

Lean Portfolio Management

10/01/2024 The key to providing customers with successful digital solutions.

Customers now expect to see digital products that are tailored to their needs, combine numerous services, and are regularly updated and enhanced. Digital products that do not meet these standards are often considered outdated. What may be reasonable from a customer perspective poses major challenges to companies, requiring them to delay market launches, for example, or miss out on lucrative short-cycle trends. In most cases, mastering these challenges requires companies to undergo an agile transformation with attention not only to agile teams but also to structural functions such as portfolio management.

Find out how to prevent pitfalls and offer successful solutions in our article: Customer-focused and fast time to market — Lean Portfolio Management

MEDIA ENQUIRIES



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

Link Collection

Link to this article
https://newsroom.porsche.com/en/2024/company/porsche-lean-portfolio-management-35223.html

Media Package
https://pmdb.porsche.de/newsroomzips/4c411b65-bb97-4a75-96db-4e81c87e0c27.zip

External Links
https://www.porsche-consulting.com/international/en/homepage