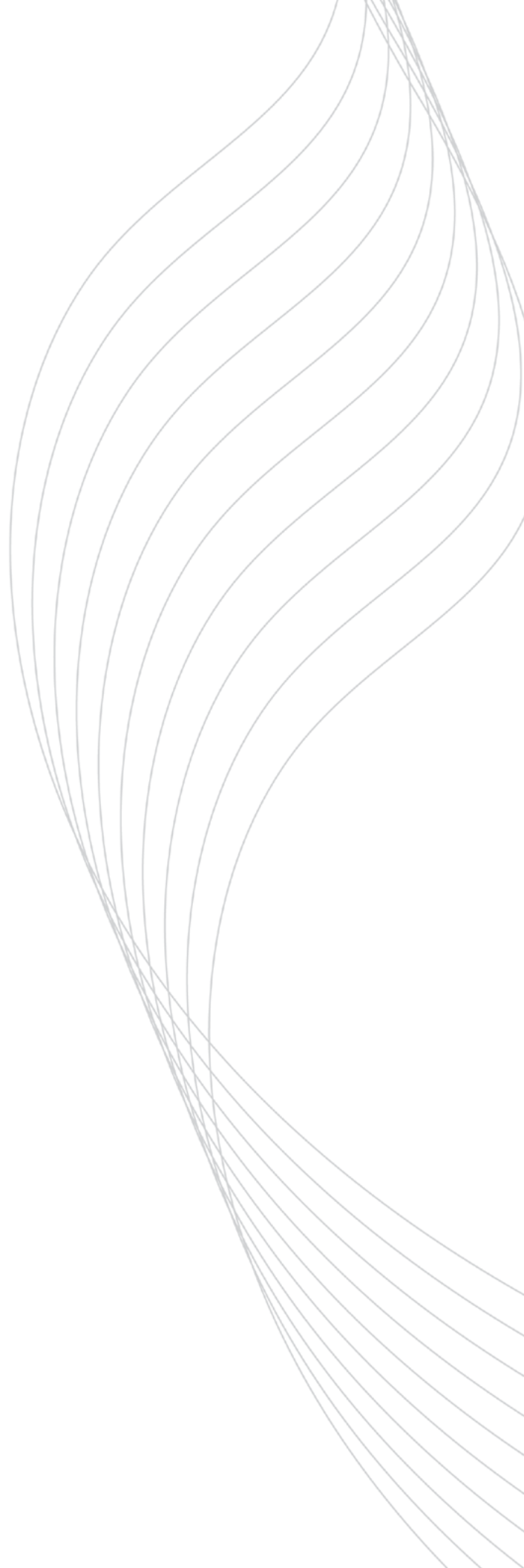




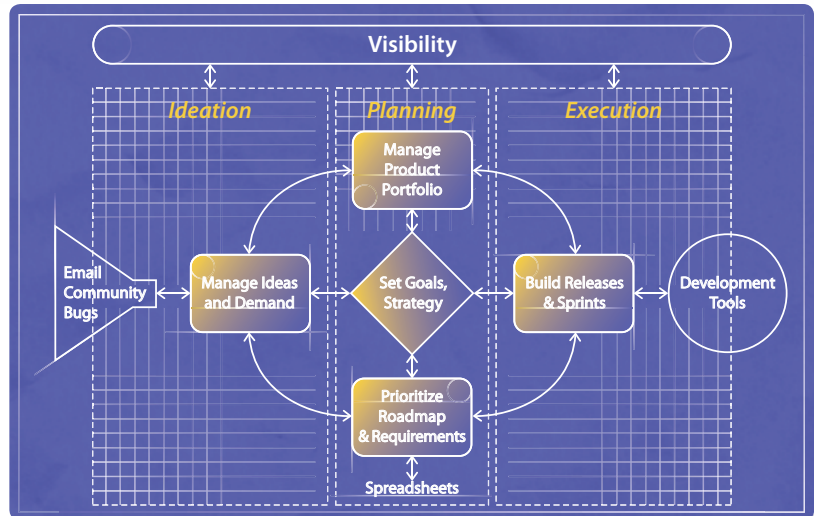
Accept360 Product Innovation Management Suite



It's a lot easier to get everyone on the same page when there actually *IS* a page to get onto

The product innovation cycle has many, many moving parts, and requires continuous decision-making by managers throughout the process. Lacking solid information about the situation at hand, your people naturally resort to using guesses, hunches, and rules of thumb. But *guessing* is a poor substitute for *knowing*. And when you consider that any wrong decision can compromise your ultimate success, providing your managers with visibility into the facts on the ground whenever needed is probably one of the most important means you have of increasing your R&D performance.

And that's the foundation of the Accept solution: a single system of record that is constantly available, continually delivering accurate, up-to-date information. From capturing customer ideas through strategy and planning and on to building great products, Accept unifies all 360 degrees of relevant information into a common playbook that drives your entire team.



Accept360: taking the risk out of new product development

Accept partnered with leading companies in the most demanding and competitive industries to develop Accept360. Accept360 is imbued with the proven product innovation processes and best practices required to manage complex product portfolios and deliver at market speed. It is uniquely effective because it brings together four functionally deep yet highly-integrated modules that deliver enterprise agility across ideation, planning, and execution.


Accept360 modules include:

- Accept360 Ideation
- Accept360 Requirements
- Accept360 Product Strategy & Portfolio
- Accept360 Execution
- Accept360 Dashboard & Analytics

Accept360 is delivered as a subscription-based SaaS application suite, hosted in secure, redundant Tier-III data center facilities – the highest commercially available data center rating – and supported by expert professional services, training, and support. We take IT infrastructure headaches out of the equation for you, freeing you to focus on what you're really about: developing products that delight your customers.

5 benefits only Accept360 delivers

- **Complete, End-to-End Solution** for Product or Innovation Lifecycle from a single repository
- **Real Time Alignment** between company objectives and product strategy while using product roadmaps
- **Visibility and Predictability** for ongoing management and monitoring
- **Integrated Collaboration and Communication** with internal AND external stakeholders across the entire product lifecycle
- **Information** for faster decision making with certainty and reduced risk



Inspiration and hard work just aren't enough anymore.

Developing new products is the lifeblood of every company. Up to 50% of revenue comes from products created in the last five years.¹ And for technology companies the time horizon collapses to as little as two years.

But for most, R&D is still a black box art that results in 76 percent of R&D spending going down the drain on products that fail – many times written off before ever being introduced to market.² Shorter product cycles, demanding customers, and an onslaught of competitors make an already tough market unforgiving. So despite running your hardest, odds are that you will be falling behind.

What's the problem?

Well, for one thing, it's not lack of effort: You've got bright, talented people across your company investing their hearts and souls in sourcing better ideas, pushing to hit delivery schedules, and doing their best to succeed. We believe the problem isn't people, but rather the increasing lack of connection between people. This disconnect creates an inherent barrier to market visibility, decision clarity, and fluid collaboration.

Compartmentalization keeps each group churning in its own silo, seeing customer needs and plans from their standpoint only. They unwittingly veer off course, or can be stopped dead due to a lack of essential information – even though what they need is probably buried in someone else's documents, spreadsheets, or, most often, gray matter. It's played out in misunderstandings, logjams, and heated disagreements about the very fundamentals of the new product design, even as launch nears. Add geographic dispersion, and the challenge is magnified. This lack of visibility and coordination is the root of unexpected surprises, missed market windows, lost opportunities, and – worst of all – a mounting risk that the products you're building today will be out-of-sync with your customer tomorrow.

Fixing the problem takes more than simply inspiring the team, working harder, or calling more status meetings. It's about adopting a process and systems that get everyone working from the same playbook, giving everyone what they need to advance the product, whenever they need it. It's about getting all 360 degrees of the lifecycle tied together in a unified whole. This is the problem Accept solves.

¹ Source: Stage-Gate Inc.

² Source: Harvard Business review

The Accept360 advantage: Collaboration, management visibility, organizational agility

Accept360 helps your team work in unison, breaching common departmental silos to achieve a common vision of vital issues such as: What are the top capabilities my customers want – that are also in step with my company's strategy? What's the revenue impact of the next release, relative to our R&D investment? To avoid delivery delays, what are the specific features at risk that I need to address now?

Importantly, all Accept modules feature role-based dashboards that deliver visibility, business intelligence, and control throughout the entire process. With Accept360, everyone from executives to product marketers and product managers to developers and engineers works in a way that is tailored to their needs.

Accept360 Customer Snapshot

Profile

- \$70B mobile device manufacturer
- Fortune 100 company
- Over 120,000 employees

Company mission

A world leader in mobility, this company is driving the transformation and convergence of Internet and communications

Why Accept360?

To accelerate new product development process, without dropping critical dependencies and features

Executives



Certainty – Reduced risk of product delays, revenue impact, and brand damage

Alignment – Closer union with customers increases win rate, grows market share, and reduces churn

Productivity – Team efficiency and collaboration; resource allocation to highest ROI activity

Product Owners



Market Touch – Continuous market and customer pulse and insight, plus competitive information

Prioritization – Quantitative, fact-based input from the market that gives clear direction

Control – Single system of record, with the visibility to keep everyone in sync

Engineers



Visibility – Rich use cases deliver both the rationale and specifics of new features

Currency – Up-to-the-minute status empowers daily Scrum (for Agile processes) and eliminates surprises

Collaboration – Brings together teams working in offices around the world

Accept360 Product Innovation Suite

Accept360 Ideation

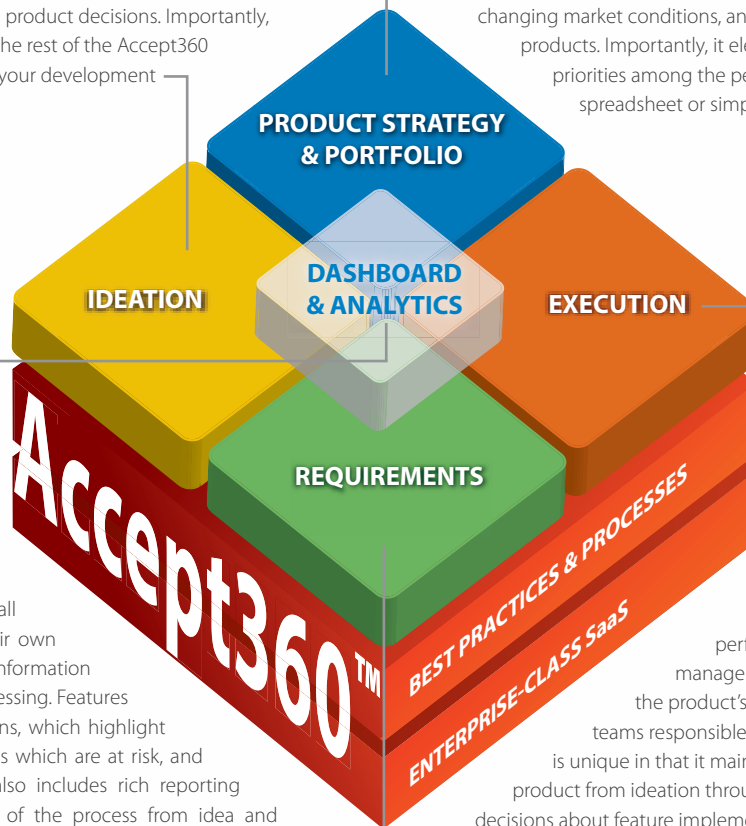
Every great product starts with a rich understanding of your customers – and what they want.

Accept360 Ideation is a robust crowdsourcing application that gives your customers a meaningful voice in your development process. It goes far beyond simply capturing new ideas submitted by customers. It gives you the tools you need to turn your customer base into a steering committee that validates your new products' features, offers competitive feedback, and provides tight justification for all product decisions. Importantly, Accept360 Ideation integrates with the rest of the Accept360 solution, informing decisions across your development process.

Accept360 Product Strategy & Portfolio

Craft your stream of new ideas into a tight strategic plan that optimizes your investment choices.

The Accept360 Product Strategy & Portfolio module enables you to align your customer input with your company's priorities and strategy as never before. This powerful system helps you to compare options, assess their impacts, and prioritize investment decisions analytically. It goes beyond planning, allowing you to monitor progress against plan, adapt to rapidly-changing market conditions, and manage dependencies between products. Importantly, it elevates the visibility of your plans and priorities among the people working to execute them like no spreadsheet or simple portfolio software ever could.



Accept360 Dashboards & Analytics

Central to all four of the Accept360 modules are a powerful set of dashboards and built-in analytics. These provide all users with the ability to create their own customized portal into the precise information they need to keep the project progressing. Features include status alerts and notifications, which highlight information that has changed, items which are at risk, and critical dependencies. Accept360 also includes rich reporting capabilities to monitor all aspects of the process from idea and strategy generation through resource utilization and defects.

Accept360 Execution

Get products to market faster by giving Agile software development teams the information they need. Every day.

Accept360 Execution provides a perfect bridge between the product management teams responsible for defining the product's scope and the software development teams responsible for building the product. Accept is unique in that it maintains the complete picture of the product from ideation through delivery, which helps inform decisions about feature implementations and priorities to preserve the greatest value to the customer in each release. Compatible with most common Agile approaches (e.g., Scrum, Extreme Programming, Rational Unified Process, and more), Accept360 Execution supports concepts like user stories and epics, iterations, timeboxes, and sprints, as well as performance measurements such as burndown and velocity.

Accept360 Requirements

Upgrade your operation to a system of record that keeps everyone on the same page.

Accept360 Requirements is the engine that turns customer input and requests into clearly-defined product requirements that power your product development. Like the rest of the Accept360 suite, it takes your requirements plans out of the drawer and makes them available across your cross-functional teams, providing all contributors with their own portal. Now everyone works from a common picture, with clarity into use cases, decision rationale, and timelines – keeping everyone in sync and preventing surprises that threaten your timetable. Accept360 Requirements lets you create a repeatable process (with built-in support for Stage-Gate, PACE, and Agile) and helps mitigate the risk of strong personalities derailing progress.



Take the next step. See how Accept can help you.

Top innovators in some of the world's most demanding industries use Accept360. The value it provides reaches across their new product development processes, enabling them to:

- Know customer priorities and integrate this valuable insight into the bigger picture, from portfolio and product strategy all the way through to feature definition and timetables
- Better align product strategy with company strategy, evaluating the fit between new opportunities, market conditions, and company priorities, to make better decisions and react faster to market changes
- Create competitive advantage through product plans reflecting priorities, dependencies, and roadmaps that deliver visibility to all players throughout the process

Any company that wants to achieve greater leverage from its R&D expense, make more informed product and marketplace decisions, and accelerate its flow of new products to the market should consider Accept360.

For more information, or to see how Accept can help you, visit www.accept360.com.



Accept Corporation

3979 Freedom Circle, Suite 600

Santa Clara, California 95054 USA

Phone: +1 866.423.8376 • Fax: +1 408.217.5101

UK: +44 208 696 1396 • Germany: +49 8137.9982180

www.accept360.com • info@accept360.com

About Accept Corporation Accept Corporation delivers The Product Innovation Management solution that technology-driven companies use to decide which products to bring to market for the fastest time-to-profit. The Accept360 Suite is the only complete end-to-end software solution that tightly links company and product strategy through ideation, portfolio planning, roadmaps, requirements and execution. For more information, visit www.accept360.com or call us at +1.866.423.8376

©2010 Accept Corporation. Accept360 and the Accept logo are trademarks of Accept Corporation. All other trademarks, registered trademarks, and service marks are the property of their respective owners.