



## PRODUCT DEVELOPMENT

### Challenge

Product development in global businesses often requires projects to run across locations, cultures and capabilities. With multifaceted team structures and fast-paced environments, typical questions may arise as to *who is in charge and what does the long-term plan look like*. Keeping detailed planning and version control of documents can be difficult, as well as informing the team on goals, responsibilities and decisions. This global company specialising in hearing aid solutions faced similar challenges.

### Ambition and requirements

Before embarking on another long-term technical project, the product development team was looking to streamline the process and improve team performance. They wanted a leadership oriented system that could provide an overview of progress and priorities in real-time break down chunks of work for more detailed planning and assign responsibilities accordingly, and provide better control over deliverables. The spreadsheets and presentation slides used needed to be replaced with an interactive tool for projects and strategic initiatives.

---

*The spreadsheets and presentation slides used needed to be replaced with an interactive tool for projects and strategic initiatives.*

# Solution and impact

The team introduced ActionPlanner for better product development management, to facilitate implementation of more realistic plans with multiple stakeholders and team members across borders.

Two business cases are presented below:

## CASE: EFFICIENT TEAM MEETINGS

Value: **One version of the truth – no misunderstandings**

With ActionPlanner, projects and deliverables can be gathered from various document structures and collated in one place, which can be accessed online at all times. Team members can log in to view the plan in real-time, addressing any uncertainties about responsibilities and priorities, and providing more control over deliverables. The tool also provides a clear structure for team meetings, ensuring no items are overlooked.



*“The real advantage is that different stakeholders involved in the project have the possibility to see an updated picture of where we are. There is only one plan, the one in ActionPlanner. Everyone can see it at all times and get an understanding of goals as well as how we are progressing.”*

– Matthias Müllenborn,  
former director of product  
development at Oticon Medical

## CASE: REALISTIC PLANS

Value: **Higher commitment and accountability**

Visual roadmaps and traffic light reporting enable teams to discuss progress more efficiently and each project member has clear information about deliverables and expectations. For instance, if an item is marked in red, a team member has asked for attention and data explains that particular challenge, supporting a dialogue about potential solutions. Each team member is responsible for their own planning, leading to a higher level of detail and more realistic plans.



*“ActionPlanner is an interactive tool, where people take responsibility to drive progress and update. It’s about communication, alignment of expectations, knowing the problems straight away, and getting prepared or assisting in those situations.”*

– Matthias Müllenborn,  
now director of R&D Academic  
Partnerships at Novo Nordisk

---

*Team members can log in to view the plan in real-time, addressing any uncertainties about responsibilities and priorities, and providing more control over deliverables.*