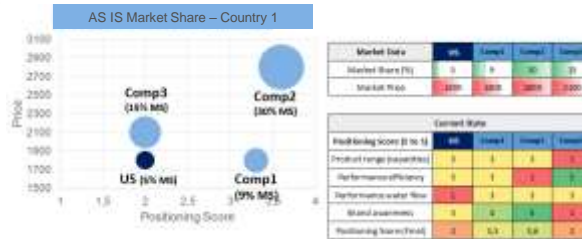


# Increasing Market Share Through Innovation

## INITIAL STATE

Product Roadmap containing many projects and no visibility of Resource Utilisation

Market Positioning Study by Product Segment



## Problems

- Loss of sales and market share
- Lack of capacity to develop products in pipeline

## Root Causes

- Extensive portfolio of developments without defined priorities
- Uninformed decisions on products to be launched and discontinued
- Workload not adjusted to resource capacity

## Solutions

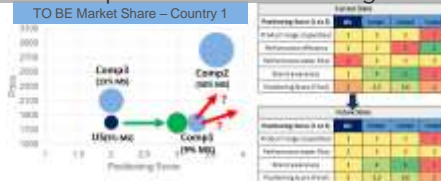
- Market study and position analysis against the competition
- Project prioritisation system, based on positioning gaps
- Product roadmap model adjusted to customer needs and with differentiation from competitors
- Pacing model, to ensure pace in deliveries with teams entirely dedicated to development

## IMPROVED STATE

Comparison with Competitors



Definition of the Necessary Developments to Improve Market Positioning



Development Pacing Model



Prioritised Product Roadmap



## Benefits

