

SmartSuite

Project & Portfolio Management > Product Management Operations ·
Datasheet

Product Strategy & Roadmapping

Define product strategy, prioritize initiatives, and manage roadmaps with real-time visibility and alignment across teams.

SKU	BUS-PRD-STR
Solution area	Project & Portfolio Management
Works with	Product Backlog & Feature Management, Customer Feedback & Feature Requests, Release Management & Planning, Product Analytics & Insights, Project Management
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Datasheet	v1.0

What it is

Product Strategy & Roadmapping is the process of defining product vision, prioritizing initiatives, and planning execution over time. It provides a structured way to align product development with business goals and customer needs.

SmartSuite's Product Strategy & Roadmapping solution provides a structured, scalable system to define product vision, prioritize initiatives, and plan execution over time. It enables organizations to move from disconnected strategy documents and static roadmaps to a connected, real-time strategy platform.

With a centralized strategy system, product teams gain full visibility into what they are building, why it matters, and how it evolves over time.

Core capabilities

Product Strategy Definition & Alignment

Define vision, goals, and priorities.

Roadmap Visualization & Timeline Planning

Create dynamic roadmap views across time.

Initiative Prioritization & Ranking

Evaluate and prioritize product initiatives.

Dependency Mapping Across Initiatives

Manage relationships and sequencing.

Customer Feedback Integration

Incorporate user needs into strategy.

Real-Time Updates from Execution

Reflect progress automatically.

Scenario Planning & Adjustment

Adapt strategy as priorities change.

Executive Reporting & Visibility

Provide high-level roadmap views.

Integration with Backlog & Delivery

Connect strategy to execution workflows.

The Strategy & Roadmapping Lifecycle

Step 1 Define Product Vision & Goals Establish strategic direction.	Step 2 Prioritize Initiatives Evaluate and rank product work.	Step 3 Plan Roadmap & Timeline Visualize execution over time.	Step 4 Align with Execution Connect strategy to backlog and delivery.	Step 5 Measure & Adjust Strategy Refine based on outcomes and feedback.
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Who it is for

Product Leaders (CPO, VP Product) Define product vision, strategy, and long-term direction.	Product Manager (PM) Prioritize initiatives, manage roadmaps, and align execution.	Product Owners Translate strategy into actionable plans and backlog priorities.
Engineering Leadership Align development capacity with strategic priorities.	Customer Success & Sales Teams Provide input into roadmap priorities based on customer needs.	Executives & Leadership (CEO, COO) Monitor strategic alignment and product investment decisions.

Works with

Product Backlog & Feature Management Transforms strategy into actionable work.	Customer Feedback & Feature Requests Drives prioritization decisions.
Release Management & Planning Aligns delivery with roadmap.	Product Analytics & Insights Measures performance and outcomes.
Project Management Executes strategy through development.	

Built differently. Product Strategy & Roadmapping runs on the same relational platform as every other SmartSuite product, so its records link to the risks, controls, issues and evidence they affect, and every report reflects the current state rather than a copy.

See it working with your data

Ask your SmartSuite account team for a demo of Product Strategy & Roadmapping configured for your organization, or read the full product entry at smartsuite.com/products/product-strategy-roadmapping.

[Schedule a demo](#)