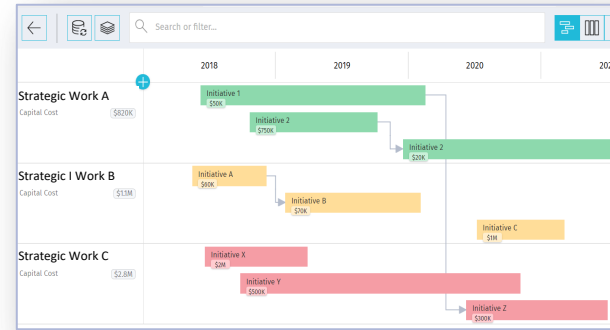
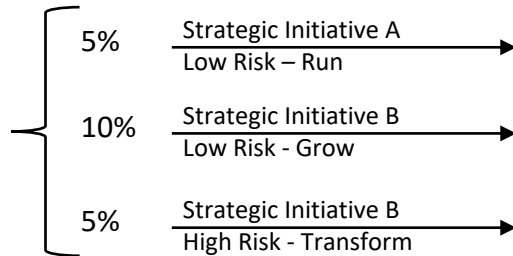


Investment Tiers for Roadmaps

Tier 1: Strategic Work

Determine Percentage of Portfolio to invest in as Strategic Initiatives
Example: 20%

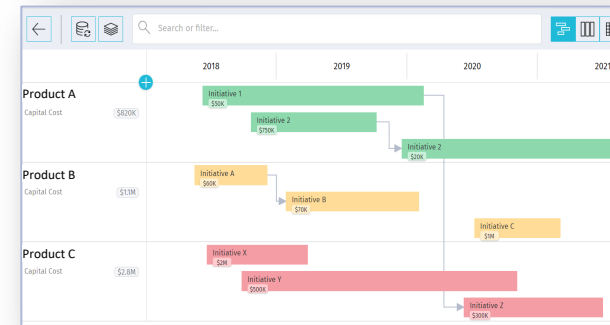
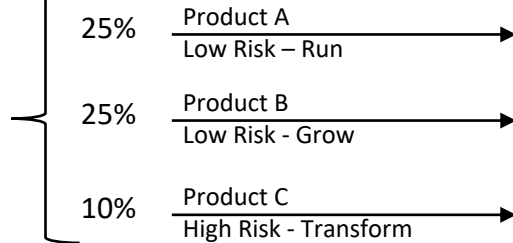


Advantages:

- Funds Cross Product Initiatives.
- Funds work that is forming Products
- Lightweight Interactive

Tier 2: Products

Determine Percentage of Portfolio to invest in as Products
Example: 60%

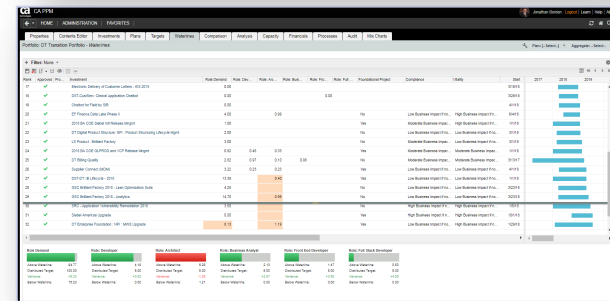
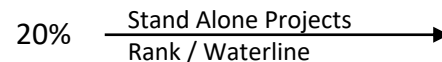


Advantages:

- Customer Focused
- Multi Year Strategy
- Agile/Scrum Methods
- View to Total Cost of Ownership
- Lightweight Interactive

Tier 3: Projects

Determine Percentage of Portfolio to invest in as Projects
Example: 20%



Advantages:

- Accommodate one time needs
- Capitalize on Ad Hoc Initiatives