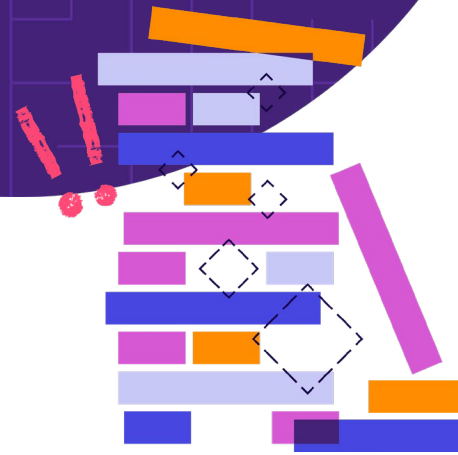




## THE INEFFICIENCY REPORT

# You spin your wheels on what to build next



Gone are the days of growth at any cost. Now, **efficient growth** is the name of the game.

We asked 100+ product and business technology leaders where they were experiencing waste throughout their businesses, and how they turned to their products for solutions. Our findings revealed 10 common areas of inefficiency—including a lack of data to focus and prioritize development efforts.

With the help of this document, you'll learn how this challenge manifests in operational gaps throughout the business, and find out how to overcome it with a product experience and digital adoption solution like Pendo.

To learn more about the other inefficiency areas we uncovered, [read the full report →](#)

One of the greatest sources of waste for businesses producing software is the inefficient use of development resources. Without data to understand exactly what customers and users want and need, product managers and engineers end up wasting money, time, and effort building what they *think* stakeholders want, rather than what they *know* they need. This lack of insight also makes it impossible for these teams to prioritize their roadmaps and release plans—leading them to focus on requests from the loudest stakeholders in the room, and not necessarily working on the most impactful initiatives for the business.

The same is true for internal IT teams. Without insight into employee usage and sentiment, IT leaders have a hard time identifying what's working (and what's not), making it tricky to prioritize future IT projects and spend. Are certain apps in the portfolio going underused? Are they duplicative of others? Would IT resources best be spent on other resources? Too often, these and other questions go unanswered without clear insights into employee wants and needs.

By leveraging your product, you can eliminate wasteful practices, prioritize engineering time, and make your development efforts more targeted and data-driven. Product data is also critical for understanding which products or features are underutilized or aren't adding value—so you can assess their true business value and make informed sunset or depreciation decisions. This prevents your engineers from wasting resources supporting unused areas of the product, and frees them up to focus on higher-value initiatives. On average, companies

that leverage their products for these ends—like [WebPT](#), [Glooko](#), and [Filevine](#)—spend **30% less time on roadmapping activities, feedback collection, and measuring ROI.**

## What does inefficient product development and roadmapping look like?

- ▶ No visibility into product usage or feedback to inform development priorities, and no methodology for prioritizing the product or IT roadmap
- ▶ Significant time and resources wasted supporting products or features with low utilization
- ▶ Pattern of deploying features with low rates of adoption
- ▶ No cohesive feedback strategy or single source of truth for product feedback data

## How to eliminate engineering waste and build products more efficiently



Continually collect and analyze **user feedback** through a tool like [Pendo Feedback](#) to track user sentiment, gather stakeholder requests, help plan the product or IT roadmap, and alleviate IT and development thrash.



Use a product experience or digital adoption solution like [Pendo Engage](#) or [Pendo Adopt](#) that allows you to correlate quantitative **product analytics** with qualitative **feedback**—to spot trends and add context to your roadmapping and prioritization initiatives.



Leverage a data-driven **roadmapping** tool like [Pendo Roadmap](#) to align internal teams around product or IT priorities and ruthlessly prioritize engineering time and focus.



Democratize access to product usage data with a no-code **product analytics** tool like [Pendo Analytics](#), without the need for additional developer support.