



# Align innovation activities and turn strategy into action with **ITONICS Roadmap**

Plan, map, and track progress to ensure  
your company moves in the right direction.



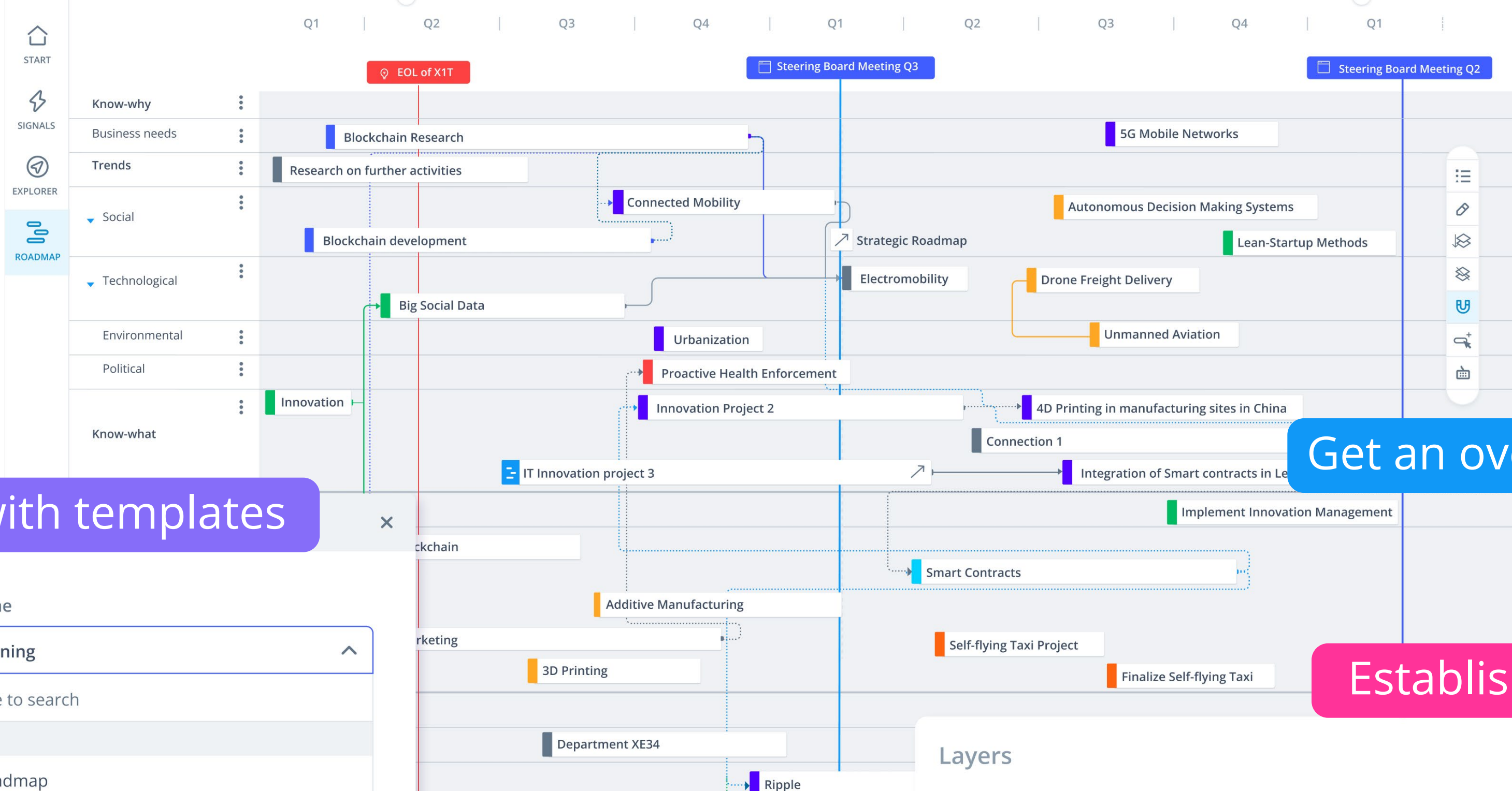
Trusted by global  
innovation leaders



and more...

Rally your teams

Complete projects within deadline



Get an overview of innovation

Start quickly with templates

Roadmap Name

Product Planning

Q Type here to search

SELECT

- Blank Roadmap
- Product Planning
- Service & Capability Planning
- Basic Strategic Planning

Create Roadmap

Establish transparency

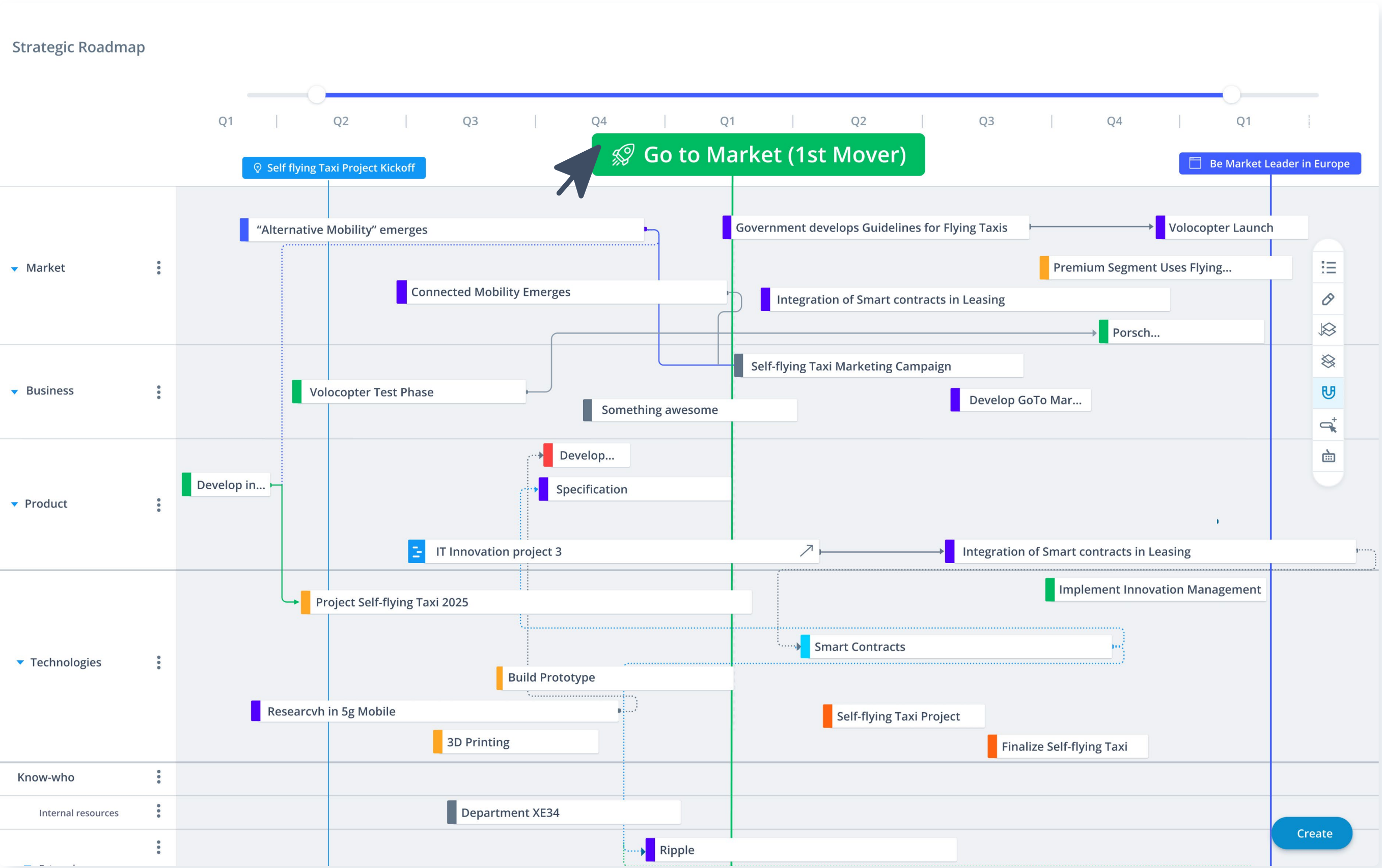
Visualize relations and actions

Layers

- Technologies
- + New Layer

# Plan with milestones

Rally your teams and align the organization.



Vertical lines on the Roadmap indicate milestones that mark important checkpoints or achievements.

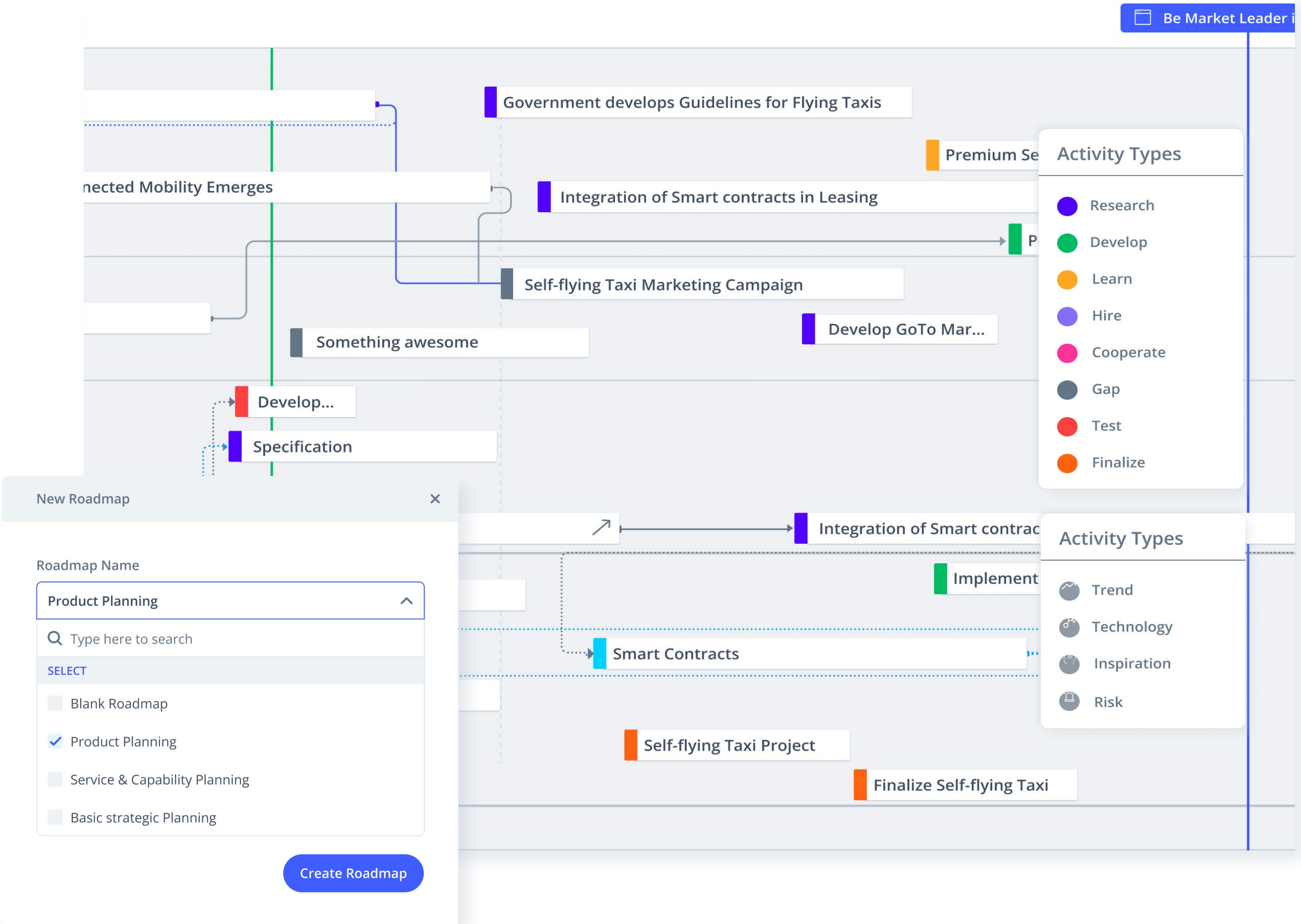
Use milestones to plan projects, then track and report on progress towards an important goal, such as demonstrating the product at a conference.

# Best-practice templates

Get started quickly with well-performing Roadmap templates.

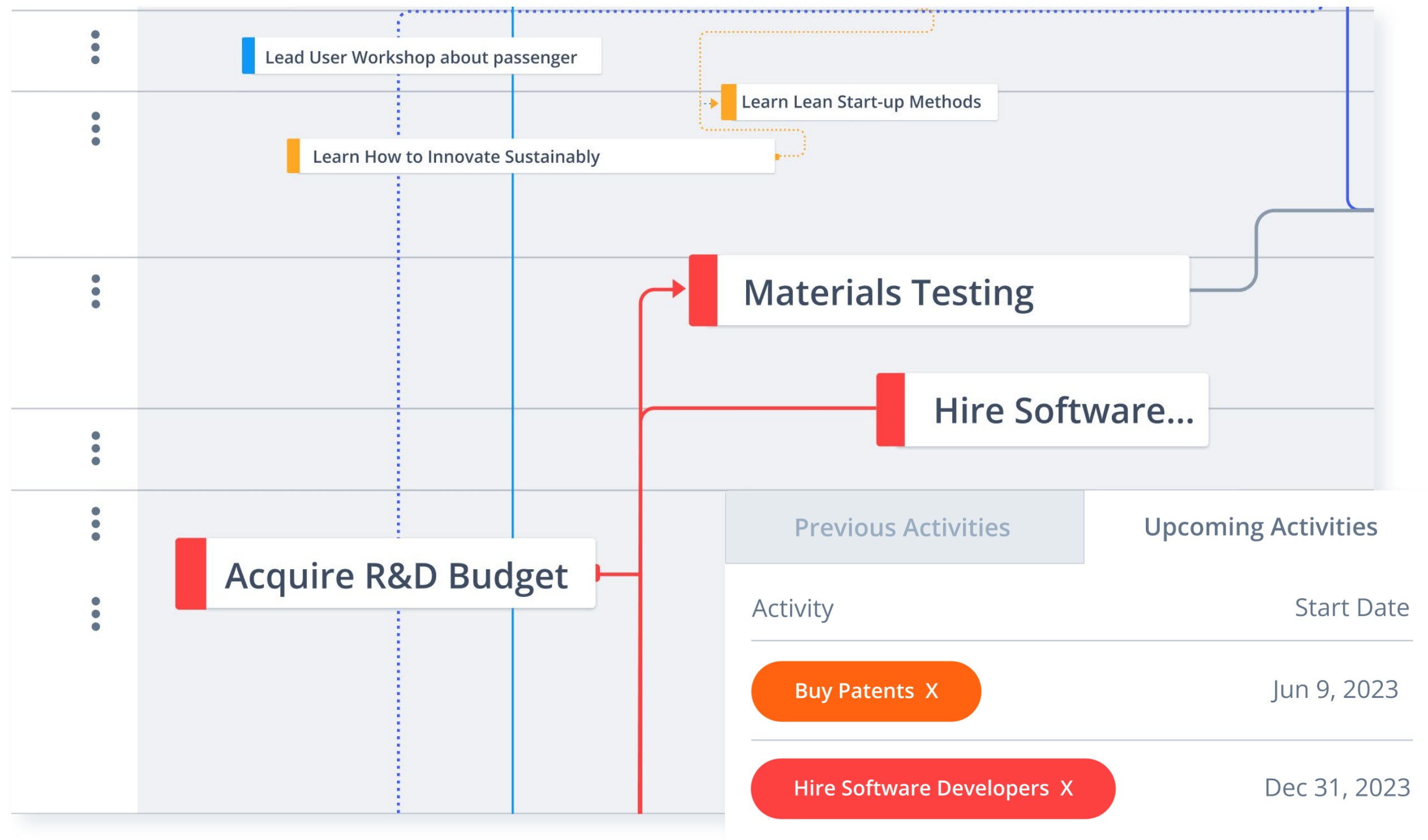
Templates, based on ITONICS' years of experience in partnership with clients, provide an established layer structure so you can create Roadmaps with confidence.

Select from [the most common Roadmap types](#) used in different industries, including Product Planning, Service & Capability Planning, Knowledge Asset Planning, and Strategic Planning. You also have the freedom to change the layers to match your company's terminology.



# Connect dependencies

Visualize relations, implications and key actions.



Make connections, map dependencies, and quickly spot pitfalls where one activity cannot start until a previous one is complete.

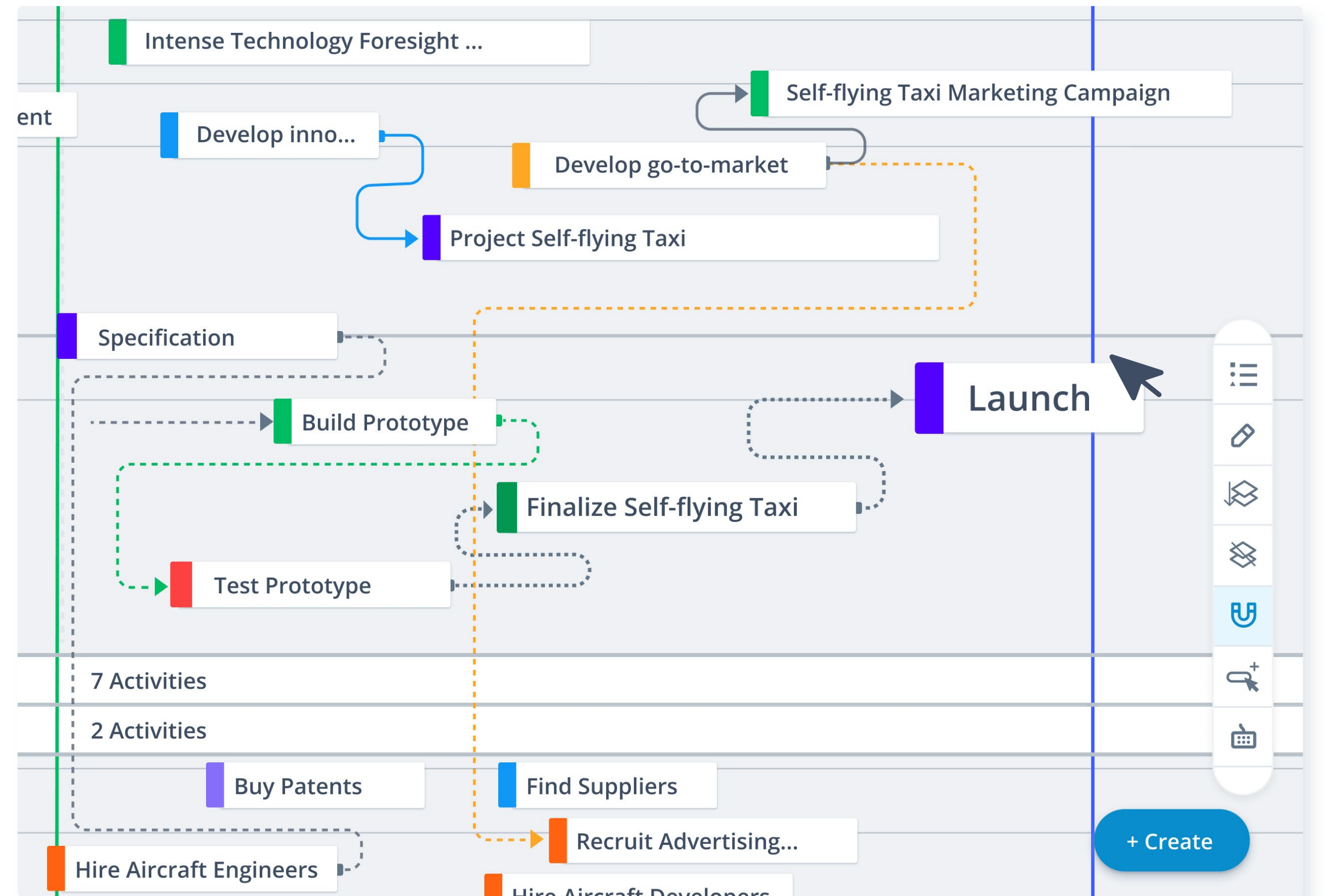
Drag-and-drop arrow lines between activities to highlight [dependencies](#) and indicate in what order to complete tasks. Show the motivation behind an initiative by linking it to trends.

# Critical path analysis

Complete innovation projects within deadline.

Make it easy for your team to do critical path analysis and prioritize the right activities.

Use the Roadmap to understand what factors affect progress on innovation so that your company can synchronize and optimize execution.



# Birds-eye focus

Get an overview of innovation activities then zoom in to detail.

Combine updates from different departments into one Roadmap for a shared dynamic view of progress.

Place individual Roadmaps managed by different teams on a single overview Roadmap to gain strategic oversight of all your company's innovation activities. Zoom in on the relevant time frame and expand layers to see the detail of an initiative.

Activity: Research in Autonomous Decision Making Systems

Research in Autonomous Decision Making Systems

Activity Type: Research

Description: Modular 4D printed assembly

Layer: Technology

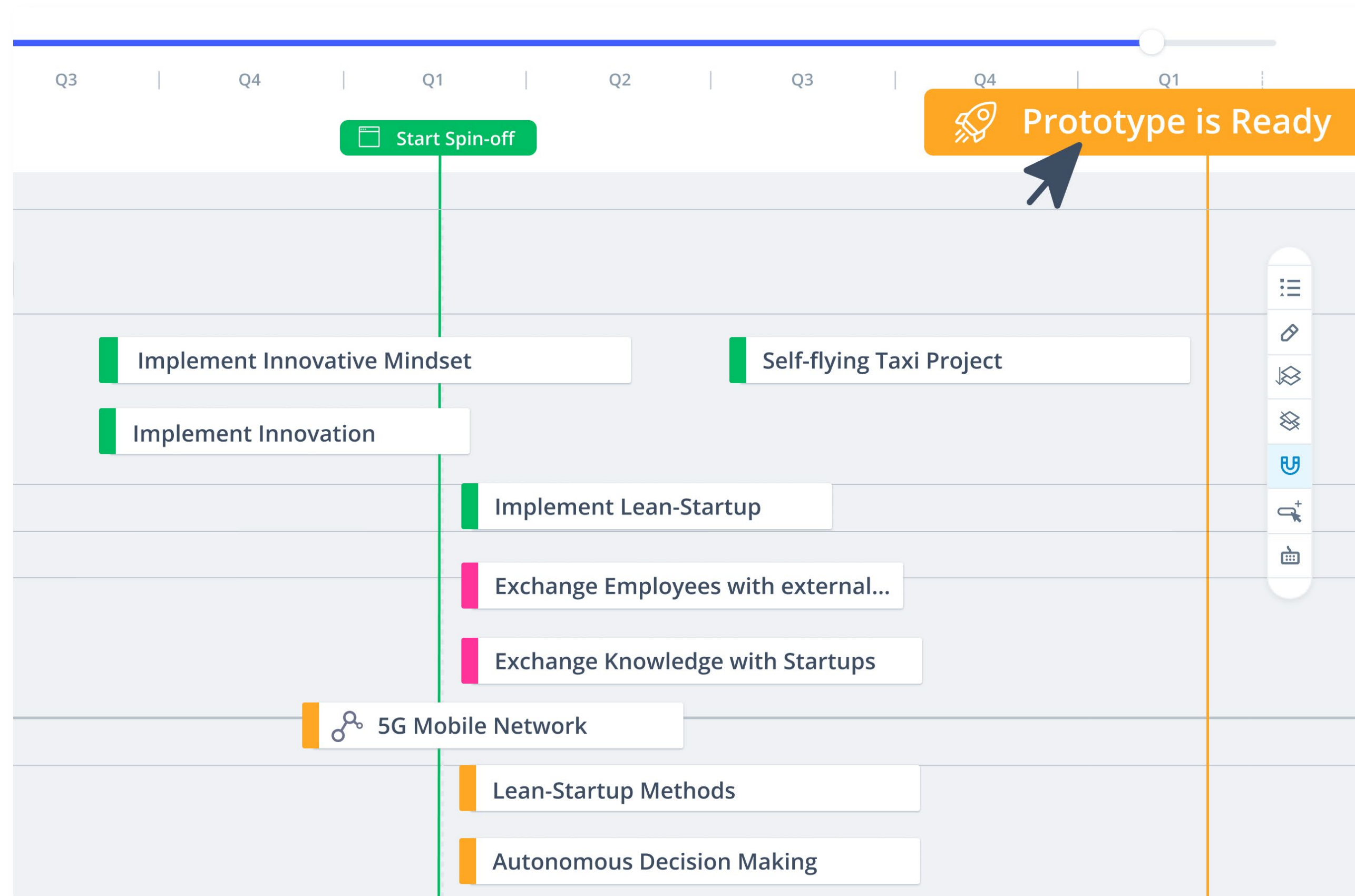
Previous Activities	Upcoming Activities
Activity	End Date
Connection 1 X	May 24, 2021

+ Create



# Straight-forward reporting

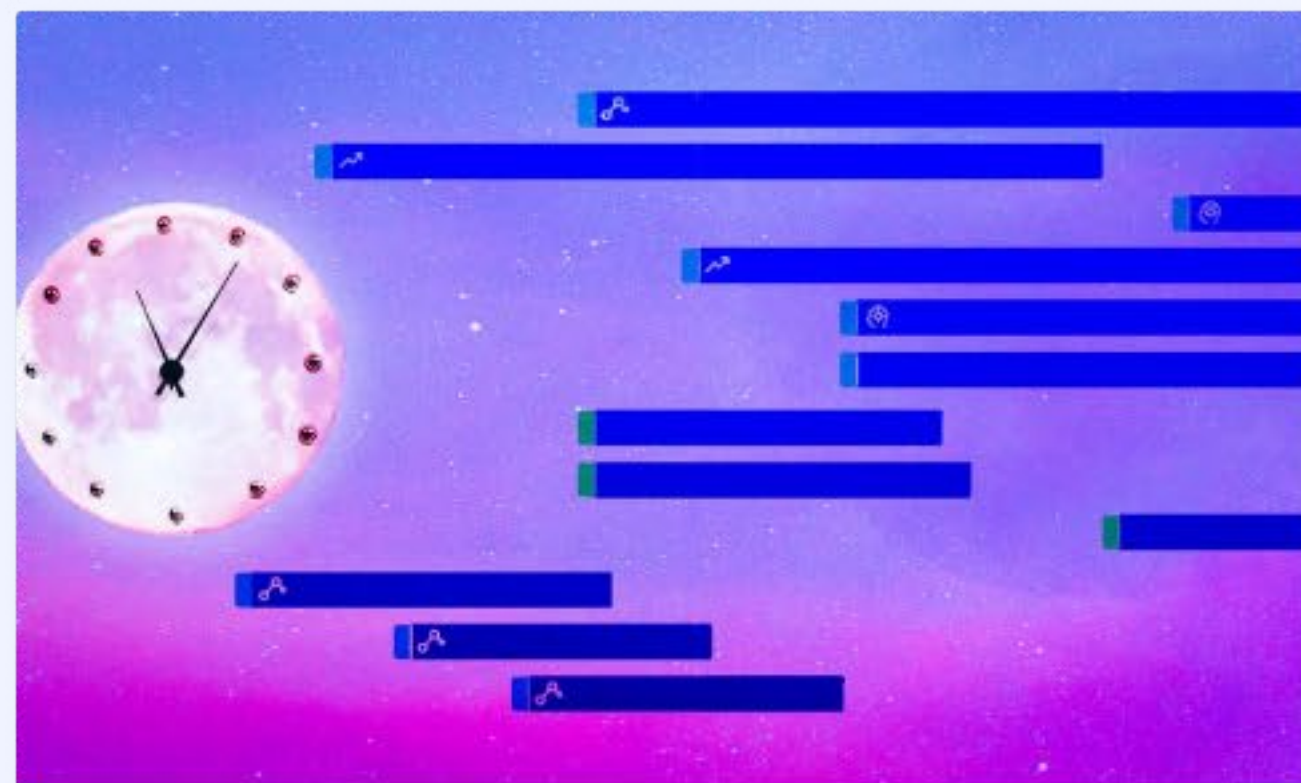
Establish transparency and gain stakeholder support.



Make the Roadmap your organization's convergence point for current growth initiatives.

Provide boardroom-ready views straight from the software, to keep your stakeholders informed and get their endorsement.

**Let's talk** about getting you started quickly. Here are some inspiring best practices for roadmapping.



INNOVATION STRATEGY

## Aligning Innovation Activities with Strategy Using Roadmaps

17 Jun 22 | 2 mins read



ROADMAPPING

## Roadmaps: The Effective Way To Achieve Your Innovation Goals

19 Jan 22 | 5 mins read



INNOVATION STRATEGY

## 3 Steps to Drive Effective Idea Management

7 Sep 20 | 2 mins read



# Use cases for ITONICS Roadmap



Present your company's overarching strategic vision to management.



Supervise the implementation of tasks and know whether your company's timeline commitments can be met.



Recognize what technologies to develop in what time frame.



Integrate innovation projects to plan capacities and allocate resources.



Plan product development to capitalize on market trends.



Expand innovation beyond the R&D department by enabling cross-departmental collaboration.

# What our clients say about using Roadmap



*"In order to firmly anchor innovation as the driver of growth in our company, we have actively sought a partner who could consult and support us best in innovation enablement and company-wide collaboration. The ITONICS platform has become an integral part of the new innovation culture and is contributing to cross-pollination of pioneering growth opportunities at Fletcher Building."*

**Dr. Lisbeth Jacobs**  
General Manager Innovation and Sustainability,  
Fletcher Building



# World's leading Innovation OS

ITONICS is a leading SaaS provider of systematic innovation management. The ITONICS Innovation OS combined with a systematic framework to steer innovation efforts helps companies to identify emerging technologies, trends, and market potential and to translate them into customized growth strategies.

With more than 150 experts worldwide, we support innovation leaders such as adidas, AUDI, BMW, CISCO, Intel, Johnson & Johnson, and KPMG.

Get a Demo

Contact Us

Discover more at [www.itonics-innovation.com](http://www.itonics-innovation.com)

