decisions.

THE RESULT:

WHEN STAKEHOLDERS CAN UNDERSTAND THE FINANCIAL IMPLICATIONS OF THEIR DECISIONS THEY GREATLY INCREASE THE LIKELIHOOD OF PROJECT SUCCESS.

BONUS: WITH INTEGRATED FINANCIAL MANAGEMENT AND WORK MANAGEMENT, CUSTOMER AND SUPPLIER INVOICING CAN BE TIED DIRECTLY TO PROJECT MILESTONES THAT ARE UPDATED IN REAL TIME THROUGH THE SPM SOLUTION.

PAIN: FINANCIAL ANALYSIS—IF IT HAPPENS AT ALL—IS ONEROUS AND INACCURATE

Organizations historically have done a poor job of learning from financial mistakes committed in their projects. They repeatedly set unrealistic budgets, commit too little money to initiatives, or find themselves with unallocated funds at the end of the year because of ineffective investment planning. These issues come about because of the inability to strategically analyze overall financial performance within the project delivery part of the business. There is little-to-no insight into planning accuracy, required contingency amounts, or even total spend.



PAIN RELIEF:

INTEGRATED REPORTING AND PREDICTIVE MODELING

Today's leading SPM solutions come with portfolio-level financial analysis, which shows how much was spent, where it was spent, and what type of spend it was. More significantly, it also allows for predictive analysis—modeling to see which projects offer the best return on investment, how much funding will be needed in different categories, etc.

These SPM platforms integrate with other enterprise applications—such as BI platforms—to deliver powerful financial analysis at a level that has never been seen before in project delivery.

87% OF SURVEYED ORGANIZATIONS AGREE THAT TRENDING CAPABILITIES THAT HELP TO ACCURATELY PREDICT PROJECT SUCCESS OR FAILURE THROUGHOUT THE LIFE OF A PROJECT ARE IMPORTANT.¹

¹ "What's really going on in your organization—projects, people and performance" ProjectManagement.com 2016


THE RESULT:

ACHIEVE THE BEST POSSIBLE OUTCOMES, WITH A MANAGED LEVEL OF RISK, WHILE CONTINUALLY EVOLVING AND OPTIMIZING PROCESSES.

CLARITY LETS YOU DIG DEEPER INTO THE FINANCES

CLARITY SIMPLIFIES THE JOB OF THE FINANCIAL MANAGER WITH MICROSOFT EXCEL-LIKE FUNCTIONALITY, EMBEDDED COMMUNICATION AND COLLABORATION FEATURES, AND DIRECT LINKS TO THE INDUSTRY'S MOST POPULAR REPORTING AND BUSINESS INTELLIGENCE TOOLS.

Clarity™ provides financial managers with the ability to visualize, manage, and take advantage of data like never before—all from one single solution.



Streamlined budgeting

Take charge of project budgets with Clarity's customizable workflow and solve issues quickly with built-in collaboration tools.



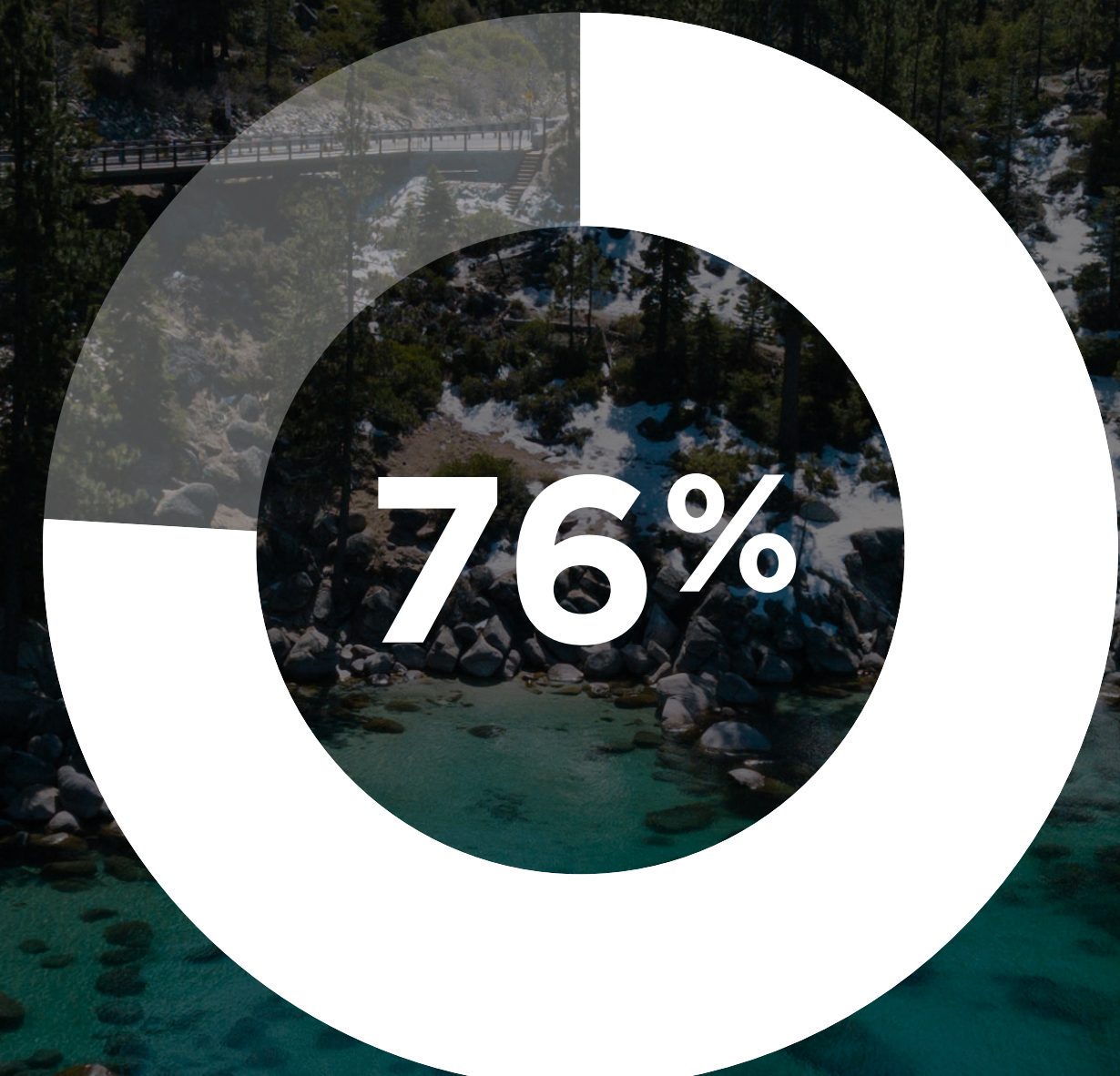
Simplified reporting

With Clarity's mobile dashboards, you end the unnecessary fire drills every time team members and executives ask for reports.



Increased ROI

Maximize project ROI with Clarity's advanced financial analysis, real-time trending and forecasting, and open connections to most BI software.



76 PERCENT OF SURVEYED ORGANIZATIONS RATED CLARITY'S AD-HOC REPORTING AND DASHBOARDS AS SUPERIOR OR BETTER TO THE COMPETITION.²

² Validate survey of 93 users of Clarity, January 2017

TALK WITH AN EXPERT

More than just projects, Clarity is the leading enterprise solution for strategic portfolios, digital products, and collaborative work. Connect with a Broadcom® ValueOps specialist to learn more about how we can help your business handle strategy and work, people and money.

[VISIT BROADCOM.COM/CLARITY](https://www.broadcom.com/clarity)

ABOUT BROADCOM

Broadcom is a leader in the VSM software market. With our Clarity solution, businesses can implement and manage an effective, efficient DPM strategy that enables internal teams to gain the visibility required to maximize alignment, reduce inefficiencies, and speed time to value.

With Clarity from Broadcom, executives can more effectively understand priorities, capacity, progress, and results across their organizations.

As part of the Broadcom ValueOps platform, Clarity enables every role within an enterprise to manage, track, and analyze digital products and their associated value streams with a focus on delivering the strategic outcomes that matter to your business.



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