

# C1 SmartGTM

## Internal Innovation

### Lifecycle Engine

SmartGTM provides a unified workflow to capture ideas, evaluate business value, model products, align engineering, and track GTM readiness from intake to launch.

#### THE IMPACT

## Faster

Idea-to-Approval Cycles

## Less

Engineering Rework

## Stronger

Cross-Team Alignment

#### ■ Key Outcomes

- Faster idea-to-approval cycles
- Reduced engineering rework and wasted effort
- Stronger cross-team alignment across product and GTM
- Predictable, governed product launches
- Real-time portfolio visibility for leadership

#### ■ Ideal For

- C1 product management teams
- Engineering and AI/IRM/GRC teams
- Executive leadership
- GTM stakeholders
- Internal innovation and portfolio governance

#### Idea to Product

Structured intake and evaluation with product-capability-feature hierarchy modeling and business value scoring.



#### Engineering Alignment

Resource mapping and priority alignment across product, GTM, and engineering teams for coordinated delivery.



#### Launch Readiness

GTM tracking with SmartKits, one-pagers, demos, and lifecycle workflows from build to launch.

#### KEY USE CASES

- Structured idea intake and business value evaluation for new SmartProduct concepts
- Product-capability-feature hierarchy modeling with cross-team priority alignment
- GTM readiness tracking with SmartKits, demos, and launch lifecycle workflows
- Portfolio visibility dashboards giving leadership real-time insight into innovation pipeline

#### Why C1Secure

#### End-to-End Lifecycle

From idea capture to product launch, SmartGTM governs the full innovation lifecycle.

#### Built on ServiceNow

Native ServiceNow workflows mean no external tools or context switching required.

#### Portfolio Intelligence

Centralized dashboards give leadership real-time visibility into the entire product pipeline.

#### Standardized innovation from intake to launch.

Internal SmartApp - value measured through efficiency gains and reduced rework.

#### Ready to accelerate?

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