



PRODUCT MANAGEMENT

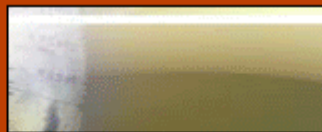
The Devil is in the
Execution





Execution & Simplicity

- ❖ For any process to work...
- ❖ It must reflect reality...
- ❖ And be simple to follow





Key Steps to Execution



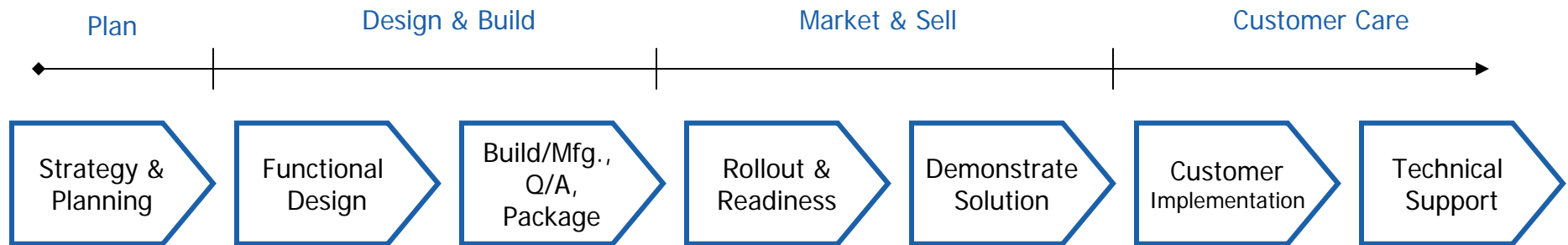


1. Product Delivery Team



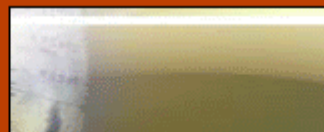
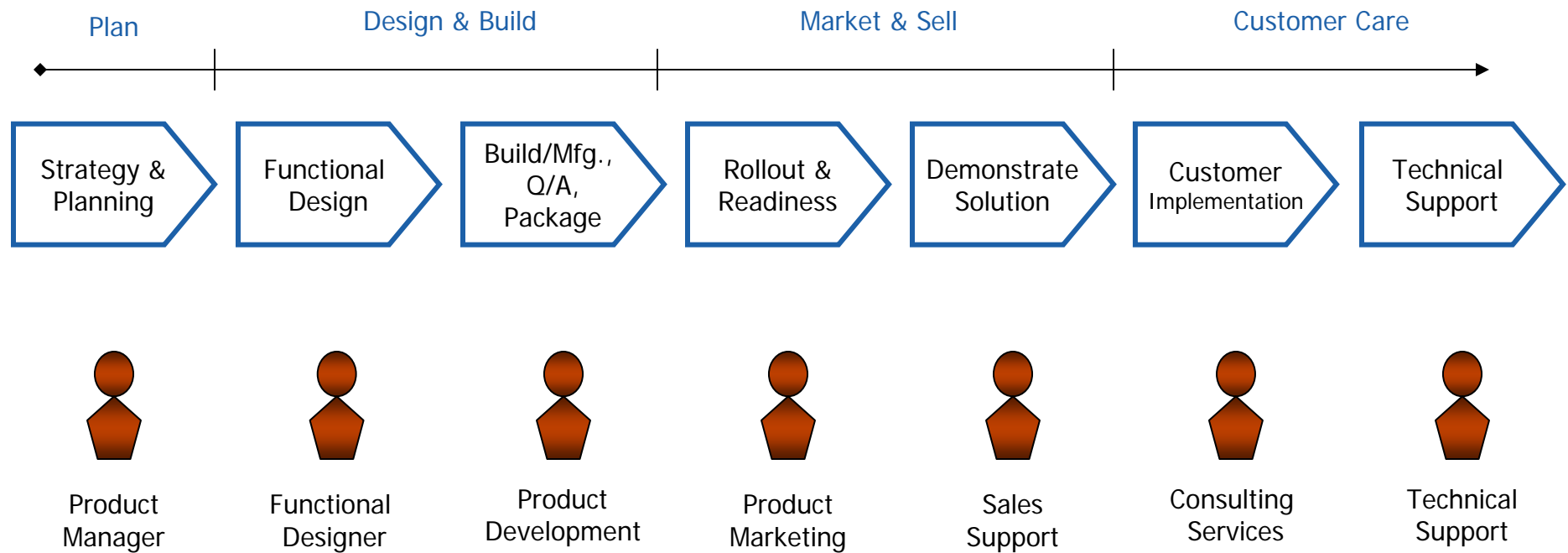


Align Your Product Team With Your Process



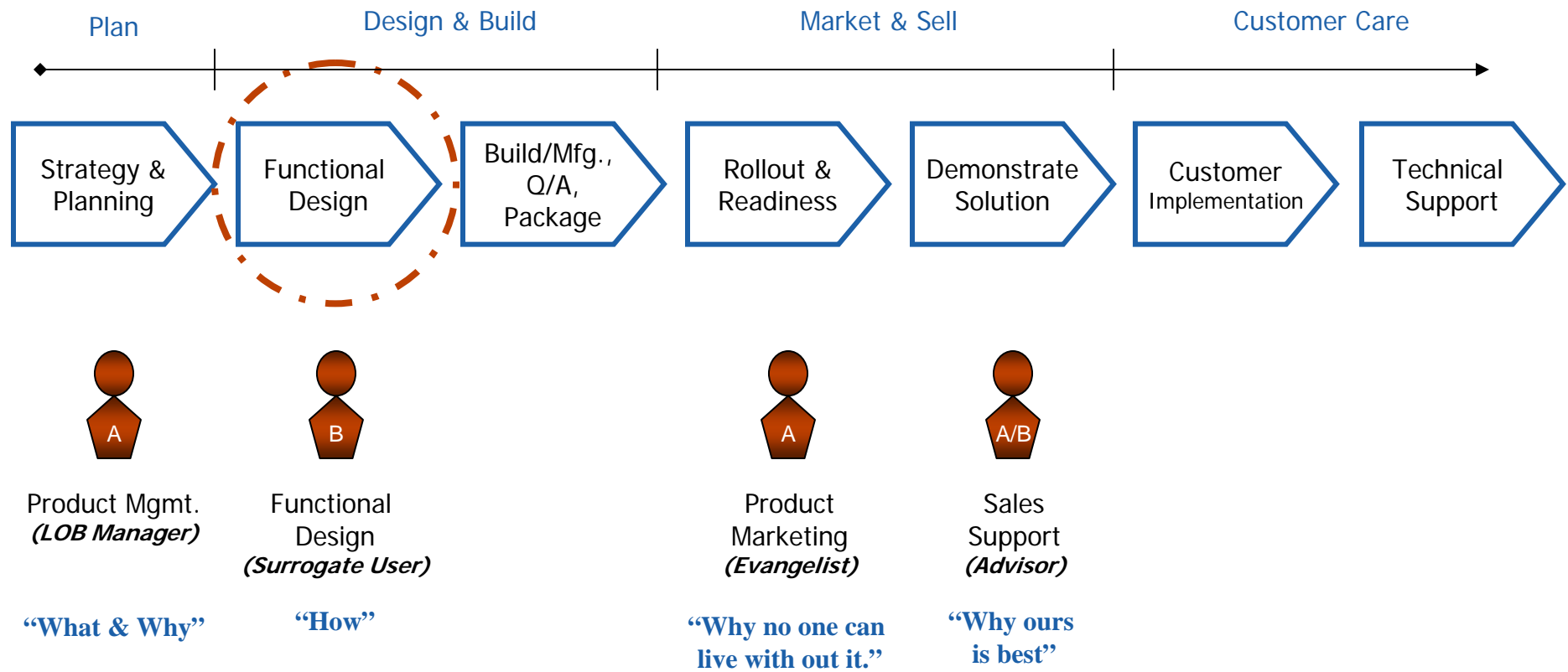


Align Your Team With Your Process





Reality





Questions

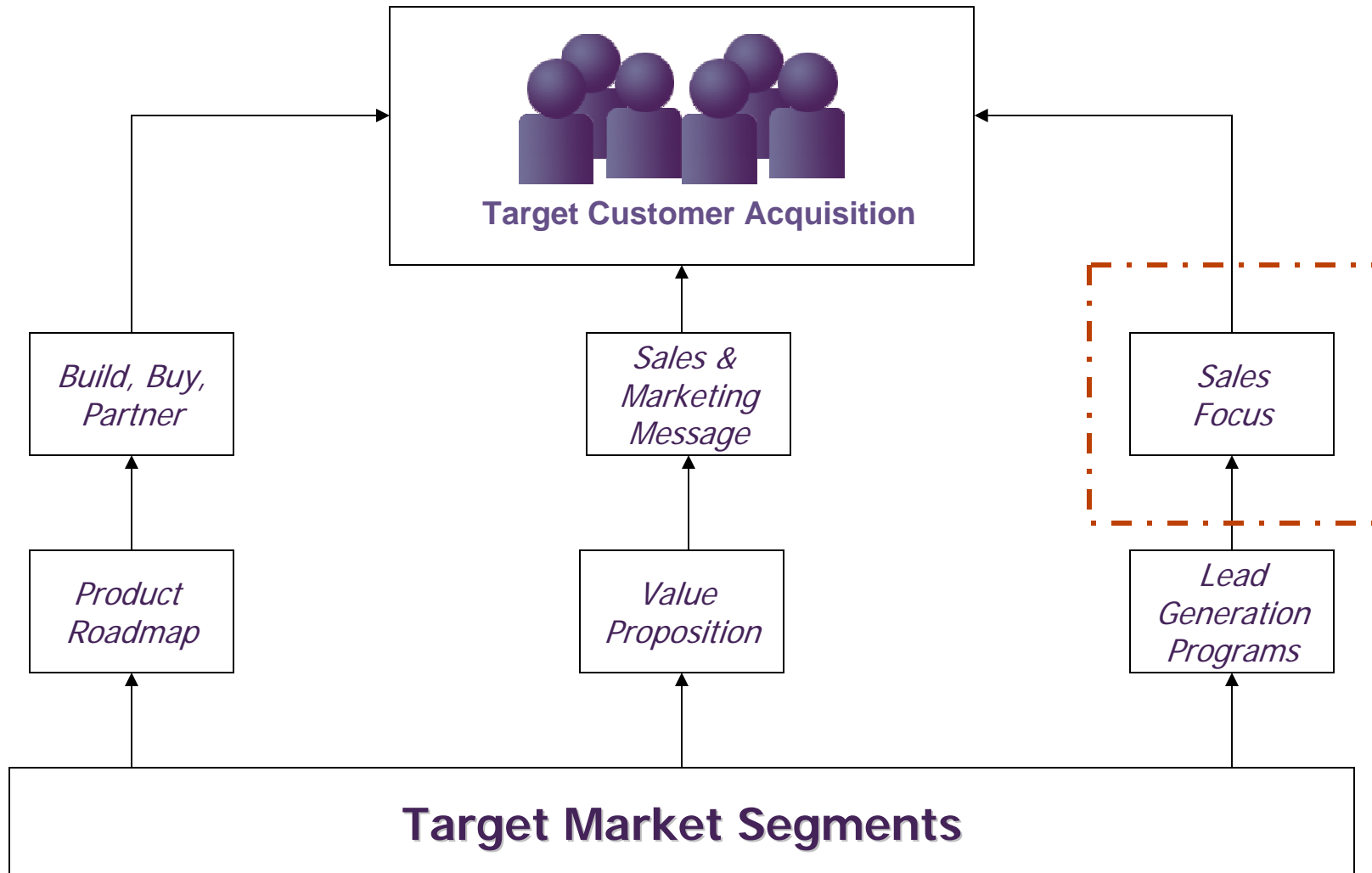




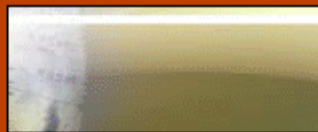
2. Choose Your Target Markets



Your Most Important Decision



Copyright 2001-2005. ZIGZAG Marketing, Inc.™ All rights reserved.





Key Metrics – Market Analysis Made Simple

1. What segments?
2. How many total companies (B2B)?
3. How many buying (trusted forecast)?
4. How many can your sales team close?





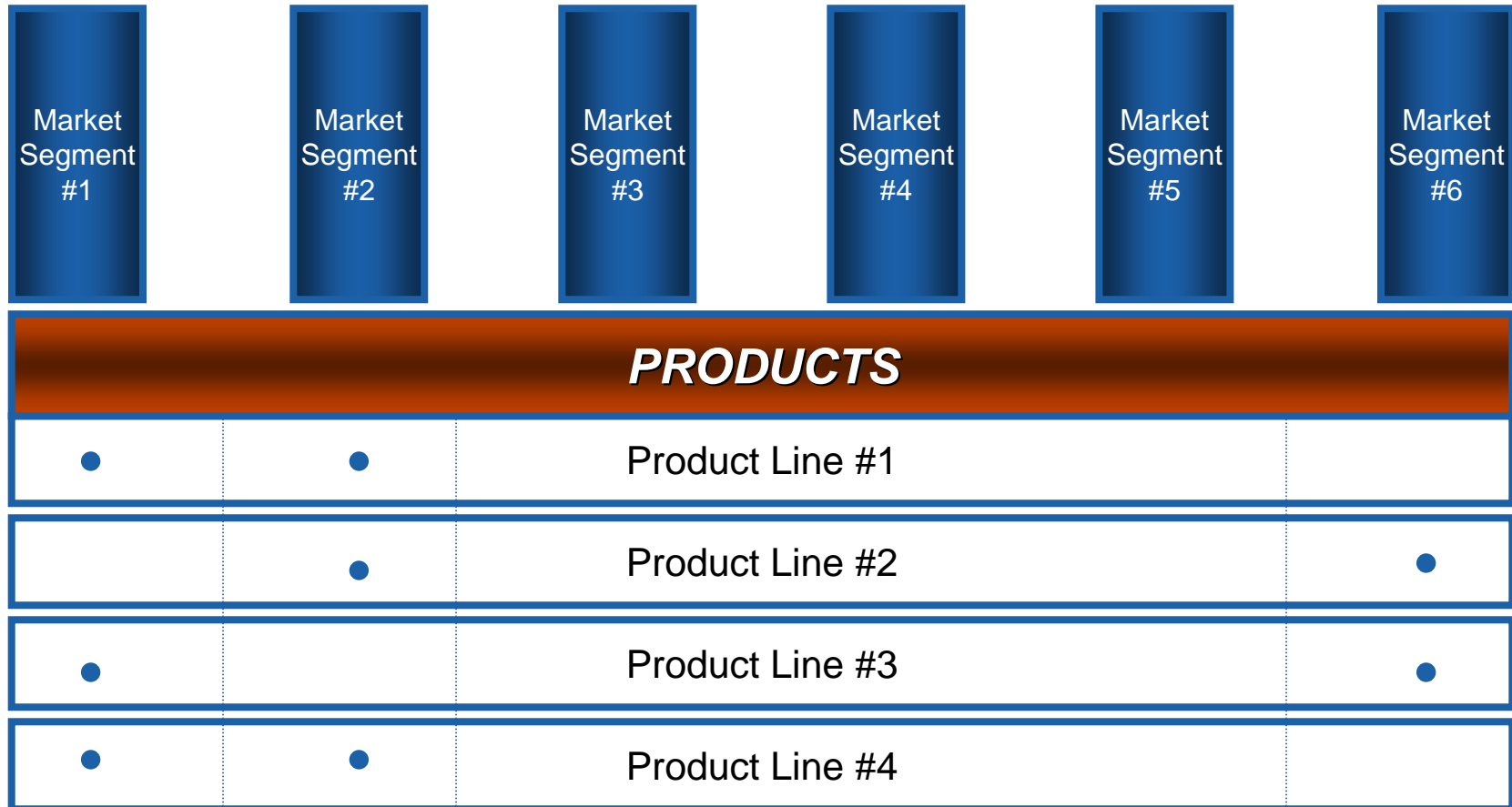
Key Indicators

1. Market trends & challenges
2. Market spending priorities
3. Your strengths





The Foundation For Creating Solutions



Copyright 2001-2005. ZIGZAG Marketing, Inc.™ All rights reserved.





3. Create Your Strategy



“Must Have” Answers

1. Where are we going?
2. How will we get there?
3. Why will we be successful?
4. How long should we stay?

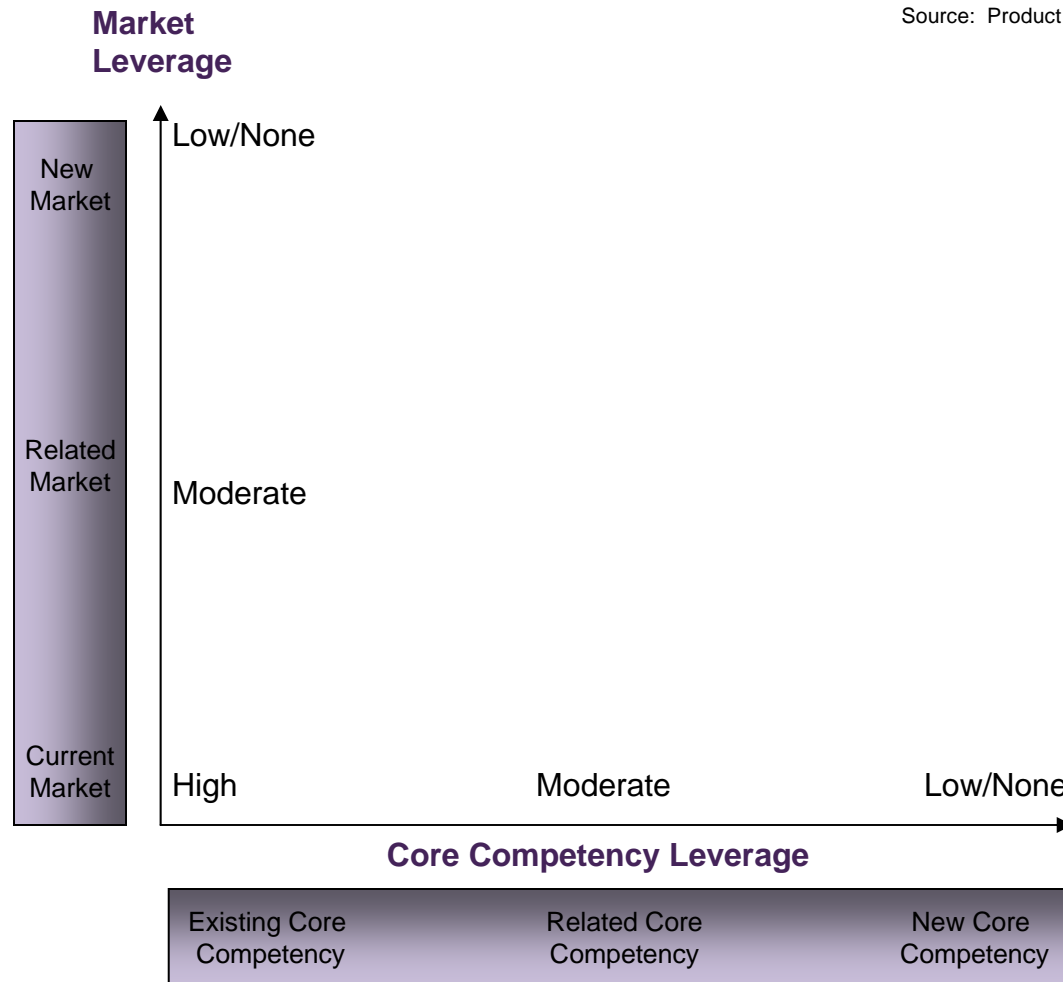




Product Strategy

PATH TO HEALTHY EXPANSION

Source: Product Strategy for High Technology Companies



Copyright 2001-2005. ZIGZAG Marketing, Inc.™ All rights reserved.





4. Release Planning

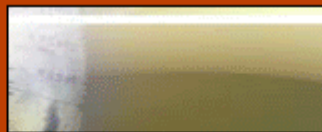


Strategy Vs. Release Plan

24 Month Strategy

Release 1

Release 2





Market Focused Planning

Market Trends & Drivers

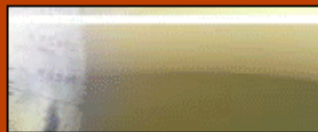
Business Challenges

Problems to Solve

Features

Copyright 2001-2005. ZIGZAG Marketing, Inc.™ All rights reserved.

19

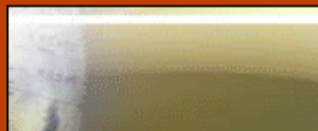


EXPERT SERIES



Simplifying The Requirements Burden

- ❖ One “business requirement” usually spans multiple releases
- ❖ **“SAVE AS”**
- ❖ Add features





Business Requirements

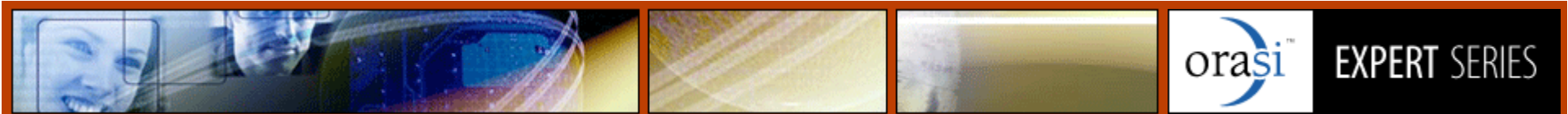
MAP ENHANCEMENTS TO PROBLEMS

Problem 1	Problem 2	Problem 3	Problem 4
-----------	-----------	-----------	-----------

- Enhancement 1
- Enhancement 2
- Enhancement 3
- Enhancement 4
- Enhancement 5
- Enhancement 6
- Enhancement 7

- Enhancement 1
- Enhancement 2

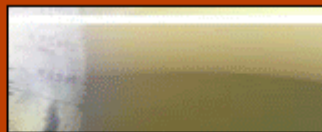
- Enhancement 1
- Enhancement 2
- Enhancement 3





Business Requirements Vs. Value Anchors

1. Who am I (user role)?
2. What am I doing?
3. What's the problem & why?
4. What happens if I don't solve it?
5. Solution/features/benefits?





Questions





5. Release Execution





Product Development Culprits

Source: Harvard Business School: Secrets of Software Success

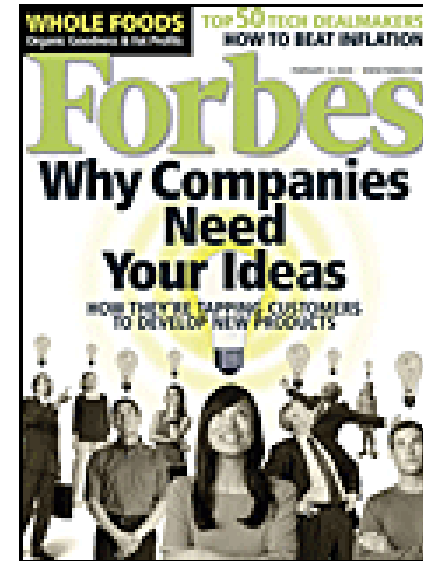
1. Lack of user involvement
2. Unclear customer requirements
3. Feature creep
4. Mid-stream design changes
5. Poor time estimates





Involving Target Customer Focus Groups

- ❖ General Motors
- ❖ Dannon Yogurt
- ❖ Unilever
- ❖ Taco Bell
- ❖ Whirlpool



<http://www.forbes.com/business/forbes/2005/0214/078.html>





ROAD & TRACK



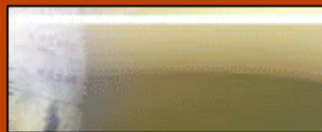
BMW 745i

iDrive? No, you drive, while I fiddle with the controller

By Andrew Bornhop • Photos by Ron Perry June 2002



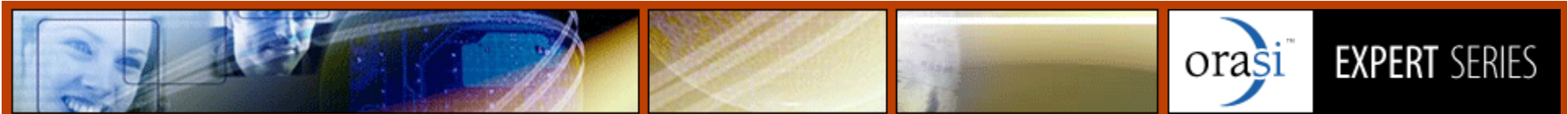
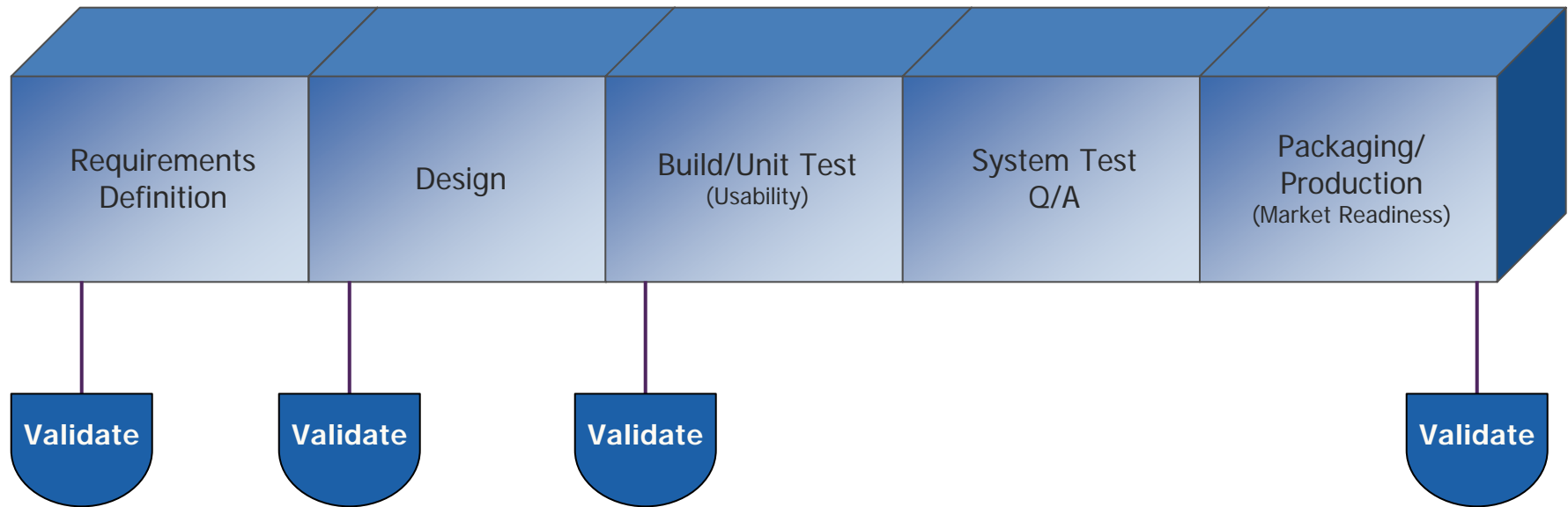
Copyright 2001-2005. ZIGZAG Marketing, Inc.™ All rights reserved.



EXPERT SERIES



Validate Early & Often





Manage IdeaBases

Advise On IdeaBase


My Ideas

Idea Statuses

Email Templates

Logout

Welcome **Chris**
if you are not **Chris**
[Click Here](#)

Another Sensible Business Solution brought to you by 

Advise on IdeaBase [help](#)

ONLINE BANKING SERVICES

New	#	Idea	Comments	Rating	Score
<None>					
	7	Custom reports to show spending habits	Total: 1		62
	8	Ability to transfer between savings and checking accounts and even to other co-owned accounts.	Total: 0		88
	9	Ability to export data to Quicken, MS Money and CSV.	Total: 0		66
	4	Send a confirmation email after a bill has been paid.	Total: 1		90
	1	Online Bill pay for free if balance is over \$1000.	Total: 0		94
	3	Make loan payments through online banking	Total: 0		86

Page Size: 10

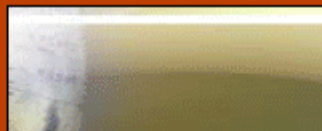
Save Ratings



To Learn More About IdeaScope...

- ❖ Spend 10 minutes after this session to hear a brief overview.
- ❖ If you like what you hear, register for the next online IdeaScope Technology Briefing.

March 3rd @ 2:00 pm Eastern
www.orasi.com





6. Align Value Message



Value is Relative to Each Market

COMPANY POSITIONING - *Brand*

Market Segment 1

*Unique
Differentiation*

Value
Anchors

Market Segment 2

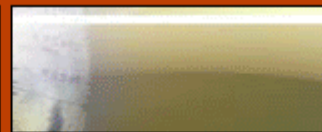
*Unique
Differentiation*

Value
Anchors

Market Segment 3

*Unique
Differentiation*

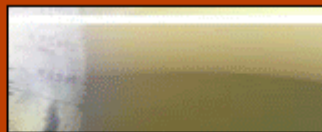
Value
Anchors





Business Requirements Vs. Value Anchors

1. Who am I (user role)?
2. What am I doing?
3. What's the problem & why?
4. What happens if I don't solve it?
5. Solution/features/benefits?



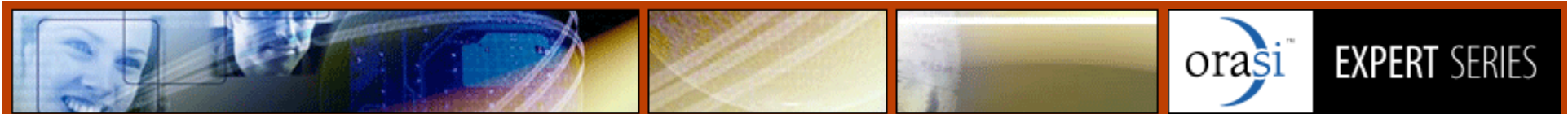


7. Rollouts Can Make or Break



Critical Success Factors

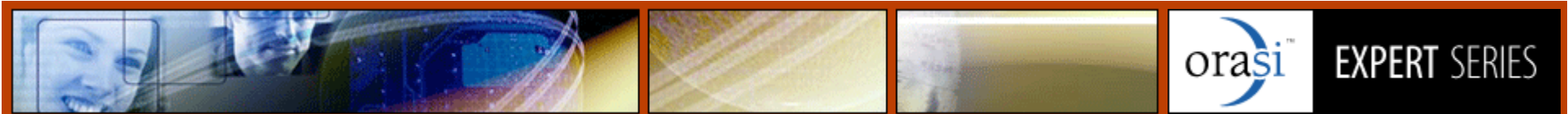
1. Customers
2. Sales pipeline
3. Ownership across the board
4. Well trained people





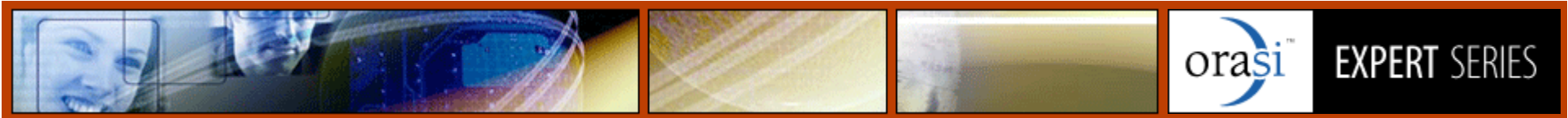
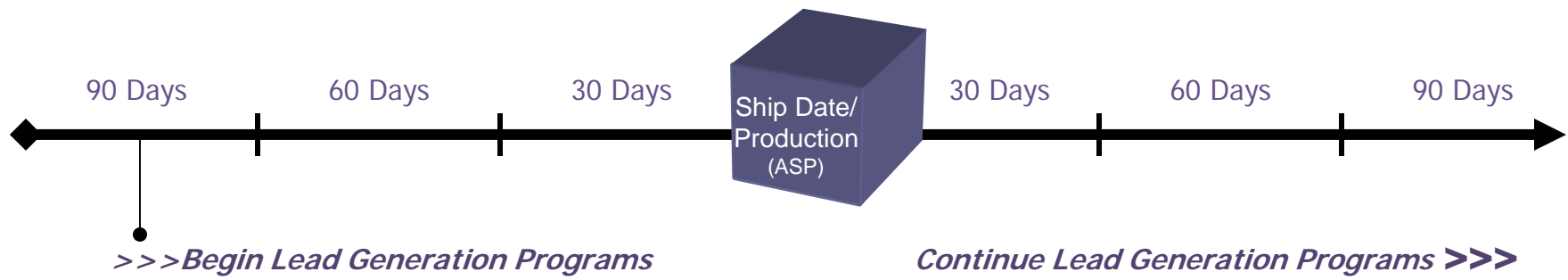
Early Adopter / Pilot Customers

- Use focus group members





Create Demand Early

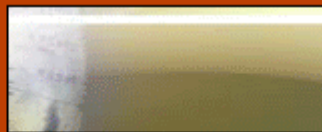
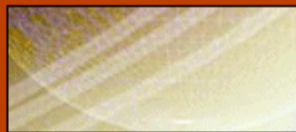




The Cross Functional Rollout Team

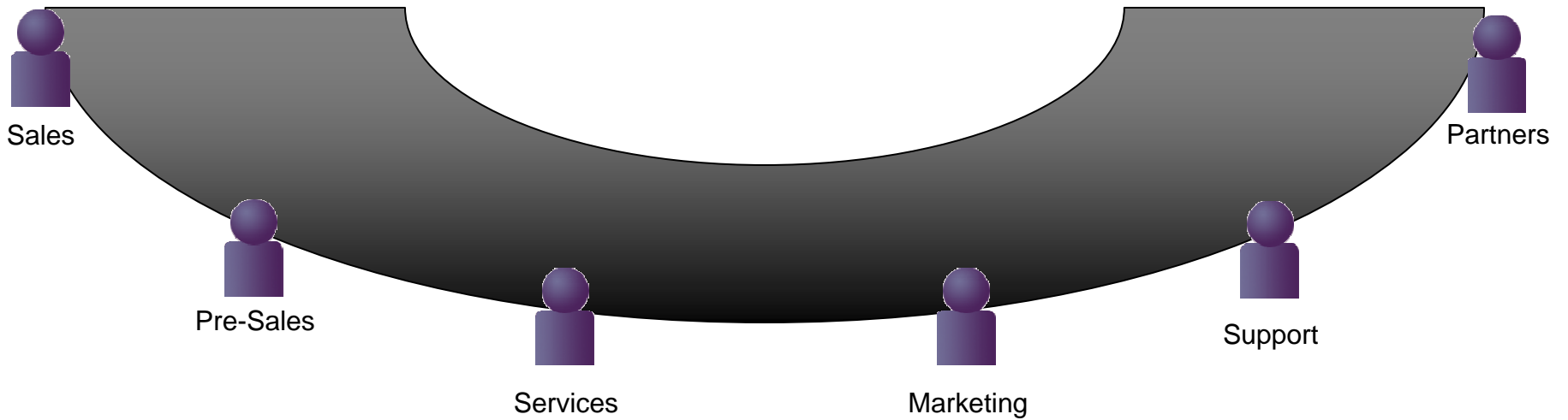
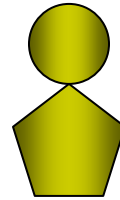


Copyright 2001-2005. ZIGZAG Marketing, Inc.™ All rights reserved.



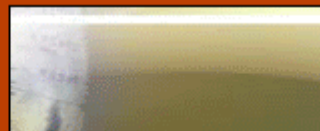


Internal Training Certification



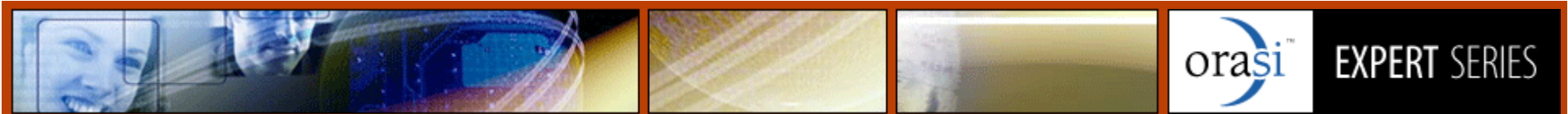


Formula For Success



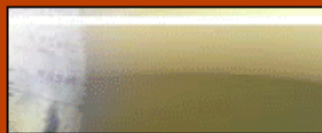


Questions



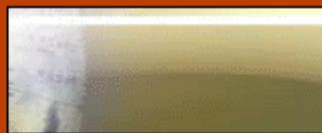


How To Lead With Product Management



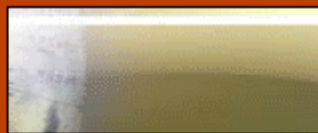


How To Execute a Product Rollout





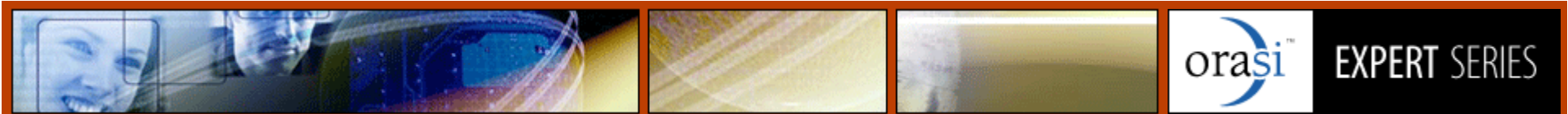
How To Create Powerful Product Demos





The ZIGZAG Marketing Difference

- ❖ Hands-on reality based workshops
 - ❖ Faster adoption
 - ❖ Faster benefit





Workshop Cities & Dates

- ❖ <http://www.zigzagmarketing.com/dates.asp>
- ❖ Onsite training
 - ❖ Email - info@zigzagmarketing.com





orasi

ideascope

Know what your customers want,
deliver what they expect.

IdeaScope Overview

Agenda

- What is IdeaScope?
- Who Needs IdeaScope?
- What Types of Feedback Does IdeaScope Manage?
- What Value Does IdeaScope Provide?



What is IdeaScope?



IdeaScope is a customer feedback management system that enables product managers to proactively elicit, prioritize and centrally manage feedback to develop products that meet customers' expectations.



ideascope



Questions IdeaScope Answers

- **Information Overload**
How can we manage the new ideas and feedback we get bombarded with?
- **Prioritizing Preferences**
How can we more effectively determine which features will make it into the next release?
- **Customer Reach**
How can we practically gather and prioritize feedback across the collective customer base as opposed to a select few?
- **2-Way Communication**
How do we maintain a continuous feedback loop with our most important customers and stakeholders?
- **Management Support**
Do we have senior management buy-in for product development initiatives?
- **Managing Expectations**
Are we delivering what customers are expecting?



Who Needs IdeaScope?



- Organizations that need to gather, prioritize and analyze preferences, opinions and attitudes from a host of constituents in order to develop products with higher adoption rates.
- Typically, product managers, product marketing managers and project managers.



What Types of Feedback Does IdeaScope Manage?

Obtaining customer preferences for:

- Product ideas/enhancements
- Website & ecommerce applications
- Customer and field advisory groups
- Process improvement initiatives
- Software package implementations
- Beta testing programs



What Value Does IdeaScope Provide?

Benefits

- Gives customers a voice in the product planning process
- Identifies customers' most important needs
- Provides focus for building the right product
- Achieves consensus on ideas to be implemented
- Sustains a feedback loop with customers

Results

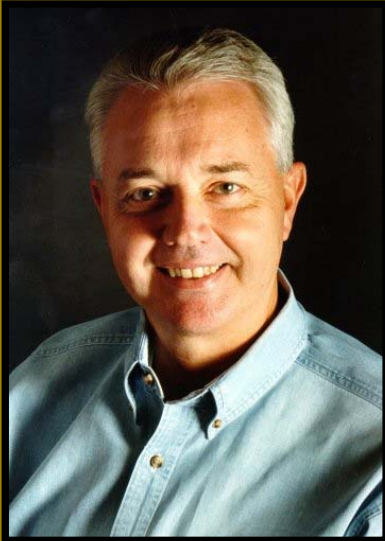


Increases:

- user adoption rates
- market acceptance
- customer loyalty



Contact Information



Larry Boldt
VP, Customer Management
636-723-4406
larry.boldt@orasi.com
www.orasi.com

Join us for a 45 minute demonstration of IdeaScope

Date: Thursday, March 3rd

Time: 2:00 pm Eastern

Place: Online via WebEx

Register at www.orasi.com

