

Advanced Topics in Software Product Management

Duration

2 days

Instructor

Eldon Wig

Class Limit

20 students

Prerequisite

None

Price

On-site

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

Public Training

\$1,095 (2 days)

*Discount available for early registration

Materials Provided

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

A challenging dynamic within a product organization is the interaction between Product Management and R&D (aka Development). These sensitivities are especially acute at the beginning of the development lifecycle during product definition and at the end of a technology development project prior to product release.

Although the development of new products is a strategic opportunity to generate competitive advantage and profits in a global marketplace, many companies have difficulty doing this. 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, as well as working effectively across the white space of your organization.

This **two-day** advanced workshop blends lecture and class discussion to provide attendees with an increased understanding of the Product Management vs. R&D relationship and responsibilities, including a toolkit of practices, 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 workshop is intended for product, business development, R&D and project managers, as well as those involved in commercialization of technology into products.

TRAINING

Advanced Topics in Software Product Management

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. 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.

Outline

Day 1

Background

- What is 'software product management'?
- 'Product management' vs. 'Product R&D'?
- Industry snapshot

Overview

- Product Lifecycle
- Project Lifecycle
- Product Roadmap

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 Cont'd

Identifying Attractive Markets

- What is 'strategic leverage'?
- Value chain vs. value system leverage

The Whole Product

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

Identifying the Product to Build

- Product Scenarios & Assessment
- High-level Scope
- Opportunity Assessment
- Positioning
- R&D Cost Estimate
- Project Charter
- GO/NOGO Decision

Day 2

Technology Development Project Definition

- Identifying Stakeholders
- User Involvement and Input
- Requirements Gathering
- Requirements Specification

Planning

- Decision Priority Matrix
- Team Organization
- Breakdown Structure, Activity Description
- Sizing and Estimating
- Scheduling
- Risk Identification & Contingency Planning
- Opportunity Assessment Update
- Positioning
- GO/NOGO Decision

Develop, Execute, Finish

- Metrics and Tracking
- Alpha, Beta, Field Trial
- Launch vs. Release
- Post-Mortem
- Opportunity Assessment Update
- R&D Actual Cost

Best Practices

- Maintenance
- Enhancements
- Opportunity Assessment Updates
- Obsolescence

Making It Happen

- Corporate assessment paradigm
- Define a path to improvement



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