

**Any Agile tool can help you manage a sprint.  
Only Accept manages the value that your sprints deliver.**

Agile development is revolutionizing the efficiency of software development. Yet in some cases there can be a latent concern that in the race for speed, the Agile process will be disconnected from corporate strategy, customer needs, and competitive market issues. And without this grounding, Agile can still end up in “ready, fire, aim” mode – potentially delivering the wrong features, only faster. But now, the Accept360 Execution module, one module in the integrated, end-to-end Accept360 Product Innovation Management Suite, gives you the means to perfectly align your Agile methods to optimize business value. With the Accept360 Execution module you can:

- Scale Agile to drive collaboration and speed across complex distributed teams
- Gain greater clarity around the “what, how, why and when” of every feature you build
- Mold the solution to the Agile methodology or hybrid approach that works best for you

**Agile Value Management: Think outside the timebox**

A prioritized backlog is the cornerstone of Agile development – and the results delivered by each sprint are a function of the quality of the backlog and user stories, and the accuracy of the prioritization. So to the degree that you can align your requirements with your business objectives, market, and customer insights, you can forge your backlog into a strategic spearhead that stands to deliver far greater business value.

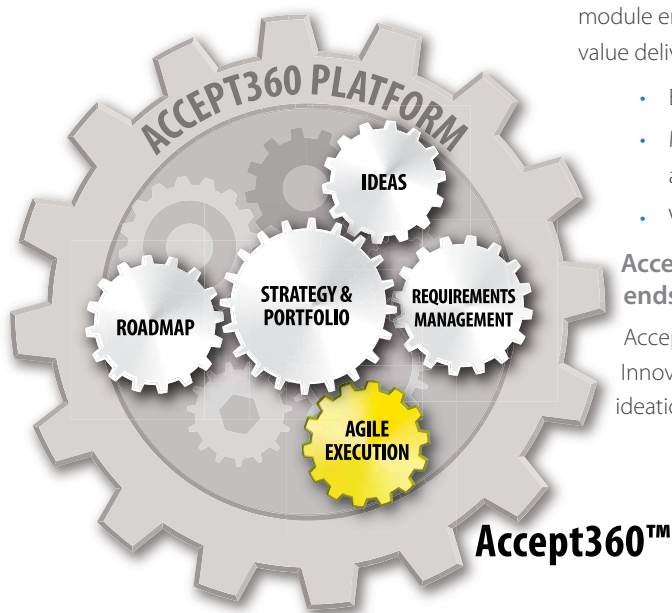
Industry analysts such as Forrester highlight this concept as Agile Value Management (AVM), in which Agile not only supports the sprint cycle but is fully integrated with voice-of-customer and requirement and release planning. The Accept360 Execution module employs AVM, giving your teams an enterprise-scale solution that increases value delivered in every sprint through:

- Backlog prioritization using real-time customer input
- Management and measurement of value delivery throughout sprints and as tradeoff decisions arise
- Visibility across Scrum teams (including product management in the mix)

**Accept360: a complete solution that begins with great ideas and ends with winning products**

Accept360 Execution is one module in the integrated Accept360 Product Innovation Management Suite, the only solution that delivers agility across ideation, planning, and execution with its five modules:

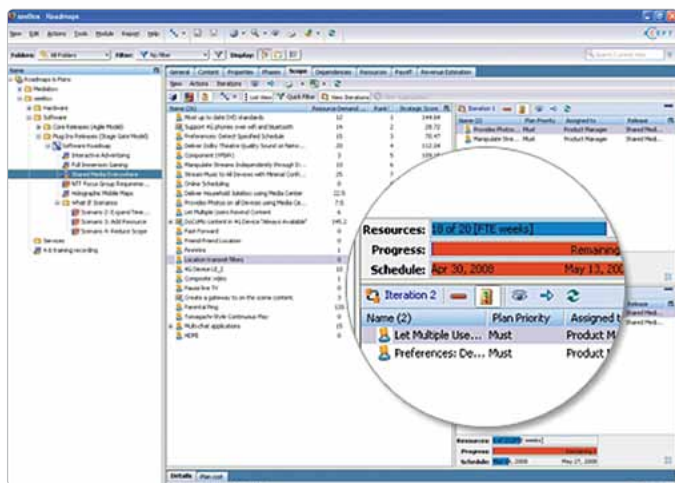
- Accept360 Ideation
- Accept360 Requirements Management
- Accept360 Strategy & Portfolio
- Accept360 Execution
- Accept360 Dashboards & Analytics



**Product management and product development organizations each work from a single system of record to manage their unique processes.**

**Scale Agile to drive collaboration across distributed teams and cross-product dependencies**

Agile methodology was originally created for use by small teams, working together in a single location. By its very nature, Agile development can break down when used across multiple distributed teams, or on projects with long development cycles. Yet even in these more challenging situations, the Accept360 Execution module delivers visibility, traceability, quality, and accountability – the central concepts of Agile practice – and helps keep Agile projects on track.



**Coordinate communication**

Product management and product development organizations each work from a single system of record to manage their unique processes. This streamlines communication and eliminates redundant requests while providing decision support across teams. The Accept360 Execution module offers role-based dashboards for real-time visibility and control, illuminating issues early in the process to drive down risk and improve product/market alignment.

**Coordinate complexity**

The Accept360 Execution module gives development managers the ability to normalize processes across discrete development teams. They can break one large group into multiple small ones, easily track and manage each team’s progress, and ensure strategic alignment within and between teams.

**Coordinate change**

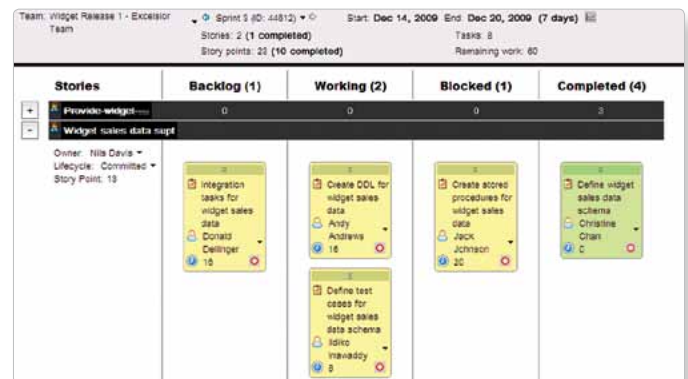
Managers using the Accept360 Execution module can easily trace requirements upstream into business justification, and downstream into design and development artifacts, with appropriate documentation throughout. This gives them the ability to respond quickly to change, stay focused on value, and keep everyone excited about the project.

**Absolute clarity around the “what, how, why and when” of every feature you build**

No doubt you’ve gotten a taste of “requirements chaos” – the intense difficulty of keeping everyone involved in a project on the same page and up-to-date. It’s the by-product of relying on individual documents and spreadsheets as the primary method for organizing the knowledge, decisions, priorities, commitments, and thousands of other details that your product encompasses. Once a document is emailed to the team, its obsolescence begins – as does the problem of version control.

**An end to requirements chaos**

The Accept360 Execution module eliminates requirements chaos by providing a central repository that documents and communicates every detail, with custom views tailored for each stakeholder in the process – developers, the Scrum product owner, and project managers. But in addition to being the system of record, Accept gives you the tools to manage each individual requirement within the context of your own unique market drivers, supporting quantitative evaluation and modeling tradeoffs at every stage of the process. This shifts the momentum by 180 degrees in your favor.



**Bringing intelligence to your requirements**

With the Accept360 Product Innovation Management Suite, product managers are able to link and weight key drivers such as customer needs, competitive threats, and company strategy. Its unique Market Model approach also enables you to store and organize any requirements intelligence and artifacts – including design documents, test cases, engineering drawings, images, status, and more – so that all relevant information is at your fingertips. Agile developers, for example, see the entire sprint via a whiteboard with a sticky notes metaphor in which clicking on any task makes available all background information. As this requirements intelligence builds, features become a complete narrative with every detail intact. The full value of your requirements are realized, preserved, and shared – informing every step of your development process, reducing risk, and improving customer satisfaction.

## *Create requirement backlogs and stack rank them using analytics.*

### **Understand not just what, but why**

The Accept360 Execution module allows you to generate product ideas and priorities from across your ecosystem – including crowdsourcing from customers and other stakeholders. Importantly, it gives you traceability back to the source, so that any user story can be understood in its full richness and intent, not abstracted beyond usefulness with countless retellings.

### **As certainty increases, so does your velocity**

Grappling with uncertainties is one of the greatest impediments to speed: the moment someone becomes confused, progress stops. As the one system of record for your backlog, the Accept360 Execution module provides clarity and process visibility, keeping your sprint running at full speed. And as the timebox burns down, Agile teams can make informed tradeoff decisions that deliver the best strategic outcome.

### **The Accept360 Execution module molds to the methodology or hybrid approach that works best for you**

Some Agile management tools limit you to using a particular development methodology, or are too rigid to let you adapt the system to your own situation. Not so with the Accept360 Execution module.

### **Agile, your way**

The Accept360 Execution module supports the full range of Agile methodologies, including Scrum, Feature-Driven Development, Agile Unified Process, Extreme Programming, and more. Accept also supports planning methodologies like Stage-Gate™ and PRTM, and even lets you create a hybrid system that draws the best features from multiple methodologies.

### **Keep the trains running on time**

The purpose of Agile, after all, is agility. The challenge is, if implemented incorrectly or used with the wrong tool, it can actually slow you down – causing developers to burn precious time they simply can't waste. Accept360 Execution was developed around how Agile teams work.

- Create requirement backlogs and stack rank them using analytics
- Capture high-level “epic” stories, which drive user stories and work items
- Link epics, features, and user stories and then trace details back to the customer source for unmatched visibility
- Create iterations, assign work items to iterations, and track their status across multiple teams
- Assign tasks to sprints / iterations and monitor status
- Record status updates more easily using task boards and inline feature editing
- Manage the project using velocity and burndown reports

### **Finally, a meeting of the minds between product owners and developers**

The beauty of Accept360 Execution is that it gives product managers and product owners what they need to do their own jobs better – and natively translates the project into the language with the details and justification that developers need to do their best work. Scrum team leads can monitor development progress within and across iterations, while developers can view the source and market need of the features they're building, if they require keener insight. So your Agile projects actually result in greater agility. Of all things.

### **See how Accept can help you today**

Accept360 Execution assures that each sprint delivers its greatest potential to your customers. It brings Agile teams to a new level of productivity, making engineering's job easier. It improves delivery predictability for management. And it enhances the way product management and engineering collaborate. For more information, or to see how Accept Corporation can help you, visit [www.accept360.com](http://www.accept360.com).

# Accept360™ Product Innovation Management Suite

## 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 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](http://www.accept360.com) or call us at +1.866.423.8376

## Accept360 Suite

Accept partnered with leading companies in the most demanding and competitive industries to develop its product innovation management suite. 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, bringing together four functionally deep yet highly-integrated modules that deliver enterprise agility across ideation, planning, and execution: Accept360 Ideation, Accept360 Strategy & Portfolio, Accept360 Requirements Management, and Accept360 Execution.

## Accept360 Ideation

Accept360 Ideation is an on-demand software solution that helps you harness the collective wisdom of your community, tapping a vast new source of market insight that will completely change the way you innovate.

Engage customers, partners, suppliers and employees in an “always on” conversation about your products and services. Capture thousands of new ideas. Validate existing ones. Pinpoint trends. Anticipate demand. As community members contribute, enrich, and refine ideas, you gain precise real-time insight – with the certainty to innovate at market speed.

## Accept360 Strategy & Portfolio

Accept360 Strategy & Portfolio allows you to define a strategic, balanced product roadmap, to help you align product strategy with company strategy. Integration with Accept360 Ideation enables you to easily evaluate new products across key portfolio objectives such as investment, ROI, competitive advantage, resources, and others, then drill down to get specific details on the factors that drive your portfolio decisions.

## Accept360 Requirements Management

Accept360 Requirements creates a living repository of information that ties together market, customer, competitive, and requirements data in a proven market model framework. In addition to what you see in the Fast Track Program, Requirements lets you create any number of Functional Areas – to manage multiple product lines, divisions or brands independently – plus, comprehensive reporting.

## Accept360 Execution

Agile software development methods like Scrum and Extreme Programming are quickly becoming the norm. Given the methodologies' focus on urgency and fast delivery, this is an area that clearly calls out for real-time integration with the big picture.

Accept360 Execution accomplishes this by

- Discovering, evaluating, and prioritizing the features that will yield the best satisfaction to the customer
- Maximizing the creation of value throughout the agile development process, and
- Providing clear measurements of the business value delivered after each sprint.



## Accept Corporation

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