

Achieving Product Management Excellence

Duration

1 day

Instructor

Eldon Wig

Class Limit

20 students

Prerequisite

None

Price

On-site

Please contact SPC for pricing (contact information on page 2)

Public Training

\$595 (1 day)

*Discount available for early registration

Materials Provided

- Student manual containing the course slides
- Student handouts with class exercises

For software-based companies, the development of new products is a strategic opportunity to generate competitive advantage and profits in a global marketplace; however, many companies have difficulty doing this. With rapidly evolving technology, shrinking cycle times, and a shortage of software professionals, effective product management is one of today's greatest challenges in the high-tech industry.

Developing a hot technology that customers don't want to buy is a recipe for disaster. Product management is all about finding unsolved problems in the marketplace and creating solutions to these problems.

This **one-day** workshop will provide attendees with a toolkit of practices, reinforced with group discussion and practice sessions, which can be immediately used to help you begin moving your product company into a market leadership position.

This seminar will blend lecture and class discussion with a collaborative group session focusing on a case study.

Objectives

- To increase understanding about the Product Management vs. R&D relationship and responsibilities
- To increase understanding of key software product management success areas
- To provide ideas, practical suggestions and tools for attendees to take back and implement in their companies

Intended Audience

This seminar is intended for product, business development, project, and research and development managers, as well as for those who are involved in commercialization of technology into products.

TRAINING

Achieving Product Management Excellence

Instructor

Eldon Wig is Principal Consultant of soft-coach inc., a software management and best practices consulting company he founded in 1997. His specialization is the management of technology development initiatives, with emphasis on software intensive solutions. Over the past twenty years, he has led numerous cross-functional and multi-site project teams, delivering products and systems to customers worldwide.

His project experiences include web-based enterprise architecture development, high-speed communications network protocol test products, real-time satellite gateways, communications control centers, and ground-based satellite payload test systems. Before founding soft-coach inc., his previous employers included Hewlett-Packard, SED Systems (a Calian Technology company), and COGNOS.

Eldon received his M.Sc. and B.Sc. Honours degrees in Computer Science from the University of Saskatchewan in Saskatoon, and is a certified Project Management Professional (PMP). Eldon is a member of PMI, IEEE, ACM, and CIPS.

For more information on this or other SPC Springboard courses, please visit www.spcspringboard.com or e-mail SPC at info@spc.ca

Software Productivity Center Inc.
Suite 460 - 1122 Mainland Street
Vancouver, BC V6B 5L1

Vancouver: 604.662.8181 Toll Free: 1.877.548.1948

Fax: 604.689.0141

Outline

Overview

- What is 'software product management'?
- Roles and responsibilities
- Performance measures
- Company organization, authority, philosophy

Identifying the Product to Build

- Product scenarios
- Scenario assessment
- Positioning

The Whole Product

- What is 'the whole product'?
- The customer's buying decision

Case Study



TRAINING

