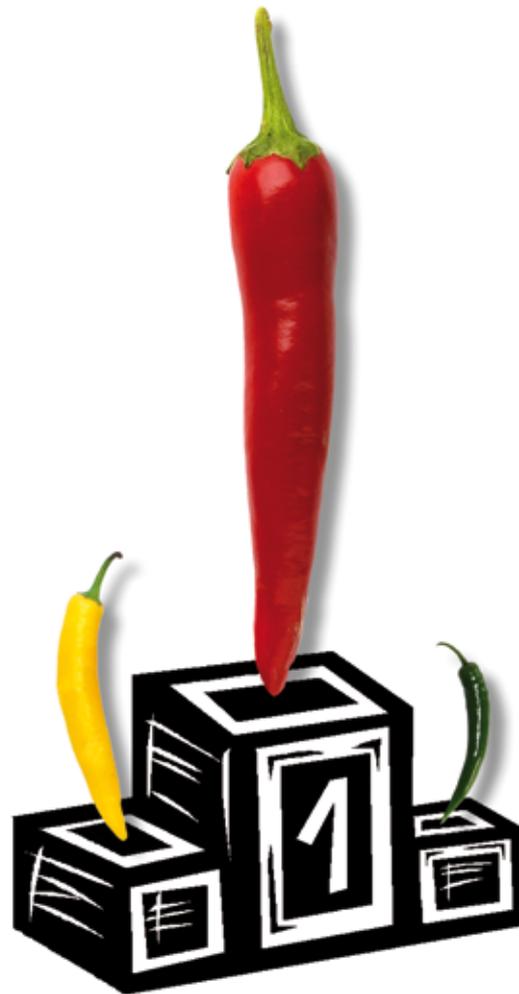


# R&D Performance Management

good. better. outperform.

Innovative products help to drive a company's success. However, R&D departments need to cope with ever-tighter budgets and with limited resources. This situation can be overcome through the optimized use of the means available. **cubus outperform** R&D Performance Management enables you to attain the required transparency, to identify opportunities and risks at an early stage and to respond at lightning speed:

- Integrate the project world with the financial world and apply key performance indicators (KPIs) to measure project success.
- Track the status of the entire project portfolio at any time and identify the projects that deliver the greatest value.
- Provide developers, controllers and executives with a sound foundation for fact-based decisions by delivering insight into the current project status.
- Rely on a consistent solution to bundle all relevant information within a single system for verifiable projects.
- Document project experience and leverage existing knowledge to execute projects more professionally and more efficiently.



## Sharpen your competitive edge

Even for top-notch products, revenues depend on the overall economic climate and may fall short of expectations. The best way to measure the performance of a product is to check whether it outperforms competitive offerings in the marketplace. Competitive differentiation is a key performance indicator for corporate success – not only during economic crises.

However, only a few ideas unfold enough potential to reach the marketplace in the form of a successful product. **cubus outperform** R&D Performance Management helps you to strike the right balance between economics and creativity, enabling you to optimize the deployment of the resources at your disposal and to complete projects on schedule and within budget. This solution gives you the flexibility your company needs for the development of products that make a difference.

## One world is not enough

Many companies suffer from gaps between their project, financial, and strategic worlds.

**cubus outperform** R&D Performance

Management enables you to bridge the gaps between these worlds. By bringing together data from structured as well as from unstructured sources plus qualitative and quantitative information, you can realistically map R&D projects.

Via an allocation table, you define which metrics (such as costs, revenues, balance, etc.) are to be applied to the project plan. This technique provides verifiable cost data for each project stage, enabling you to identify deviations up-front and to take corrective action whenever and wherever required.

## Transparency in performance

To ensure that the right resources are allocated to the right projects, engineers and scientists need to team up with the company's controllers. **cubus outperform** R&D Performance Management facilitates collaboration across all disciplines involved. By using the same consistent database and by retrieving information on projects and their associated metrics, all parties involved can quickly and flexibly view changes in processes and structures. This approach prevents discussions about the correctness of facts and figures

## Going by experience

A project has been completed successfully. But do you recall the reasons why – and will you be able to repeat this performance in the next project? **cubus outperform** R&D Performance Management provides you with robust revision control and filing capabilities for defined states of information (including status, financial indicators, documents and milestones). This enables you to track and document all experiences gained during the course of the project. Over time, you will develop company-specific best practices that can be leveraged for new projects, helping to prevent typical errors, to reuse proven processes, and to enhance speed, efficiency and cost effectiveness. These proven practices provide the foundation for a project culture that enables your company to sharpen its competitive edge in the marketplace.

## Tried and tested

How do companies use **cubus outperform** R&D Performance Management in practice? The most common areas of application include:

**Portfolio management:** Compare all projects and portfolios, walk through “what if” scenarios to identify the best way forward and to deliver facts for well-founded decisions.

**Resource and capacity planning:** An efficiently run project enables you to plan your resources and prevent bottlenecks in skills, laboratories or wind tunnels and to save time and money.

**Project status reporting:** Keep the Finance department and senior management in the picture about project progress. Quickly take corrective action if you run into unforeseen problems or risks.

**Long-term revenue planning:** The successful completion of a project is only the beginning. This solution enables you plan and control all aspects – from the inception through development and sale to product obsolescence or product service.

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