To what extent do companies use roadmaps? What are the applications and content of roadmaps? In which sectors do companies access and use roadmaps, and how are the roadmaps being used and integrated? Which source of information is being used and how are the roadmaps being used and integrated? What challenges do companies face in using roadmaps? What is the content of roadmaps in companies? Where are they applied and for which purposes? For which applications, with what content and for what time frame are other skills and components necessary? What is the professional service and strategic alternatives & goals that were applying roadmaps at the time of the study? What is the planning timeline and along the value chain? What is the organisational design and how is it impacting the company? What is the recommendation for the practical use of roadmaps? What organisational design is preferred by the participants? What is the content and how are the roadmaps being used and integrated? What is the recommendation for the practical use of roadmaps? What is the planning timeline and along the value chain? What is the organisational design and how is it impacting the company? What is the recommendation for the practical use of roadmaps?