



# YOUR PROJECT MANAGERS ARE THE ENGINE THAT DRIVES SUCCESS

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UNSTOPPABLE WITH CLARITY™

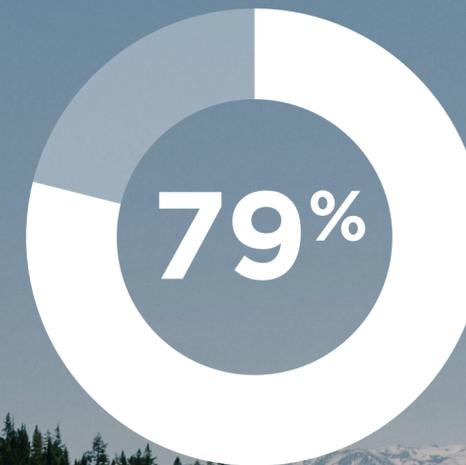
# PROJECT MANAGERS DON'T ASK FOR MUCH

They just want to deliver their projects on time and budget with the limited resources they have. They want to hand off a complete set of deliverables that will allow the business to achieve its original goals and objectives. Simple in theory, but often impossible to achieve.

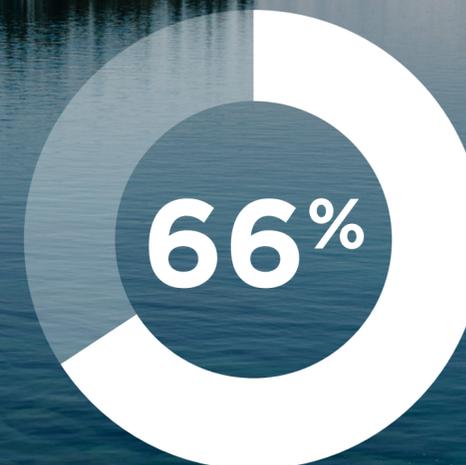
Today's project managers are inundated with a slew of tools—one for tracking the project, another for assigning resources and tracking time, and another for reporting financials. As if that weren't enough they are then managing team members who are spread throughout the business and use multiple different work and collaboration tools. Communication of updates, issues, risks, and concerns comes through those tools, in emails, instant messaging applications, phone calls, and hallway conversations, which the project managers try desperately to turn into meaningful information that will allow them to make smart decisions.

In addition, all project managers must provide their stakeholders and sponsors with updates to keep them informed, allow for appropriate decision making, and maintain confidence. And all those stakeholders want different information presented in a manner that is customized for their unique perspective. Feeling stressed yet?

**IT DOESN'T HAVE TO BE THIS WAY.**



**79 PERCENT OF  
PROJECT TEAMS  
ARE DISTRIBUTED  
ACROSS MULTIPLE  
OFFICES.<sup>1</sup>**



**66 PERCENT OF  
STAKEHOLDERS  
DEMAND WEEKLY  
OR DAILY PROJECT  
UPDATES.<sup>1</sup>**

<sup>1</sup> TechValidate survey of 320 users of CA Technologies PPM, February 2016



# RELIEVING THE PAINS

Much of the pain felt by project managers can be avoided. Employers who recognize the strategic importance of effective project delivery—and who invest in ensuring capability is as robust as possible—can provide their project managers with the tools needed to overcome these pain points and succeed to their fullest potential.

**THAT'S WHEN YOU NEED A GOOD STRATEGIC PORTFOLIO MANAGEMENT SOLUTION (SPM).**

# PAIN: JUGGLING TOOLS

When a project manager has to switch between multiple tools, they aren't able to focus on what's happening to their projects. They have to review data from multiple sources and try to find the truth in conflicting information. They then have to update that same information in multiple places. They barely get any time to actually lead their team because they have their head stuck in spreadsheets, PowerPoints, and timesheets all day.



## PAIN RELIEF:

### PUT ALL THE DATA IN ONE PLACE

A modern SPM solution can make the project manager's life a lot easier. The right platform, implemented in the right way, starts with portfolio planning. That means the funding of strategic projects happens from the outset and the resources are planned and assigned from day one.

Most importantly, the project, funding, and resourcing are all handled within the same SPM solution, providing a single solution not only for all of the information the project manager needs, but for all of the project updates that have to be captured, assessed, and passed on to stakeholder.

## THE RESULT:

**WITH A SINGLE SOURCE OF TRUTH THE PROJECT MANAGER IS ALWAYS IN THE KNOW AND FREE TO FOCUS ON SUPPORTING THEIR TEAMS.**

# PAIN: FIGHTING COMMUNICATIONS

When a project manager has to use multiple communication methods to capture and deliver information it can be almost impossible to make smart decisions in a timely manner. When those decisions impact risks, delays, budget overruns, or resource reassignments, timeliness is not only important, it's essential to the project's success. This leads to project managers taking drastic actions, disrupting the work of the team to overcome the communication and collaboration barriers. This lowers team effectiveness and can increase cost overruns and schedule delays.



## PAIN RELIEF:

### OUTSOURCE THE INEFFICIENT STUFF TO THE PLATFORM

Modern SPM solutions come with built-in collaboration and communication tools. When your SPM software maintains all of the project information in one place and provides effective methods to update and communicate that information out, it morphs from an effective tool into an essential partner.

Now project managers can set up workflow to automate communications, effectively eliminating delays and mistakes. They can rely on the platform to chase outstanding approvals and updates and confirm completion of dependencies in real time.

## THE RESULT:

WHILE THE SOLUTION AUTOMATES LABORIOUS COMMUNICATION CHORES, THE PROJECT MANAGERS CAN FOCUS ON SUPPORTING THEIR TEAM.

# **PAIN: ONE-SIZE-FITS-ALL REPORTING**

The status report may be the standard method for project managers to update stakeholders but any project manager will tell you it's ineffective. It's a "one-size-fits-none" approach that consolidates too much information to be useful and provides a generic view of the project that isn't aligned with the needs of any stakeholder. The problem is that those stakeholders all have individual needs—finance managers want to see the money, customer representatives want to see the progress on deliverables, resource owners want to see information on their subset of the resources. Project managers either frustrate their stakeholders by meeting none of their needs or spend countless hours developing custom reports for each person.



## **PAIN RELIEF: PERSONALIZED, SELF-SERVE REPORTING**

Modern SPM solutions are a single source for project information— both for obtaining it and sharing it through reports. A powerful reporting engine sitting on top of the SPM platform will allow stakeholders to generate their own reports on demand, focused only on what they are interested in. It will allow for portfolio-level summary information and detailed task-level information, with the power to move seamlessly between those extremes.

These SPM solutions can also be integrated with the organization's enterprise data infrastructure and business intelligence engines to add in predictive analysis and even machine learning.

**THE RESULT:  
STAKEHOLDERS GET THE SPECIFIC INFORMATION THEY NEED, RIGHT WHEN THEY NEED IT, AND PROJECT MANAGERS CAN LEVERAGE POWERFUL ANALYTICS TO SUPPORT THEIR OWN DECISION MAKING.**

# CLARITY GIVES YOU ALL THE TOOLS FOR SUCCESS

**CLARITY HELPS YOU DELIVER PROJECTS ON TIME AND ON BUDGET WITH ENTERPRISE PLANNING, RESOURCE ALLOCATION, FINANCIAL BUDGETING, COLLABORATION, TIME CAPTURE AND MOBILE DASHBOARD—ALL THE TOOLS YOU NEED FOR PROJECT EXECUTION.**

Clarity™ supports any level of project planning, from agile to waterfall and anything in between. With just a few mouse clicks, project managers can create simple plans using task boards to track and collaborate on basic milestones, or detailed plans for capturing risks and dependencies in complex initiatives. All work requirements, resource requests, and budget allocations are fully integrated in Clarity, allowing for seamless management throughout the project life cycle. Project managers can share updates and issues with stakeholders and executives on mobile dashboards, allowing decision makers to act on the latest data.



Single source of truth

Clarity is a single solution designed to make it easier to manage strategy and work, people and money.



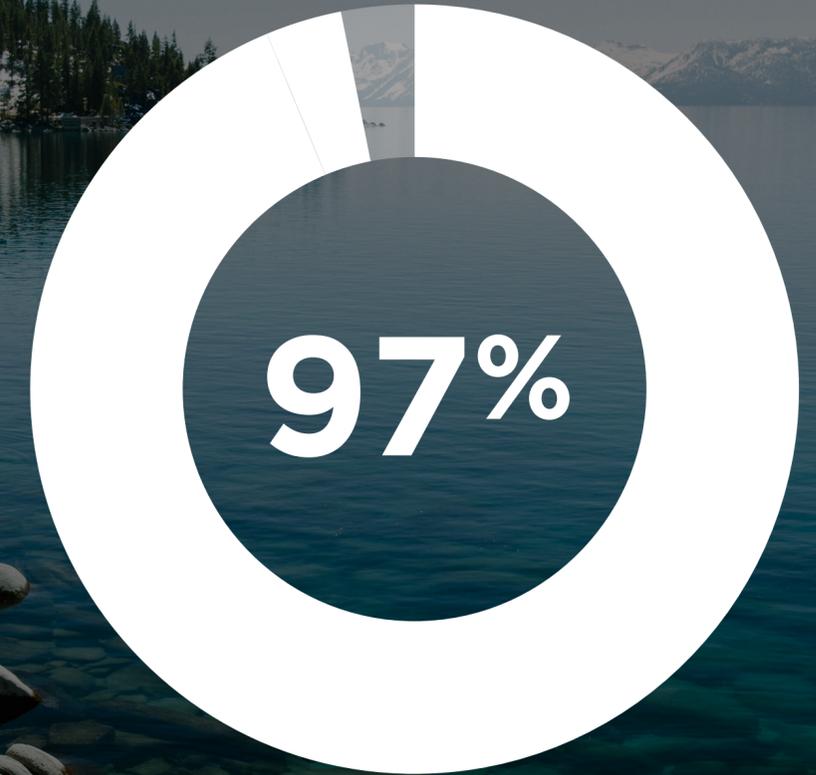
Improved communication

With Clarity's work collaboration features, teams can solve project-delaying issues faster.



Data-informed decisions

Clarity comes with all essential, and fully automated, project reports and dashboards so you can make business decisions with information you trust.



**97 PERCENT OF SURVEYED ORGANIZATIONS RATED CLARITY PROJECT MANAGEMENT AS SUPERIOR OR BETTER TO THE COMPETITION.<sup>2</sup>**

<sup>2</sup> TechValidate survey of 96 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.



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