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-free

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

Software as a Business, © Prof. Uwe Aßmann

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