## Introduction

Roadmapping is an important technique for innovation management. It enables creating views on the big picture of the innovation portfolio, as well as the coherencies and dependencies in the portfolio. In other words, roadmapping offers a holistic view for decision support. FLIGHTMAP has taken its roadmapping support to a new level with the upgraded Roadmap functionality. With the new layered visualization, different levels of the roadmap can be displayed with more or less detail as needed, in line with the roadmapping principles of roadmapping expert Rob Phaal.

The FLIGHTMAP Roadmap visualizes the roadmap based on the same data as in the underlying project plans, business cases, and market intelligence. Hence, it offers a consistent roadmap view. Together with the data management functionality of FLIGHTMAP (including targeted authorizations, version control, and data quality checks) everything is in place to build trustworthy roadmaps.

Alignment of Business with R&D and vice versa

The FLIGHTMAP Roadmap shows the product development projects in the portfolio and the markets they are addressing, as well as the technology developments needed to meet the product and production requirements. The Roadmap provides insight if the technologies needed have sufficient progress and maturity to be timely applied in products (or product families).
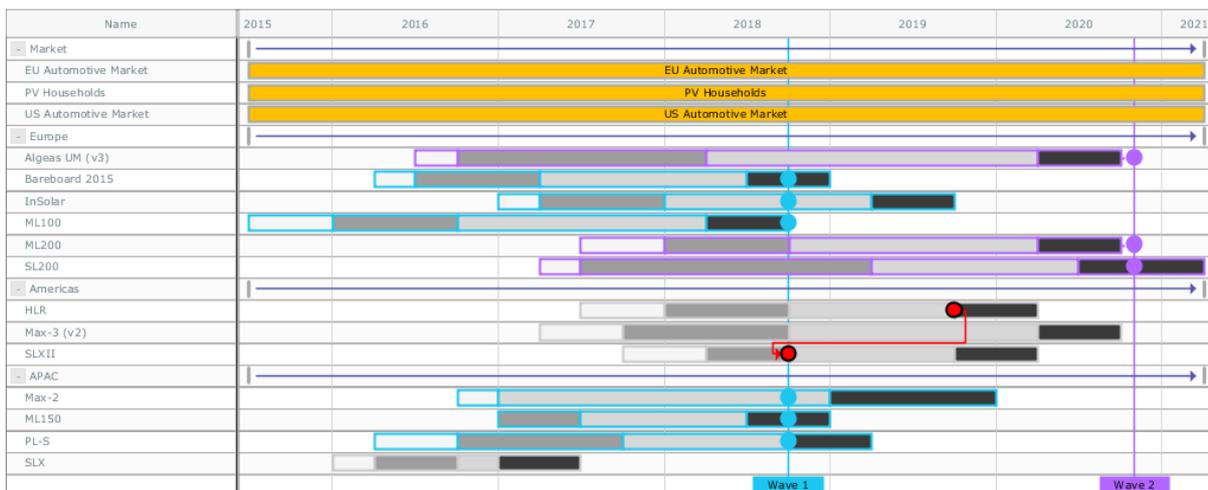
Insight in all dependencies between markets, products and technologies is essential to manage the innovation portfolio well. In the FLIGHTMAP Roadmap these dependencies can be shown with arrows. However, showing all dependencies in one view quickly leads to a big mess of arrows offering very little insight. To focus on decision support, a key feature is to show only the misalignments.

In addition to supporting zooming in on specific dependencies, FLIGHTMAP also introduces a new concept for roadmap alignment: the wave. A wave is essentially an alignment of multiple contributing technologies reaching a capability level on one or several features, that jointly enable the development of one or more products.

Synergies & Gap analysis

A major new feature in FLIGHTMAP 5.5. is its support for roadmapping of features: technical and business properties that develop over time. Examples of these features include: weight, cost price, key function, etc. The development of these feature values over time is now supported in the roadmap. This allows for feature progress planning, tracking, and benchmarking, by comparing feature development to competitor trends and regulatory developments.

Bundling feature milestones across the portfolio is supported by the Wave entity. This offers a nice alternative to the individual dependencies (still supported) that tend to clutter roadmaps in other modelling tools. In FLIGHTMAP waves can be configured on relevant features, targeted feature values, relevant projects and timing, which allows highly customized ways of using this Wave entity.
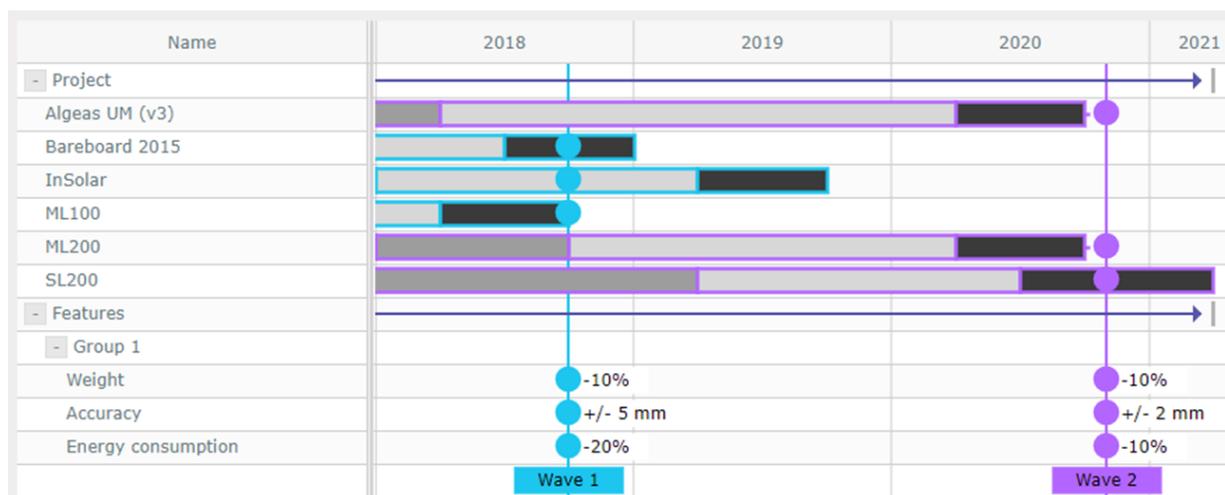
Assume we aim to track if our portfolio is implementing the required weight reduction in our technology strategy. This makes weight one of the (key) features to set up in FLIGHTMAP, and to assign the proper metric for. Each technology project that contributes to this weight reduction is then linked to the products where this reduction is required. Either via individual dependencies, or via one of the Waves. In addition, the possibility to set a manual time window to the Roadmap, contributes to exploring early or late gaps, or to focusing on a specific period.

Multi-dimensional presentation

In combination with the filter mechanism in FLIGHTMAP, roadmaps focused on a specific supply chain, on a specific client, on a specific geography, or many other cross-sections, can be presented with a single click. This allows to show e.g. a subset of projects fanning into one market or product, or one technology fanning out to multiple products.
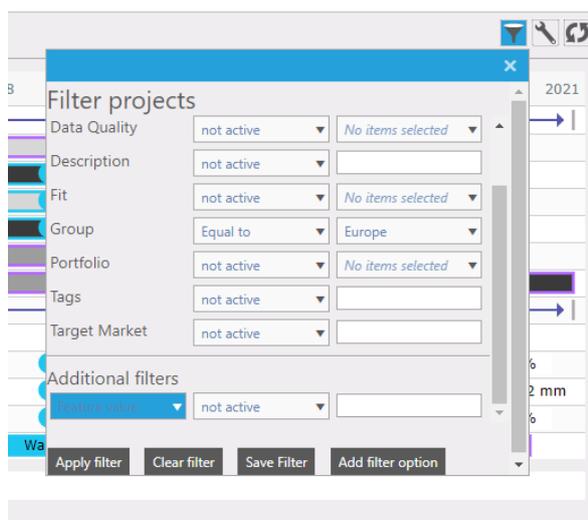
The user-friendly filter configuration menu also enables to create filters for multiple use, for the Roadmap view, but also for all other available views in FLIGHTMAP. By adding the dependent projects automatically, this all brings the roadmap to life as an interactive visualization across portfolios.

Conclusion

The FLIGHTMAP roadmap functionality as described here is available as of FLIGHTMAP 5.5. We are proud that NXP Semiconductors has been instrumental in implementing this functionality in a lead user role. In a presentation at the Roadmapping Konferenz of the German Fraunhofer Institute and FOM Hochschule (Stuttgart, November 2017) they shared their experience with a wide audience of roadmapping professionals and experts.

We have also recently moved to a new office address at Eindhoven Airport, and a new support phone number:

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