



# SmartOrg and Portfolio DecisionWare Form Strategic Partnership

## Combining Strategic and Operational Tools to Maximize Product Profitability

**MENLO PARK, CA and New York City**, July 1, 2004 — SmartOrg, provider of Value-Based Management Systems, and Portfolio DecisionWare (PDW), provider of Portfolio Resource Management systems, today announced a new strategic partnership. Jointly, the companies deliver processes and software tools to enable management to

- make the best decisions about which products to invest in for the highest return and
- manage organization resources to ensure products flow through the development pipeline on time and on budget.

SmartOrg Value-Based Management systems help companies drive profitability and growth by making better investments in R&D, New Product Development and other business opportunities. SmartOrg's Portfolio Navigator™ web-based system guides teams through project analysis and evaluation, tracks the impact of new information on project value, and creates portfolio views that inform decision makers of their investment opportunities. Its real-time, in-depth project evaluation system automatically creates spreadsheet business-case models and conducts risk analysis. Visit [www.smartorg.com](http://www.smartorg.com) for additional information.

Portfolio DecisionWare's Portfolio Resource Management solutions drive profitability and growth by continuously improving the delivery of organization resources to the project portfolio. This simple, low overhead system captures resource supply and demand and then highlights which projects on the prioritized portfolio will not get the resources they need to meet their objectives. It enables management to approve and maintain an achievable portfolio that is appropriately balanced among project types. Visit [www.pdware.com](http://www.pdware.com) for more information.

For Additional Information

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