

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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