

Managed Services Product Development Prioritisation Matrix

Each question is scored from 1 to 5 depending on your assessment. Higher the overall score – higher the priority.

- Business strategic alignment
 1. Alignment with your business strategy (how well is this aligned with strategy)
 2. Market addressability (how well does this address key markets)
 3. Solution alignment (real customer business needs vs. technical drivers)
 4. Existing offer / segment fit (how well does this support existing offerings & segments)
- Return on investment (ROI)
 1. Direct revenue (how much)
 2. Indirect revenue (how much flow-on)
 3. Market attractiveness (how attractive, how big...)
 4. Size of investment needed
- Ability to execute
 1. Unique capability required
 2. Lead time to market
 3. Market proven concept
 4. Known development & launch costs

Managed Services Product Initiatives	Strategic Alignment					Wgt Fctr	Return on Investment					Wgt Fctr	Ability to Execute					Wgt Fctr	Total of 60	Weighted Score	Concept Rank
	Q1	Q2	Q3	Q4	Total		1	Q1	Q2	Q3	Q4		Total	1	Q1	Q2	Q3				
Project 1	2	1	2	1	6	6	1	1	3	2	7	7	1	2	2	2	7	7	20	20	7
Project 2	4	2	3	2	11	11	2	3	3	4	7	7	3	4	1	5	13	13	31	31	4
Project 3	1	3	3	4	11	11	5	4	2	3	7	7	2	4	5	1	12	12	30	30	5
Project 4	3	5	4	3	15	15	1	4	4	3	7	7	4	3	5	1	13	13	35	35	3
Project 5	5	3	4	5	17	17	1	5	1	5	7	7	1	4	5	5	15	15	39	39	1
Project 6	2	3	4	5	14	14	5	1	3	2	11	11	5	1	4	1	11	11	36	36	2
Project 7	2	3	2	5	12	12	1	2	1	4	7	7	4	1	1	1	7	7	26	26	6