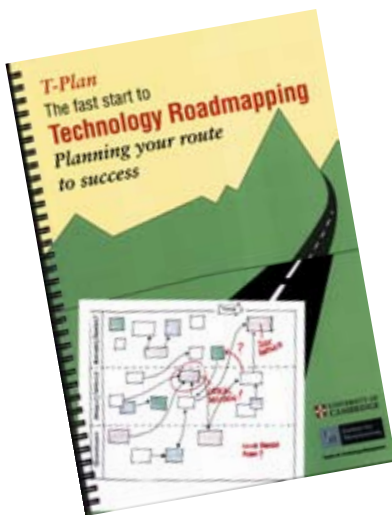


Plan your route to business success with Technology roadmapping

T-Plan the 'fast-start' approach

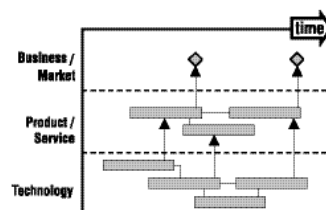


The *T-Plan* workbook offers step-by-step guidance on applying technology and product roadmapping in your organisation using the minimum of resources. The 124-page guide covers all aspects of the process including:

- planning and process management
- facilitating workshops
- customising the process
- keeping the roadmap alive

Illustrated with detailed case studies it comes with a CD of supporting material.

Training courses and in-company facilitation are available. Use the fax back overleaf to find out more.



Benefits of using *T-Plan*

- Ensure key technologies are ready on time
- Identify important gaps in market, product and technology intelligence
- Support technology strategy and planning initiatives
- Build communication between technical and commercial functions

More details and
order form overleaf



What is roadmapping?

Roadmapping is a key technology management tool that enables companies to link their technological capability to product and business plans so that strategy and technology development go hand-in-hand.

What kind of company can benefit?

The T-Plan process has been developed and tested in a wide range of businesses and is applicable to almost any company. It is especially suited to companies who have not used technology roadmapping techniques before and those with limited resources.



What managers say about T-Plan

"Valuable tool for working with company-wide inputs and corporate strategic planning"

Technology Director, industrial coding company

"An extremely interesting and useful process. I would certainly use it again" Technical Director, national infrastructure company

"We achieved a greater understanding of the questions and process we should go through before deciding to develop a product" Managing Director, software company

"The process allowed all disciplines and functions within the business to understand each other's input and information requirements" General Sales Manager, surface coatings company

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