20. Product Management

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http://st.inf.tu-dresden.de/teaching/saab
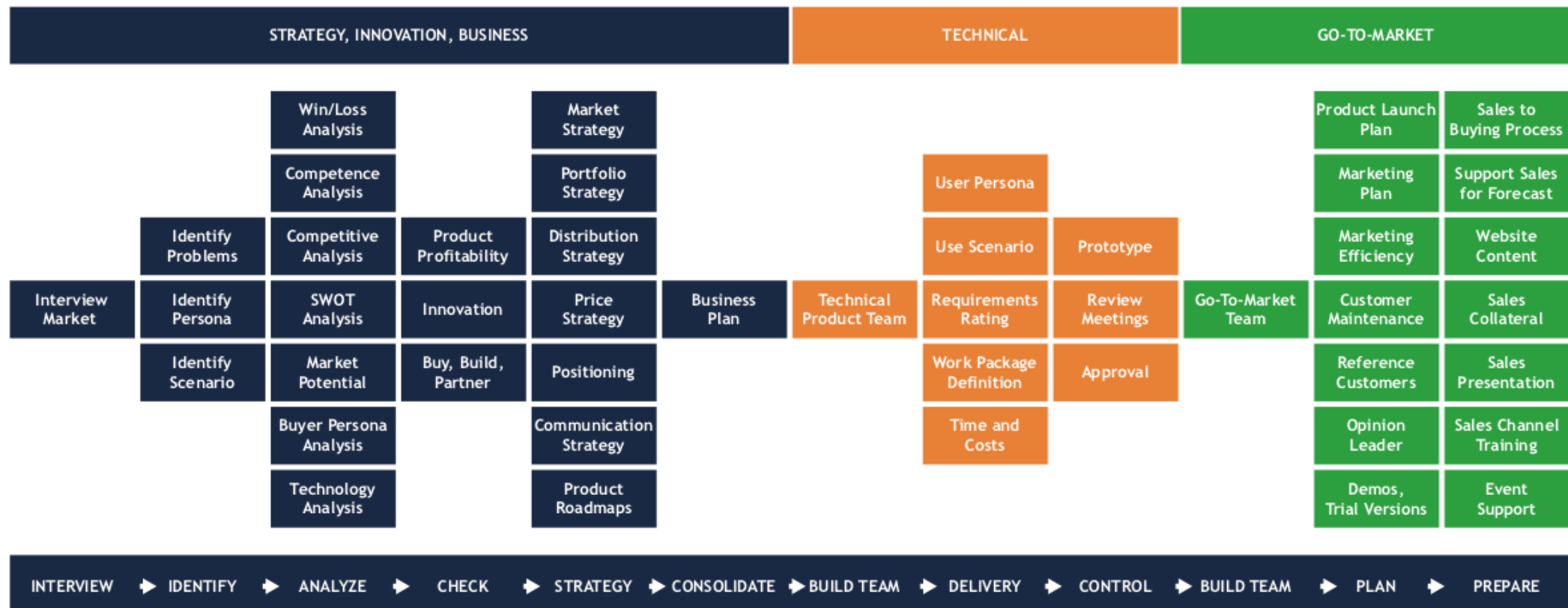
1) What is „Product Management"?

Literature

- ▶ Free books
  - ▪ https://www.pro-productmanagement.com/tools/product-management-books-fre e

- ▶ Harry Sneed. Software Produktmanagement. : https://www.researchgate.net/publication/221215931

Steps in Product Management (Without Evolution)

Open Product Management Workflow™

A market-driven step by step model
for developing and managing innovative products & business.

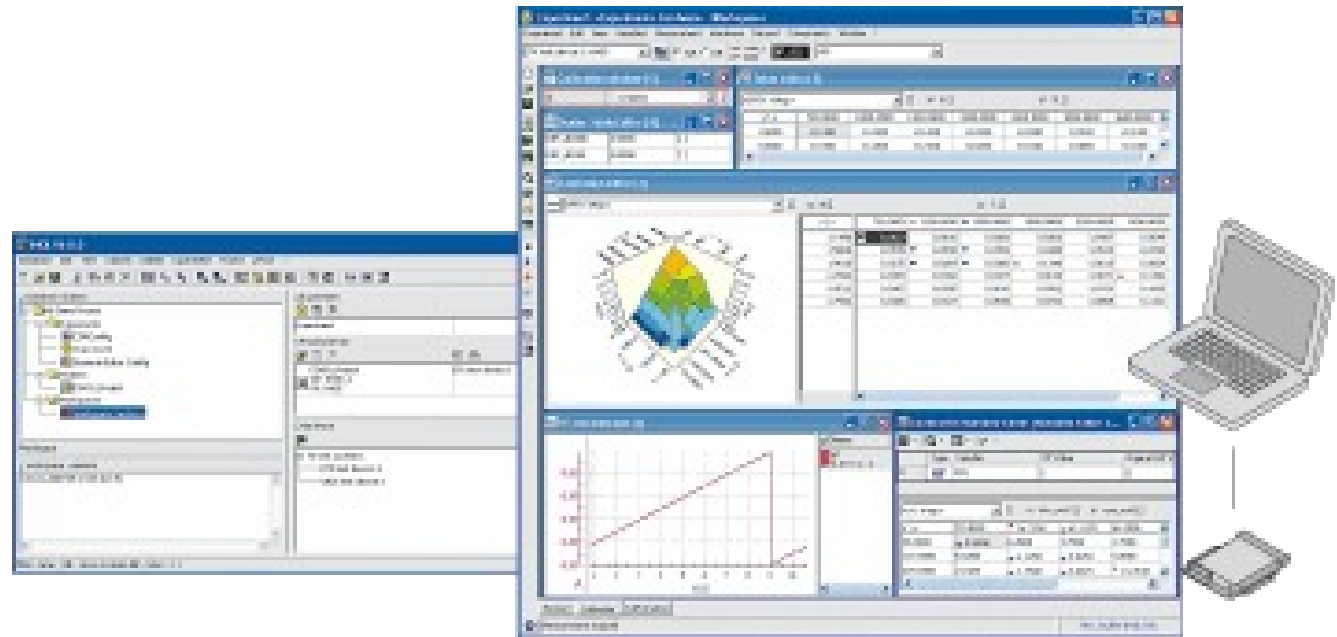| STRATEGY, INNOVATION, BUSINESS						TECHNICAL		GO-TO-MARKET	
		Win/Loss Analysis		Market Strategy				Product Launch Plan	Sales to Buying Process
		Competence Analysis		Portfolio Strategy		User Persona		Marketing Plan	Support Sales for Forecast
	Identify Problems	Competitive Analysis	Product Profitability	Distribution Strategy		Use Scenario	Prototype	Marketing Efficiency	Website Content
Interview Market	Identify Persona	SWOT Analysis	Innovation	Price Strategy	Business Plan	Technical Product Team / Requirements Rating	Review Meetings	Go-To-Market Team / Customer Maintenance	Sales Collateral
	Identify Scenario	Market Potential	Buy, Build, Partner	Positioning		Work Package Definition	Approval	Reference Customers	Sales Presentation
		Buyer Persona Analysis		Communication Strategy		Time and Costs		Opinion Leader	Sales Channel Training
		Technology Analysis		Product Roadmaps				Demos, Trial Versions	Event Support

INTERVIEW ▶ IDENTIFY ▶ ANALYZE ▶ CHECK ▶ STRATEGY ▶ CONSOLIDATE ▶ BUILD TEAM ▶ DELIVERY ▶ CONTROL ▶ BUILD TEAM ▶ PLAN ▶ PREPARE

Products Must be Evolved

▶ Release management needs many different activities

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Bug mgmt

Change wish mgmt

Quality mgmt

Issue mgmt

Release mgmt

Config-uration mgmt

Product Management

► https://de.wikipedia.org/wiki/INCA_(Software)

► http://www.etas.com/de/products/inca.php

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MathWorks

- ▶ https://de.wikipedia.org/wiki/The_MathWorks
- ▶ http://www.mathworks.com/tagteam/
  72887_92020v00Cleve_Growth_MATLAB_MathWorks_Two_Decades_Jan_2006.pdf

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National Instruments LabView

The End

▶ Explain how you set up the activities for release management.

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