

22. Product Management

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Softwaretechnologie
Fakultät Informatik
Technische Universität Dresden
2020-1.1 12/5/20
<http://st.inf.tu-dresden.de/teaching/saab>

- 1) What is „Operational Product Management“?
- 2) What is „Strategic 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>

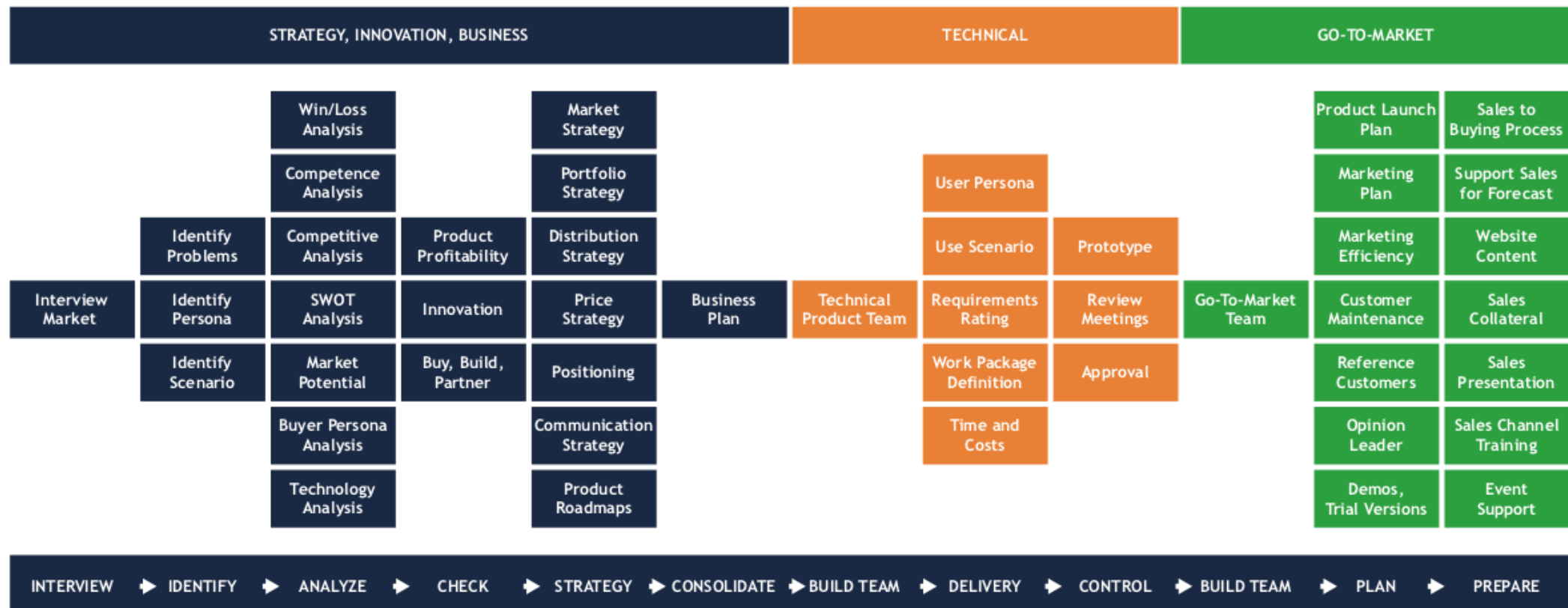
22.1 Operational (Technical) Product Management

- Release management (planning)
- Quality control
- Version management
- Testing
- Documentation
- Experience recording

Steps in Product Management (Without Evolution)

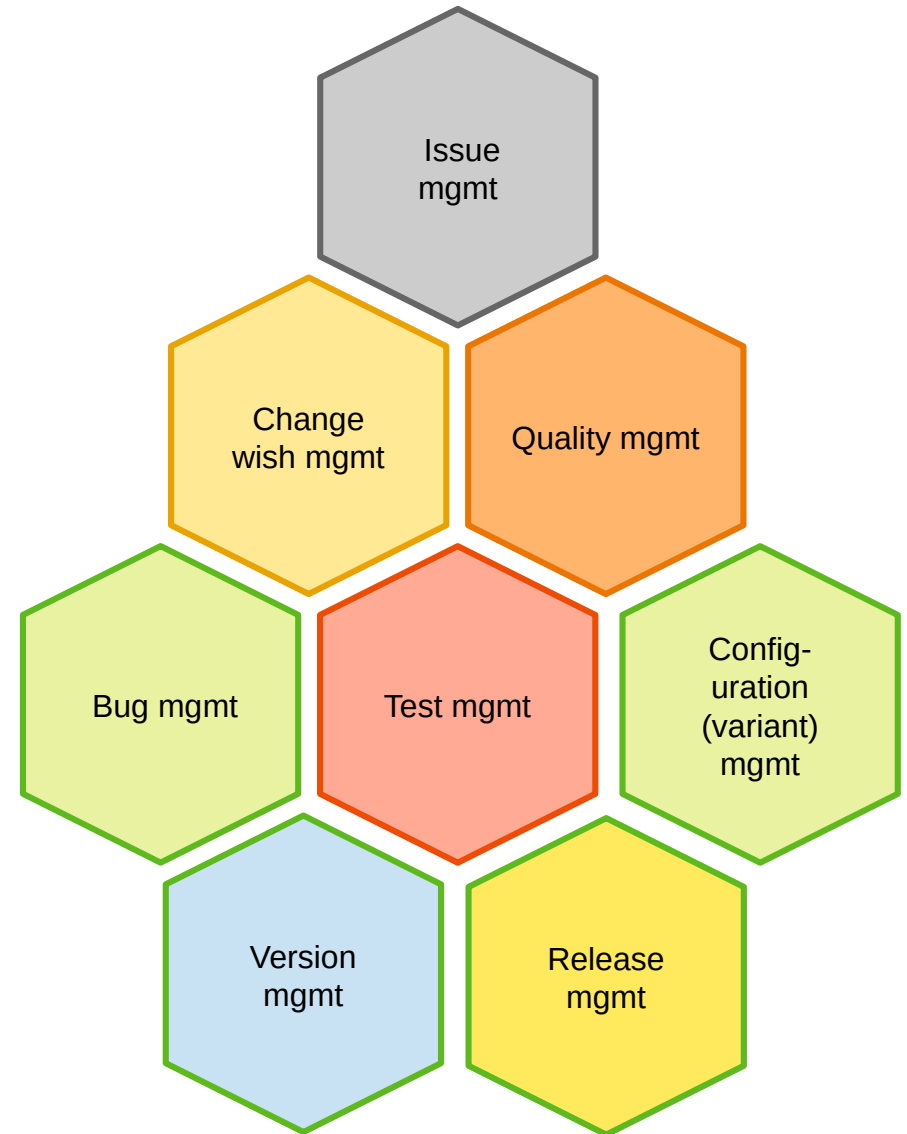
Open Product Management Workflow™

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



Products Must be Evolved

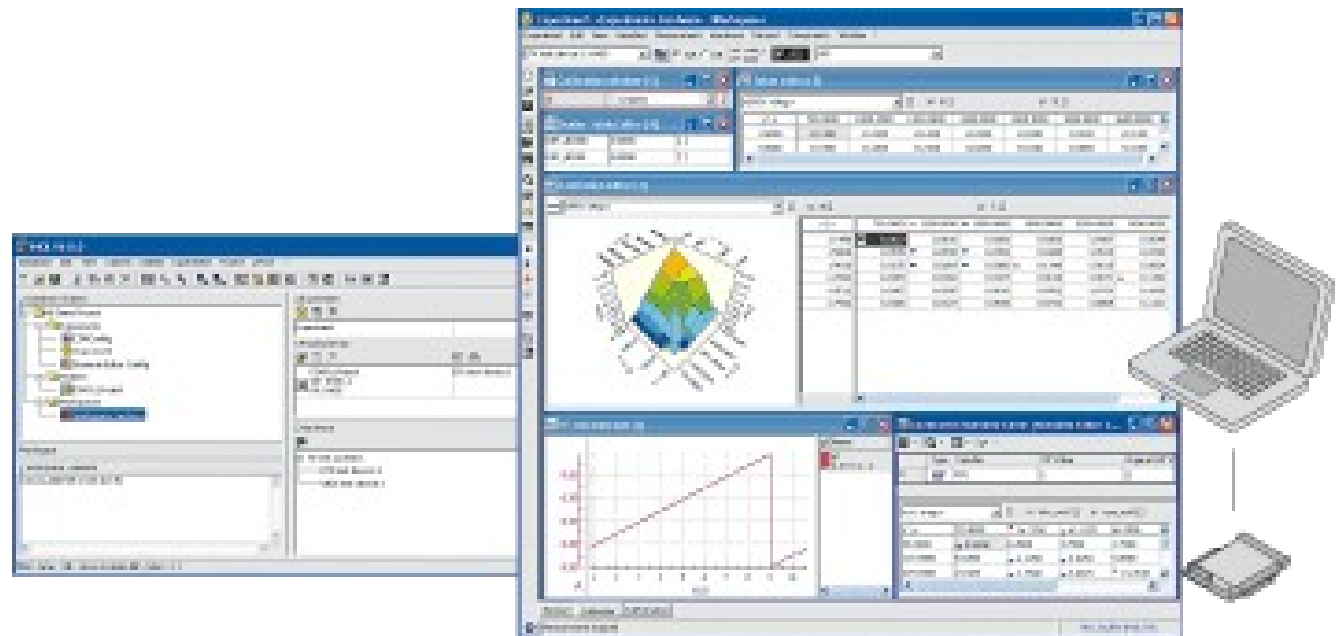
- ▶ Release management needs many different activities
 - must be continuous activity
- ▶ Visit our other courses!



Product Management (Car Diagnosis Software)

6 Software as a Business

- ▶ [https://de.wikipedia.org/wiki/INCA_\(Software\)](https://de.wikipedia.org/wiki/INCA_(Software))
- ▶ <http://www.etas.com/de/products/inca.php>
- ▶ How many releases can your recognize? How often?
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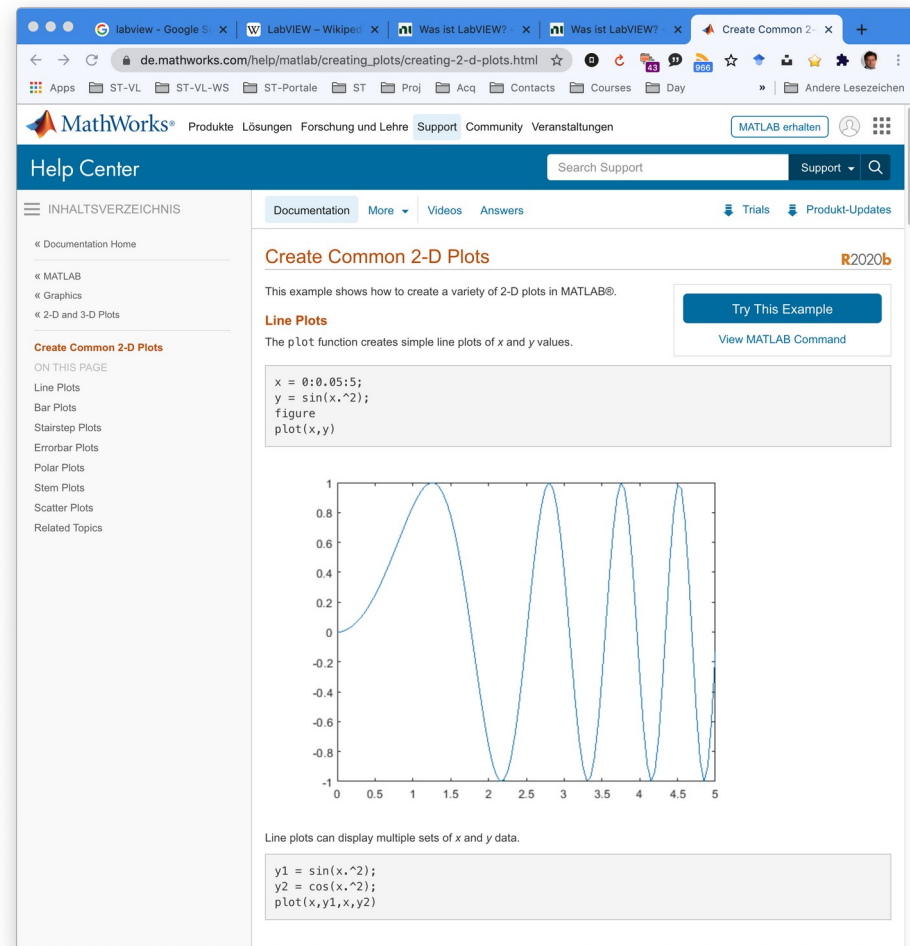


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MathWorks / Matlab

7 Software as a Business

- ▶ Website with many of the items of a product landing page
- ▶ https://de.wikipedia.org/wiki/The_MathWorks
- ▶ <https://de.mathworks.com/company/newsletters/articles/the-origins-of-matlab.html>
- ▶ http://www.mathworks.com/tagteam/72887_92020v00Cleve_Growth_MATLAB_MathWorks_Two_Decades_Jan_2006.pdf
- ▶ Analyze the pricing models
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- ▶ User conferences
https://de.mathworks.com/company/events.html?s_tid=gn_ev



The screenshot shows the MathWorks Help Center page for 'Create Common 2-D Plots'. The page is in German and features a search bar, navigation tabs (Documentation, More, Videos, Answers), and a 'Try This Example' button. The main content area displays a line plot of a sine wave and a code block for creating a plot. The code block contains the following MATLAB code:

```
x = 0:0.05:5;  
y = sin(x.^2);  
figure  
plot(x,y)
```

Below the plot, there is a text box with the following code:

```
y1 = sin(x.^2);  
y2 = cos(x.^2);  
plot(x,y1,x,y2)
```

The plot shows a sine wave with a period of approximately 1.57, ranging from x=0 to x=5. The y-axis ranges from -1 to 1.

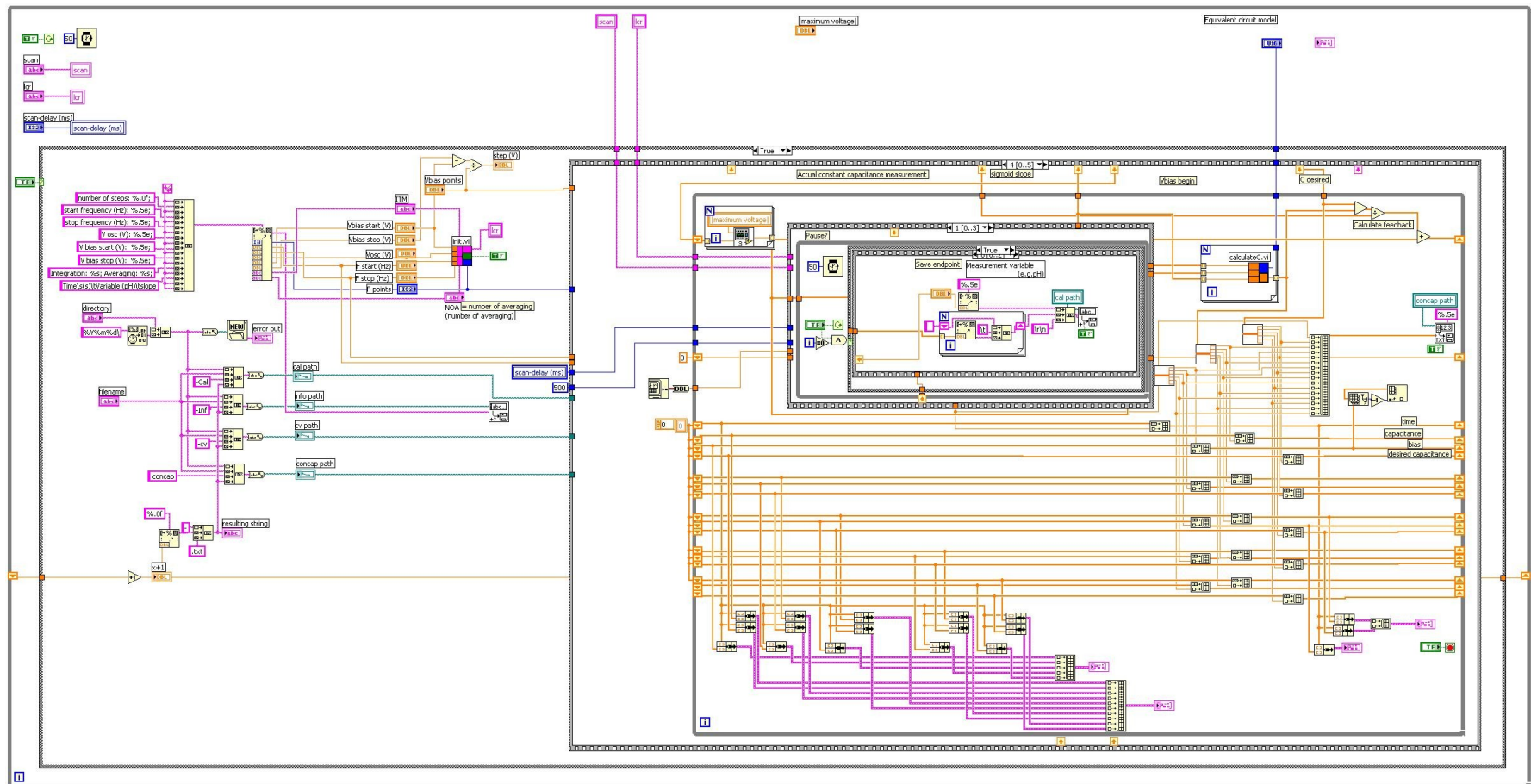
National Instruments LabView

8

Software as a Business

Von Labvi - Eigenes Werk, Gemeinfrei, <https://commons.wikimedia.org/w/index.php?curid=4783196>

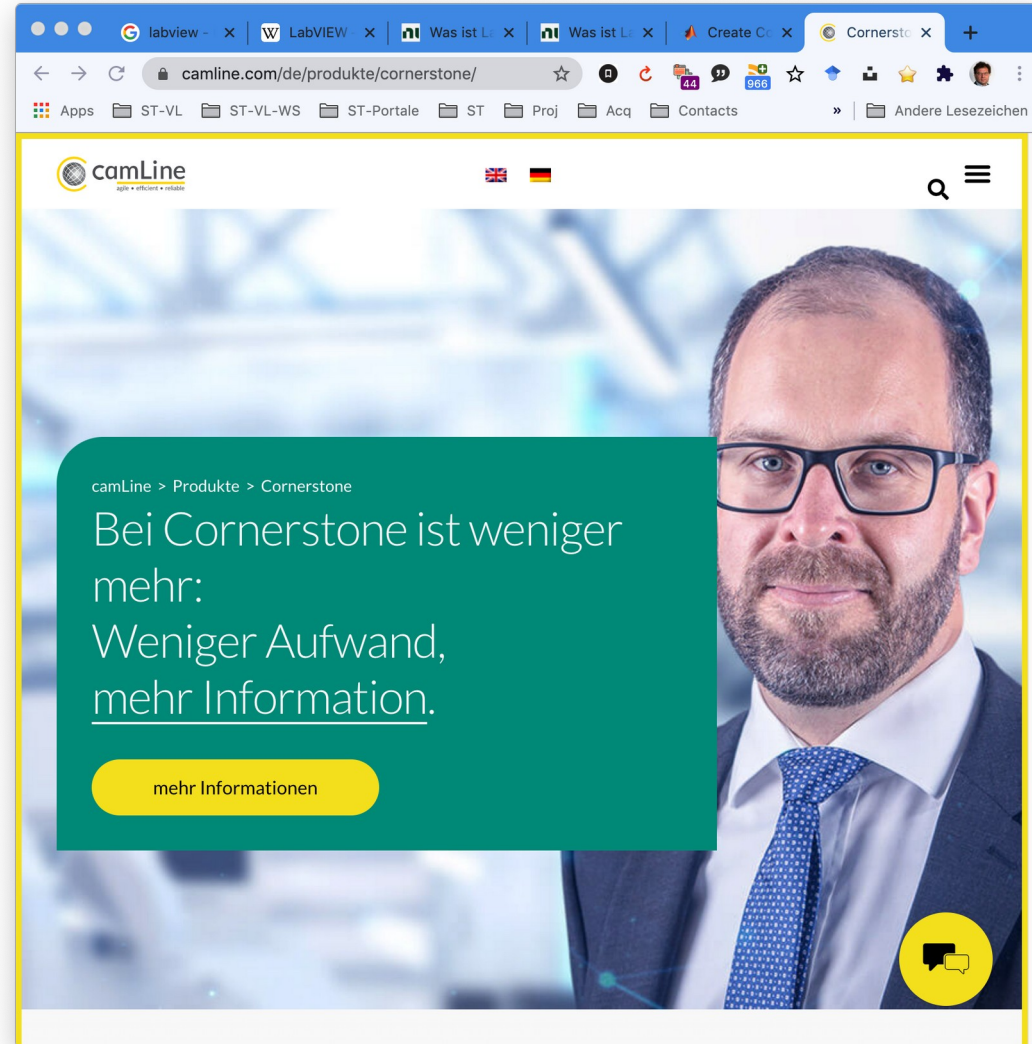
- ▶ Visual editor for Simulink specifications (simulations, continuous simulations)
- ▶ <https://www.ni.com/de-de/shop/labview.html>
- ▶ How many releases can you count? <https://de.wikipedia.org/wiki/LabVIEW>
- ▶ How many books? Explanation videos?



CamLine Cornerstone

9 Software as a Business

- ▶ <https://www.camline.com/de/produkte/cornerstone/>
- ▶ Blog-style landing page
- ▶ Benefit-oriented magnetic headline
- ▶ Opt-In Button “more infos”
- ▶ Reference Story
- ▶ Contact Form
- ▶ Demonstration of different domains for application of product



22.2. Strategic Product Management and Change Analysis

22.2.1 Change Analysis with Change Canvases

- Value Proposition is about what customers need today
- Change analysis is about what customers will need **tomorrow**

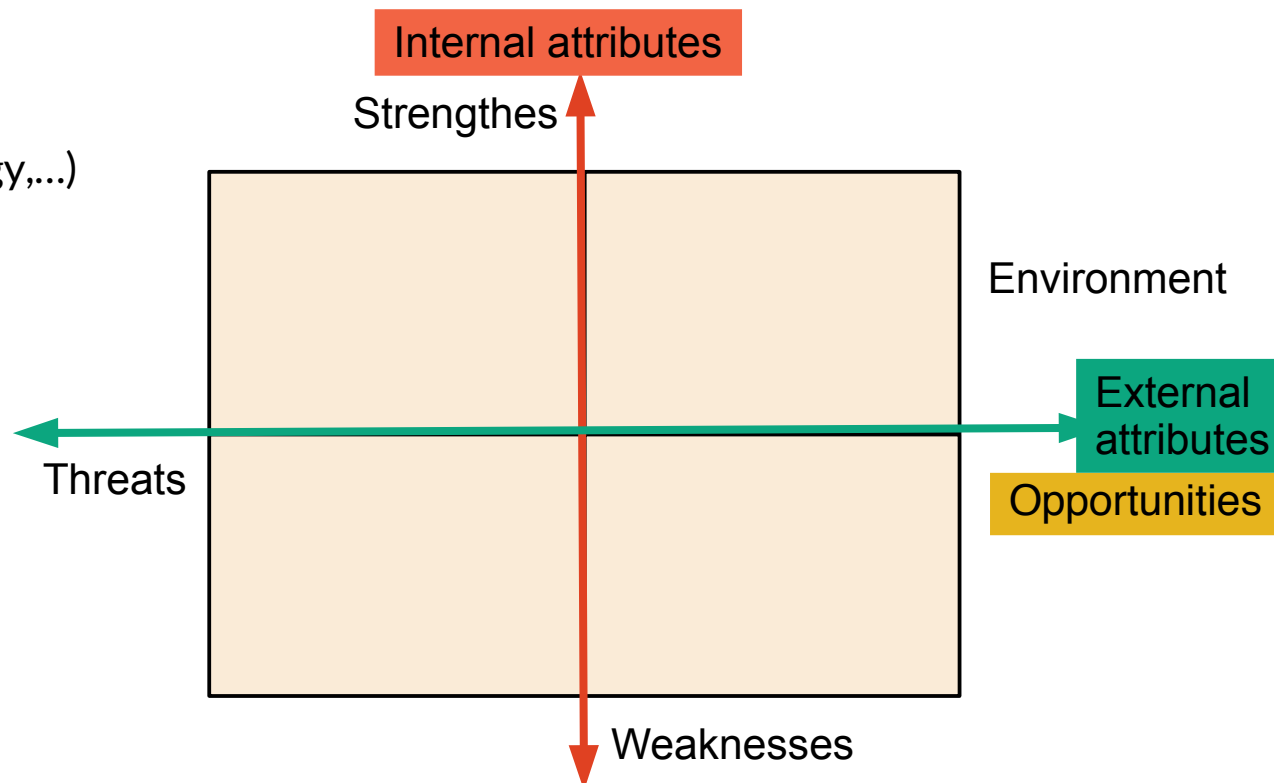
Change Patterns the Lean Innovator has to Know and the Opportunities in the SWOT Analysis

External factors of change:

- ▶ Society
 - Finding new governance rules and laws (Sarbanes-Oxley, certifications)
 - Change of government, also in other countries (Wende, Treuhand...)
- ▶ Nature
 - Times of the year
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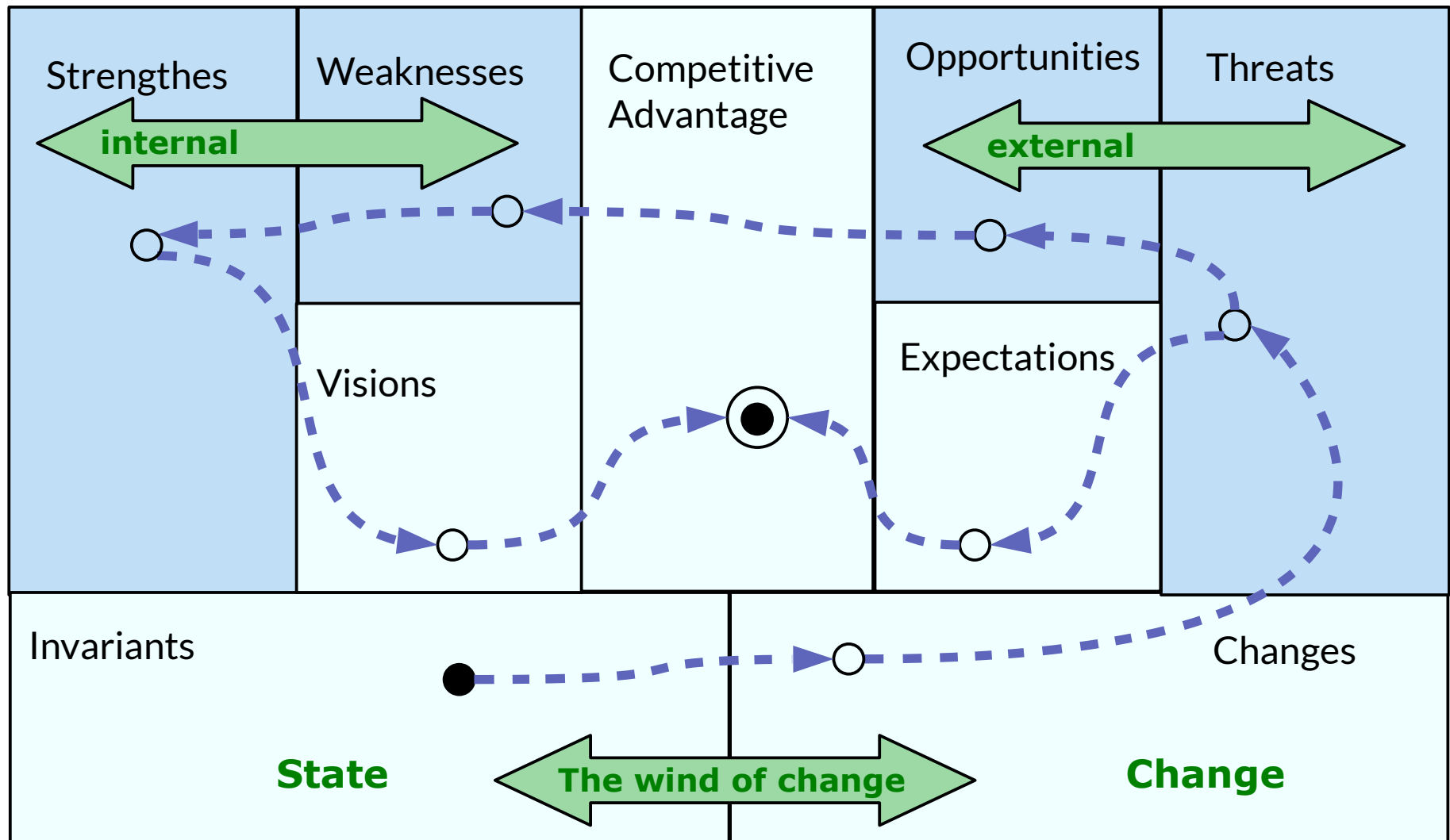
Internal factors of change:

- ▶ Supplier changes
- ▶ Patents expire



SWOT Change Canvas

- ▶ Derived from SWOT



Lean Change Canvas

- ▶ <http://agileconsulting.blogspot.de/2012/08/lean-change-part-1-combining-kotter-and.html?m=1>
- ▶ <https://canvanizer.com/new/lean-change-canvas>
- ▶ <https://leanchange.org/resources/canvases/>

Lean Change Canvas Brainstorm your organizational transformation

<p>Urgency Top 3 drivers, and what needs to change</p> <p>1</p>	<p>Target State Strategic pillars, common enablers, etc</p> <p>5</p>	<p>Vision Single compelling statement that describes what the "destination" looks like</p> <p>3</p>	<p>Communication 2 way path of communication</p> <p>4</p>	<p>Change Recipients Who is impacted by the change</p> <p>2</p>
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<p>Required Investments Constraints around time, cost, and effort Commitment from recipients, leaders, and change agents</p> <p>7</p>			<p>Wins Moral Performance Capability</p> <p>6</p>	



The End

- ▶ Why is change analysis important in strategic management?
- ▶ How many releases of a product per year are reasonable?
- ▶ How will you organize testing for the releases?
- ▶ How do you ensure documentation for developers?
- ▶ Explain how you set up the activities for release management.

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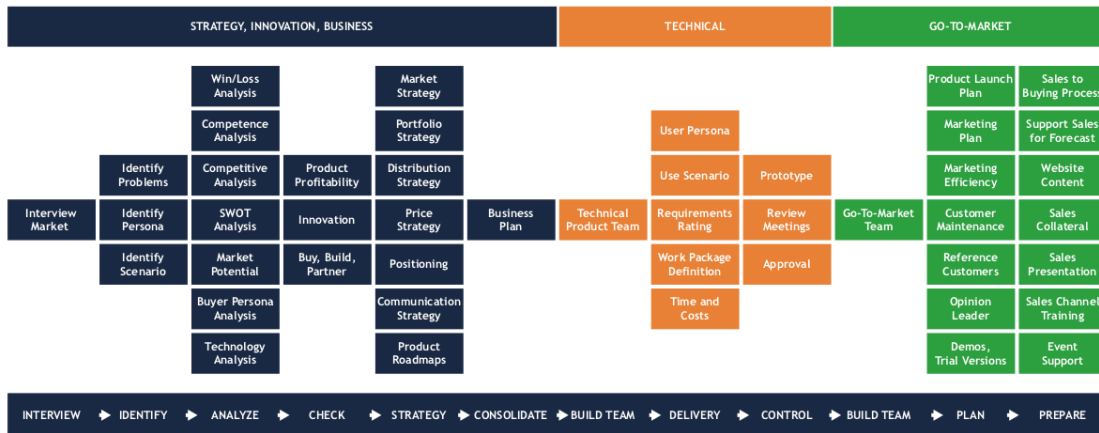
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Fragen: wie kann man das spannender machen?

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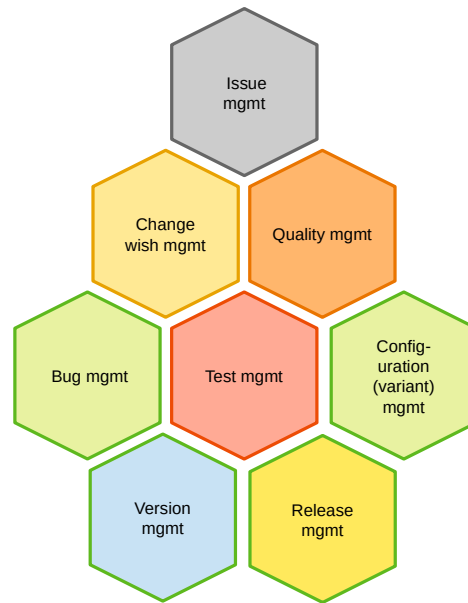
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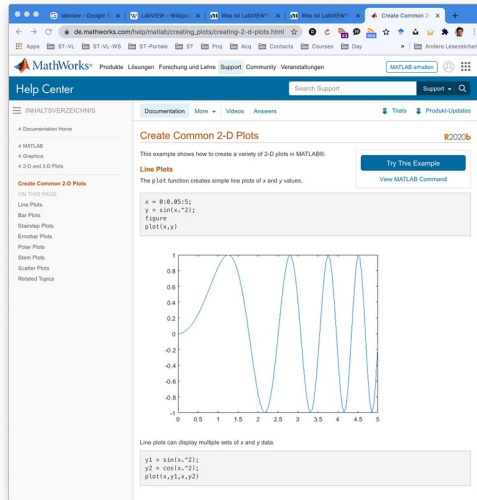
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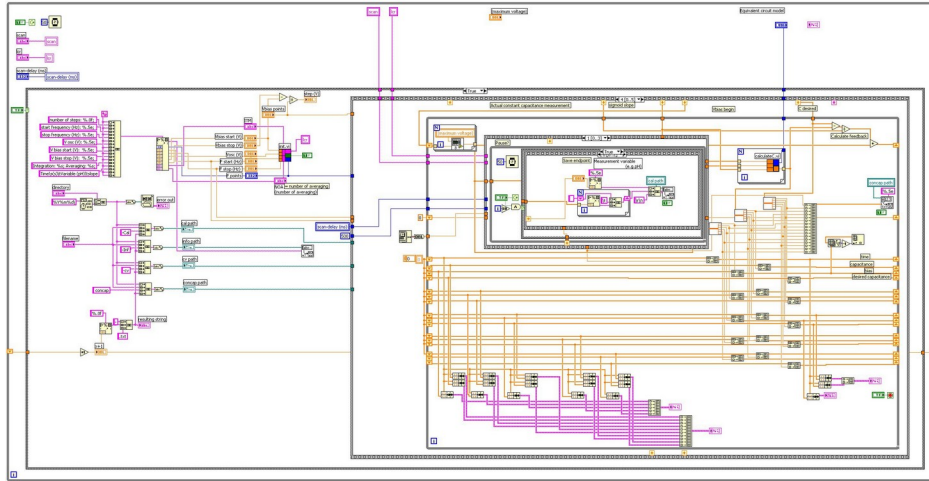


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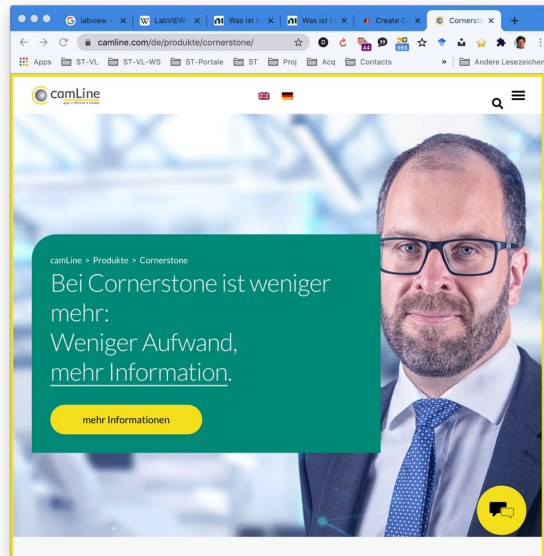
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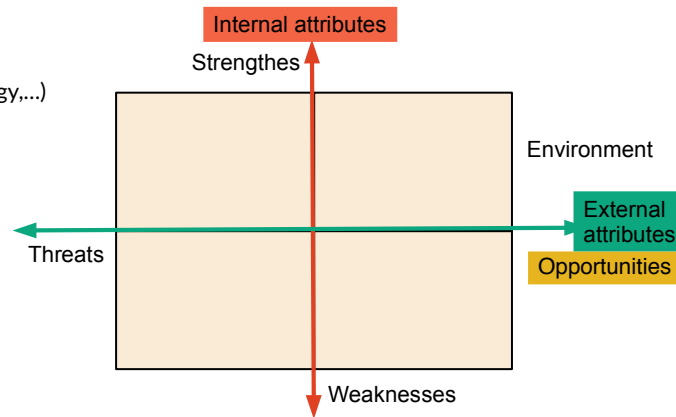
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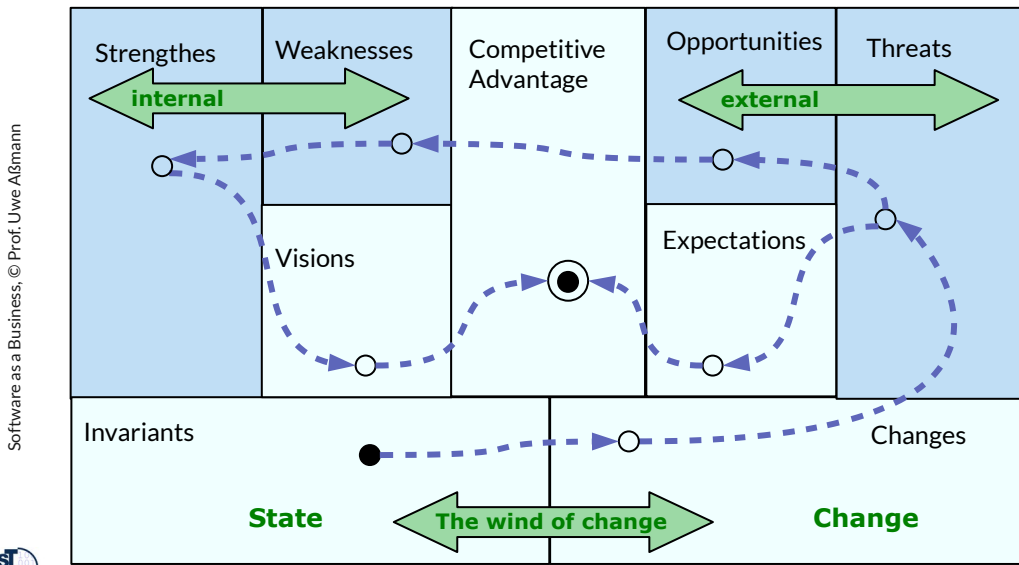
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