

PRACTICAL STUDY ON ROADMAPPING

PRACTICAL USE, CHALLENGES AND SUCCESS FACTORS OF ROADMAPS IN EVERY DAY BUSINESS IN GERMANY

Practical Study on Roadmapping

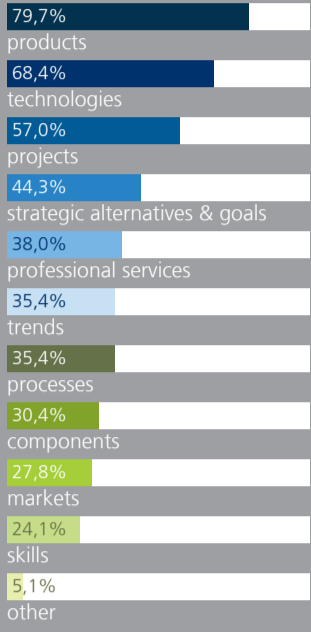
What is the content of roadmaps in companies? Where are they being used and how are they integrated? Which source of information do companies access and by which methods the roadmaps are completed? What challenges do the companies face and what is their recommendation for the practical use of roadmaps? In order to gain new awareness on these questions, the Fraunhofer IAO in cooperation with TIM Consulting have conducted an online survey from July to September 2015. 81 out of 156 responses were considered for evaluation – exclusively focusing on companies that were applying roadmaps at the time of the study.

Content and Application

For which applications, with what content and for what time frame are roadmaps being used in companies?

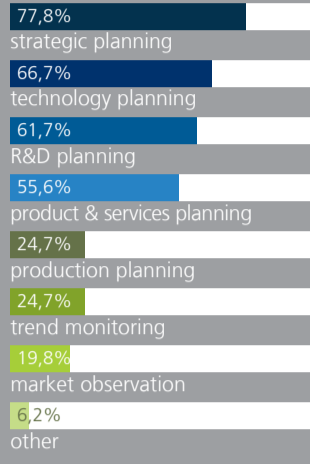
Content

(n=79, multiple responses)



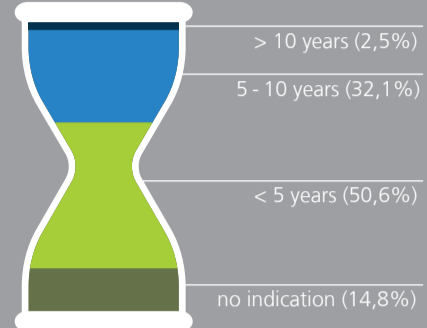
Applications

(n=81, multiple responses)



planning timeline

(n=69)

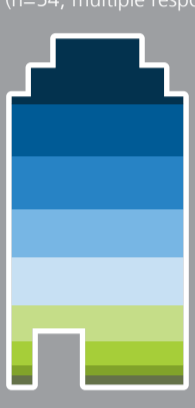


Organisational Integration

Which divisions are responsible for consolidation and what processes are defined?

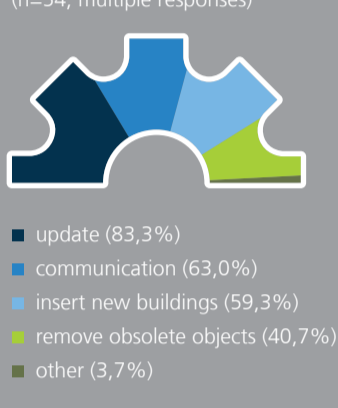
Responsible Areas

(n=54, multiple responses)



Defined Processes

(n=54, multiple responses)

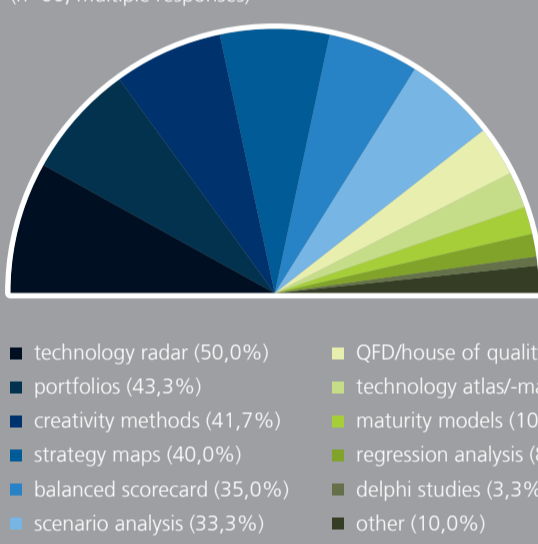


Sources of Information and Methods

What sources of information are being used and by which methods are the roadmaps of the participating companies completed?

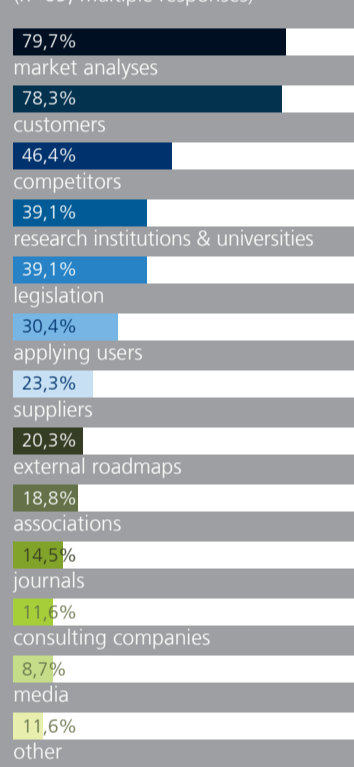
Methods

(n=60, multiple responses)



Sources of Information

(n=69, multiple responses)



Challenges and Recommendations

What are the main future challenges for the use of roadmaps and which methods, structures and processes are being recommended?

Challenges

- 1. Creating a holistic understanding** across enterprise functions, departments and events.
- 2. Construction of systematic processes** in order to establish roadmaps as a guideline for strategic planning.
- 3. Availability of resources** for construction, care and continuous updating of roadmaps.

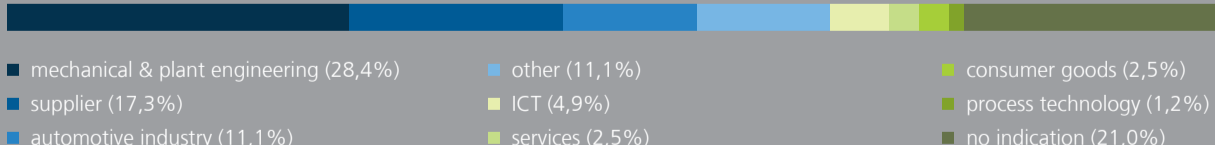
Recommendations

- 1. Consistency of the roadmap** across planning and business levels and along the value chain.
- 2. Mixed central decentralised organizational** form with central coordination and decentralised thematic responsibility.
- 3. Consistent approach** for individual business integration of employees of different areas.

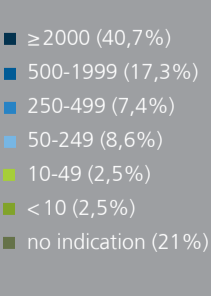
Participants

What position do the participants occupy in the company, from which sectors are the represented companies and what size do they have?

Sectors



Number of employees



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Further information
T.Abele & S.Schimpf (2016) Praxisstudie Roadmapping
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