



Ford Motor Company Selects ProSight® Portfolios To Automate Portfolio Management

ProSight Inc., the experts in portfolio management software, has announced Ford Motor Company as the first automotive customer to deploy its portfolio management software, ProSight® Portfolios, at an enterprise level.

([PRWEB](#)) March 13, 2002 -- Ford Motor Company Selects ProSight® Portfolios To Automate Portfolio Management

Automotive Leader Utilizing ProSight®'s Portfolio Management Software to Automate Global IT Process

PORTLAND, Ore. — March 12, 2002 — ProSight Inc., the experts in portfolio management software, today announced Ford Motor Company as the first automotive customer to deploy its portfolio management software, ProSight® Portfolios, at an enterprise level.

Ford Motor Company began automating its existing portfolio management practices with ProSight®'s software six months ago, as part of an effort to establish an optimization- focused culture across the IT organization. Ford uses the software to ensure that resources are dedicated to the technology investments that most closely support its business objectives.

— Working with Ford has provided an opportunity for ProSight to prove the value of automated portfolio management within a global, process-oriented company, — said John Cimral, CEO of ProSight. — Large enterprises such as Ford have thousands of technology initiatives in place all over the world. ProSight Portfolios provides a consistent vocabulary and automated process for managing those initiatives — and determining their value to the business — across the enterprise. —

ProSight Portfolios supports the needs of large technology organizations in today's global, multifaceted companies by providing a comprehensive solution — from graphical investor maps for executive review to the underlying task management systems that support all levels of the enterprise. The software allows executives and managers, alike, to focus on the technology investments that bring the most strategic value to the organization, enhance communication and collaboration among executives and business unit leaders, adjust the allocation of resources to technology initiatives based on changing corporate strategy, and provide an early warning system to identify redundant or unnecessary projects.

The portfolio management theory has been used extensively by various industries such as automotive, telecommunications, financial services and the government to align technology investments to business objectives as well as manage initiatives throughout a lifecycle.

About ProSight

ProSight, the experts in portfolio management software, combines software with services and knowledge resources to equip companies with effective oversight of investments, resources and performance, enhancing business results and strategic collaboration — enterprisewide. ProSight partners include Changepoint Corp.; Evolve Inc.; EYT, formerly known as Ernst & Young Technologies; the pci group; PeopleSoft Inc.; PlanView; Robbins-Gioia, LLC; Sequencia Corp.; WBB; and Westech Information Systems. ProSight is headquartered in Portland, Ore.



For more information, please visit www.prosight.com. For more information on portfolio management, visit www.portfoliomgt.org



Contact Information

Rick Turoczy

ProSight, Inc.

<http://www.prosight.com>

503-889-4882

Online Web 2.0 Version

You can read the online version of this press release [here](#).