



STRATEGIC PORTFOLIO MANAGEMENT (SPM) BUYER'S GUIDE AND RFP KIT

**IDENTIFYING TECHNOLOGY PLATFORMS THAT WILL HELP YOUR COMPANY
GAIN GREATER VISIBILITY, TIGHTER ALIGNMENT AND HIGHER EFFICIENCY.**



INTRODUCTION

In today's world, where economic pressures are mounting and AI is disrupting everything, can you confidently say you know "where all the money go?" Organizations are struggling to connect strategy to execution, leading to lost value and missed opportunities. 70% of digital investments fall short due to weak Strategic Portfolio Management (SPM), and 70% of leaders are re-prioritizing portfolios in 2025, according to analysts. The old ways of managing investments simply aren't cutting it anymore. You need a solution that provides unprecedented financial visibility, connects investments directly to business outcomes, and allows you to customize it to your specific needs.

Clarity® by Broadcom® is that solution. It uniquely bridges the gap between strategy and execution, giving you a clear line of sight into your entire portfolio. Unlike other tools that leave you guessing, Clarity definitively tracks where your money is going and whether it's delivering value. With Clarity, you can make better-informed, data-driven decisions, fostering financial accountability and strategic alignment across the board. Stop the guesswork and start driving real business results with Clarity.

70% OF LEADERS

are increasing portfolio re-prioritization due to economic shifts.

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WHAT IS STRATEGIC PORTFOLIO MANAGEMENT?

Strategic Portfolio Management is not just about managing projects; it's about managing value. It's a holistic approach that aligns investments with business outcomes, ensuring that every dollar spent contributes to your strategic goals.

In 2025, 60% of SPM leaders are focusing on value realization over delivery, highlighting the importance of connecting investments to tangible results. SPM involves managing demand, projects, financials, resources, and roadmaps in one integrated solution. It's about having a single source of truth for all your portfolio data, enabling you to make informed decisions based on real-time insights.

Clarity is a leading SPM solution designed to bridge strategy and execution. It empowers organizations to understand exactly where financial resources are being allocated, and whether those investments are delivering value. Clarity unifies financial data with project details, offering complete portfolio visibility, and provides flexibility with its point-and-click customization so that the solution can fit to your needs.

Due to poor SPM,

ONLY 30% OF DIGITAL INVESTMENTS DELIVER

expected business outcomes.

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BUSINESS ADVANTAGES OF STRATEGIC PORTFOLIO MANAGEMENT

The business advantages of SPM are clear: it's about maximizing value, improving ROI, and driving strategic alignment. With Clarity, you gain:

- **Full Transparency:** Know exactly where your investments are going and what they are achieving. No more financial black holes!
- **Optimized Efficiency:** Make every resource count and maximize impact. Eliminate waste and ensure resources are used effectively.
- **Data-Driven Strategy:** Base decisions on hard data, not gut feelings. Improve forecasting accuracy and make choices with confidence.
- **Alignment and Focus:** Ensure your entire team is working towards your strategic goals. Eliminate rogue projects and promote collaboration.
- **Time Saved:** Cut reporting time and focus on delivering results. Automate manual processes and free up valuable resources.
- **Improved ROI:** Connect investments with value and boost the return on every investment in the portfolio. Maximize the impact of your spending.
- **Futureproofing:** Embrace portfolio planning and prepare for what's coming. Adapt quickly to changing market conditions.
- **Financial Accountability:** Easily track investments and ensure they are delivering value, with audit controls.
- **Budget Control:** Improve forecast accuracy and reduce overspending. Stop the budget leaks.
- **Streamlined Processes:** Save time by automating data aggregation. Eliminate manual processes and improve data accuracy.

- **Audit Confidence:** Ensure data accuracy and compliance. Reduce risk and improve financial governance.
- **Strategic Alignment:** See how financial decisions translate into operational performance. Connect investments with strategic objectives.

Moreover, Clarity is a key component of the broader ValueOps platform, streamlining execution by connecting with Rally for agile execution or ConnectALL for integrated value delivery. ValueOps provides a single source of truth for value delivery, streamlining workflow and facilitating real-time insights. Clarity helps you answer the most critical question: "Where Did All the Money Go?" It's the only SPM solution that can provide a definitive answer.

"In our first two years,

WE SAVED HUNDREDS OF MILLIONS OF DOLLARS."



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GETTING STARTED WITH STRATEGIC PORTFOLIO MANAGEMENT

60% OF SPM LEADERS are focusing on value realization over delivery

Getting started with SPM requires a clear understanding of your business challenges and goals. Are you struggling with lost value, economic pressures, or talent gaps? Are you facing reporting overload or a lack of insight into where your resources are being used? Clarity can help you overcome these challenges and achieve your strategic objectives.

#1

BEGIN BY ASSESSING YOUR CURRENT STATE

How are you currently managing your portfolio? What are your key pain points? Are you experiencing investment blindness, system disconnect, resource waste, reporting drain, or making decisions based on guesswork instead of data?

#2

NEXT, DEFINE YOUR DESIRED FUTURE STATE

What do you want to achieve with SPM? How can Clarity help you get there?

#3

CONSIDER THE KEY CAPABILITIES YOU NEED IN AN SPM SOLUTION

Unified visibility, business-driven SPM, strategic resource allocation, business-aligned roadmaps, AI-powered foresight, and ValueOps integration.

#4

FINALLY, DEVELOP A ROADMAP

When implementing Clarity focus on quick wins and measurable results.

Remember, Clarity lets you do SPM your way, with point-and-click customization and a focus on delivering value.

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STRATEGIC PORTFOLIO MANAGEMENT SOLUTION KEY REQUIREMENTS

To capitalize on SPM, you need a platform to unify the enterprise—from strategic investment planning to development and customer support—with one view of all your investments. These are some capabilities that an enterprise SPM solution should come with:

#1

ORGANIZATIONAL HIERARCHIES

Your solution should give you the flexibility to organize investments the way your business runs, including arranging people, work and money by product lines. Make sure you can set up different investment types, including projects, products and platforms.

#2

STRATEGIC ROADMAPS

Your solution should give you the agility to map strategy to objectives on drag-and-drop roadmaps to clearly understand how your products are performing. Unlike never-ending Gantt charts, roadmaps let you nest multiple workstreams under each investment with direct links to resource, work, financial data.

#3

CONTINUOUS INVESTMENT PLANNING

Your solution should empower you to prioritize work based on business outcomes, not gut feelings. SPM solutions must tightly link financials to execution. You need to trace every dollar, ensuring it fuels strategic initiatives. Strong financial capabilities offer transparency, accountability, and data-driven decisions. Without them, you're flying blind, guessing instead of knowing your true ROI.

#4

THIRD-PARTY APP CONNECTORS

For complete concept-to-cash management of digital products, your SPM solution must leverage strong integrations with your other business tools. Solutions should easily connect with ALM, ITSM, Enterprise Agility, DevOps and other software.

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CHOOSING THE RIGHT TECHNOLOGY SOLUTION PROVIDER

Choosing the right technology solution provider is crucial for the success of your SPM implementation. Look for a provider with a proven track record of delivering value and a deep understanding of your industry. Does the provider offer strong customer support and training? Are they committed to innovation and continuously improving their solution?

Broadcom has a long history of helping companies succeed with SPM. Clarity is a proven solution that has delivered significant results for organizations across various industries.

Consider factors such as the provider's financial stability, their commitment to customer success, and their ability to meet your specific needs and requirements. Ask for references and talk to other customers to get their feedback on their experience with the provider. Selecting the right technology partner is an investment in your future, so choose wisely.

By choosing Broadcom and Clarity, you're choosing a partner committed to helping you achieve your SPM goals.

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EVALUATION QUESTIONS

Before investing in a SPM solution, ask yourself these critical evaluation questions:

- Does the solution provide unified visibility into your entire portfolio, from finance to operations to strategy to execution?
- Can you tailor the solution to your business with low-code/no-code customization?
- Does the solution enable strategic resource allocation, optimizing capacity and improving forecasting accuracy?
- Does it provide business-aligned roadmaps, connecting investments to strategic goals?
- Does the solution offer AI-powered foresight, predicting challenges and opportunities?
- Does it integrate with your existing systems and provide a single source of truth for value delivery through ValueOps integration?
- Does the solution allow you to track where all the money goes and measure the impact of your investments on business outcomes?
- Can you save time by automating reporting and analysis?
- Does it help improve ROI by connecting investments with value?
- Can you access Unified Financial Data and have accurate forecasting, tailored investments and auditable time tracking?

Asking these questions will help you determine whether the solution is the right fit for your organization.

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CUSTOMER SUCCESS

NATIONAL FAST-CASUAL RESTAURANT

Boosting cross-team collaboration to fuel new customer value

As customer reliance on online ordering and third-party delivery grew exponentially, Clarity enabled seamless knowledge and data sharing across different departments at a fast-casual restaurant, including product teams, digital marketing groups, scrum masters, and planners. This visibility and collaboration enabled them to bring on several new delivery partners and shrink rollout times from months to weeks, maximizing customer loyalty and retention.

AERONAUTICS MANUFACTURER

Saving millions with unified, enterprise-wide visibility

With air travel essentially grinding to a halt within a matter of weeks, a large aeronautics manufacturer faced an urgent need to reduce expenses across traditionally siloed infrastructure and investments. They leveraged Clarity to gain a cross-team view so they could intelligently identify and eliminate overlapping tool sets, realizing approximately hundreds of millions in savings.

MULTINATIONAL SNACK FOOD PRODUCER

Taking a data-driven approach to boost business agility

A multinational snack food producer was contending with dramatic shifts in consumer behavior and significant supply chain disruptions, forcing teams across the organization to pivot fast. Clarity proved instrumental by providing them with end-to-end visibility of their digital ecosystem. They were able to break top-level initiatives into Agile management-based work, and leaders were able to track progress based on actual work instead of manual status reporting.

To hear more from Clarity customers, visit the [ValueOps VSM Summit](#) for stories from Honda, Verizon, Chipotle, Boeing, London Stock Exchange and many more.

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CONCLUSION

Strategic Portfolio Management is no longer a luxury; it's a necessity for organizations seeking to thrive in today's dynamic business environment. Clarity by Broadcom is the only SPM solution you need to bridge the gap between strategy and execution, gain unprecedented financial visibility, and do SPM your way. Stop guessing and start knowing where all the money goes with Clarity!

[CONNECT WITH ONE OF OUR SPM EXPERTS AND ASK FOR A DEMO.](#)

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To learn more about collaborative work management capabilities from Broadcom, be sure to visit **[BROADCOM.COM/CLARITY](https://www.broadcom.com/clarity)**