

A hand in a dark suit jacket points its index finger to a single white puzzle piece in a grid of other puzzle pieces. The background is dark with a grid of white puzzle piece outlines.

# PORTFOLIO MANAGEMENT

BETTER DECISIONS,  
FEWER MISTAKES,  
PROFITABLE GROWTH

•• GenSight

Your tomorrow is determined by projects you select today. GenSight's Portfolio Management lets you focus on your big ideas - critical business decisions. Portfolio Management is central to business success or failure, yet it is commonly misunderstood and mismanaged. Project selection is strategy.

GenSight generates value. Our solution lets you select your portfolio of projects with the greatest positive impact to your organization. You can translate your strategy into action at the same time optimizing allocation of limited resources.

Every implementation is custom configured. You can apply your implementation to a single department, a business unit, or the entire corporate portfolio of projects. GenSight gives you what you want, the way you want it.

GenSight's Portfolio Management is transforming the way corporations around the world make profitable business decisions.

Portfolio Management is our core competency. It's what we do. Our industry-leading solution is composed of a comprehensive set of capabilities, each integrated to form a complete solution. Start from where you are. The choice is yours. You can choose individual capabilities or deploy a comprehensive holistic solution.



### **Data Collection and Management**

Collect the right data, the right way. Our web-based iForms (Intelligent Forms) make your life easy. iForms automatically adapt their appearance and data fields to suit management of each type of project/investment, resource or other business element.



### **Multi-Dimensional Portfolio Analysis**

Your questions answered. GenSight software supports analysis of multiple portfolio applications across functional areas. These can consist of different and potentially inter-related business elements such as projects, investment, markets, strategies and more



### **Portfolio Architecture**

Resolve complex strategic choice questions. Optimize your human and capital resources. See alternative opportunities with different objectives, risks, and rewards. Build organizational consensus by sharing insights between portfolios. With our flexible Portfolio Architecture you can synthesize your choices into portfolios through multiple levels and perspectives.

“*Following an extensive search, GenSight was selected by Westinghouse based on its reputation, advanced technical capabilities, configuration flexibility, and overall business experience. GenSight and its software will play a vital role in guiding Westinghouse's innovation investment decisions.*”

Richard Anderson, Director of Portfolio Management  
Westinghouse Nuclear

**1. Project Prioritization**

Rely on our industry-leading expertise in objective comparison and prioritization. Create meaningful differentiation criteria. Use normalization and weighting for accurately scoring your projects. You can merge both quantitative and qualitative data into your prioritization scorecards, including value, risk, innovation index, market attractiveness and competitive strength. Compare what matters, score the results, and gain insight.



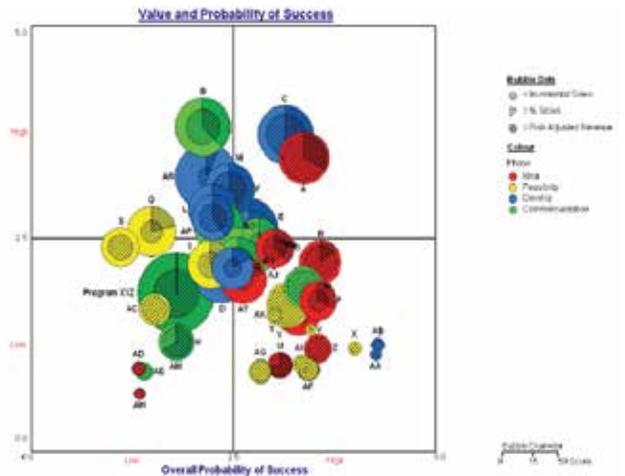
**Portfolio Visualization and Animation**

See, believe, and decide. Display relationships in multiple dimensions among portfolios, business elements, and criteria. Simple point and click navigation lets you aggregate your entire portfolio. Drill down for detail. Zoom out to see the big picture. GenSight sophisticated interactive visualization technology at its best.



**Portfolio Optimization**

Find the best combination of portfolio elements. Maximize your return from constrained resources and assets. Our proprietary genetic search and optimization engine rapidly explores vast numbers of value-maximizing possibilities within multiple constraints, resource requirements, and interdependencies.



“ *GenSight offers the most robust capabilities found in the market.* ”

Margo Visitation, VP Research

Forrester Research, The Forrester WaveT: Project/Program Portfolio Management, Q4 2012



### Resource Management

Align your constrained resources. GenSight is a leading authority on Resource Management. Our best practices benefit leading global corporations by cutting waste and accelerating growth. Go with best in class.

- Customize and manage your template spreadsheets. Our integrated formula engine defines what calculations are needed. You define a template and our system can replicate it and apply to all projects. Manage with ease, power, and flexibility

### Financial Management



Analyze and report. GenSight supports all common forms of financial analysis. Our software capabilities give you the power to:

- Capture and aggregate full financials including P&L, NPV and IRR
- Extract summary data from financials used in prioritization and portfolio analysis
- Integrate with other financial management systems, including SAP
- Import and export financial analysis and reporting in Microsoft Excel with our automated Dynamic Document capability

- Create multiple financial management assumptions with our built-in scenario-planning capability.



### Risk and Issue Management

Manage risk as a portfolio. Identify and prioritize risk reduction initiatives. With our Risk and Issue Management capability gather and monitor relevant intelligence, evaluate strategic risk, understand interdependencies, likelihood of occurrence, and potential impact and severity on your business. A persuasive feature of this module comes through your ability to visualize and share your risk exposure.

“GSK chose GenSight because of its advanced portfolio analytics functionality, ease of configuration and ease of integration with the company's existing business processes and data sources. The GenSight tool supports our aim to improve the efficiency of R&D by helping to make visible where resources can be best deployed across the portfolio”

Hanif Patel, VP Integrated Resource Management  
GlaxoSmithKline



## Status Reporting



Understand what's happening now. See your current projects' status. Get your graphical and numerical information the way you want it. Summarize project and portfolio status. Easily configure comprehensive status reports and dashboards. Be secure. Give permission-based access to all your project data and documents. Reports are generated for specific organizational roles. These include:



- RAG status
- Time, quality, cost indicators
- Milestone dates and progress
- Timeline scheduling, reporting and charting bar, Gantt, pie charts, roadmaps, and more
- Resource requirements, loading level of resources, assignment/availability status
- Risks and issues log
- Access to information in business plans, in financials and more
- Actions and links to approvals process.

“ *GenSight has by far the leading capability vs. all leading portfolio management software companies* ”

Wendell Wilson, Global Director of Sustainability  
Coca-Cola Company



## Reporting / Analytics

Access your on-demand real-time analytics, business intelligence, reports, and interactive charts fast. GenSight's charts, reports and dashboards are fully configurable. Use any combination of textual, numeric, categorization and status-type information. You can generate chart types such as portfolio bubble chart, waterfall, pie, line, bar, Gantt, pipeline and more. All reports and dashboards are dynamic. Support your findings by intuitively drilling down to detailed data. GenSight's dynamic and interactive charts calculate in real time using the latest version of your data. Features include:

- Flexible structure - supports hierarchical breakdown among programs, strategies, projects, resources, and more
- Flexible content – financials, scorecard ratings, priority ranking, resource information, dates, status, categorizations, narrative text, and more
- Flexible appearance – configurable style sheets to control colors, fonts and appearance
- Multi-dimensional data handling – for example, resource required by resource type, by project, and by time period
- Flexible grouping and aggregation with real-time calculations so you can rollup analysis by any categorization dimension
- Slice and dice capability – analyze and aggregate on demand. Control your report content with powerful search and filtering features
- Calendar control - report on data and forecasts at any chosen point in time - past, present or future
- Export a collection of charts, tables and text and create a comprehensive presentation exported directly to PowerPoint or PDF.

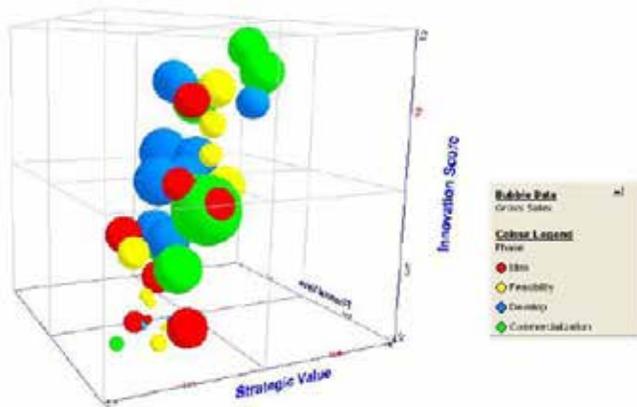
“*GenSight offers the robust strategic planning tools, which include the ability to plot all the elements in a portfolio simultaneously. This enables users to quickly assimilate large amounts of data, and places GenSight first amongst competitors for Intake Decision-Making.*”



## Scenario Planning

At the heart of all quantitative reasoning is one simple question "Compared to what?."

GenSight enables you to think and act in a constructive way about different scenarios reflecting alternative assumptions about the future. Easily create and compare what-if analyses. Test your strategies for robustness against alternative scenarios. Our vision at GenSight is based on the belief that organizations will only remain competitive and sustainable if they learn to think and act strategically and adapt to dynamic and uncertain conditions. Those organizations that best adapt today will be tomorrow's leaders.



## Data Visualization

See better, think better. GenSight software gives you the sophisticated visualization technology you need to gain insight into what you're doing now and what you need to do to win. Dynamically display relationships among portfolios, business elements, and criteria in multiple dimensions. With simple point-and-click navigation you can aggregate your entire portfolio or drill down to detail. No organization can make accurate decisions blind. Move toward decision excellence with our interactive data-driven visualizations. See the whole picture. Understand relationships. Gain insight.

**Take control of your organization's future profitability with GenSight PPM.**

“*Anyone leading an enterprise program management office (EPMO) should care about The GenSight Group. IT, project or application portfolio managers desiring to have advanced analytics, advanced visualizations, or both, would be interested in The GenSight Group's offering.*”

Robert Handler, Research Vice President  
Gartner Research, Gartner 2014 Cool Vendor Report



# About GenSight

GenSight is the industry's only complete platform for complex Portfolio, Resource Optimization and Stage-Gate® Management. Our total solution integrates business process consulting, best-of-breed technology, and implementation methodology.

Just some of the organizations deploying the GenSight solution are Johnson and Johnson, Suncor Energy, Pfizer, Cisco, Natura, Westinghouse, Sun Chemical, GlaxoSmithKline and the US Department of Energy.

GenSight is world's leading Enterprise Portfolio Management solution today.

## GENSIGHT: THE VALUE OF INSIGHT

USA  
780, 5th Avenue South  
Naples  
FL 34102  
United States  
Tel: +1 239 261 9936

Europe  
7 Castle Business Village  
Station Road  
Hampton, Middlesex  
TW12 2BX  
United Kingdom  
Tel: +44 (0) 20 8939 5800

[info@gensight.com](mailto:info@gensight.com)  
[www.gensight.com](http://www.gensight.com)