

Product management working group

Changing practices for product management

Continuous deployment brings with it enormous opportunities in relation to how to learn from customers and from products. With frequent releases and fast feedback loops, data can be collected on a continuous basis in order to learn about product use and customer preferences. From a product management perspective, this allows for new ways-of-working that did not exist earlier. For example, data can help understand what features are used or not used, what features that bring the expected business revenue and what features should be prioritized for development and maintenance. In addition, data from customers and from products in the field brings new perspectives on decision-making as it helps an organization to move away from assumptions and opinions and instead take decisions based on what actually adds value to a customer.

Why a Software center PdM working group?

In most companies, today's decision-making processes are opinions-based and suffer from three main problems:

1. we assume we know what customers want,
2. we assume we know the most effective way to implement a feature and
3. we assume that when done with development of a feature we never touch it again.

This, however, causes a situation in which customer value is poorly understood and where changes in customer behaviors and preferences are difficult to respond to, features are implemented in ways that are far from optimal and legacy features and features that are not used stay in the system without adding value to customers.

In addition, and as experienced in many of the Software Center companies, product managers don't know if the features they prioritized are actually used by customers or if these features generate the expected business revenue.

To improve this situation, opinions need to be replaced by data from customers and from products in the field. Data helps us answer **WHAT** features to build, **HOW** to build these features and **HOW** to continuously improve these features and **WHEN** to abandon them.

What does the PdM working group do?

We provide a forum that:

- Helps product managers in **using data** from customers and from products in the field to improve their decision-making processes and the effectiveness of R&D investments
- Helps accelerate **outcome/data driven development** practices by identifying, defining and expressing customer value in metrics that can be continuously monitored and measured
- Helps product management practices transition from **efficiency** (developing as many features as possible) to **effectiveness** (maximizing customer value per \$/€/SEK invested in R&D).

How do we do this?

We invite to a product management working group that will meet twice a year and where we focus on data driven decision-making and how to improve effectiveness of feature prioritization and development.

The working group is open to all Software Center companies and allows for valuable knowledge exchange between participants and sharing of best practices across domains.

What's in it for you?

A great forum for:

- Exchanging ideas, share best practices and learn from others in similar role(s) as you.
- Discussing and advancing PdM state-of-practice across industrial domains
- Accelerating the adoption and use of new methods, tools and techniques based on experiences and insights from your peers

Contact us for more information



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About Software Center

In Software Center, companies and universities work together to accelerate the adoption of novel approaches to software engineering. The cooperation between academia and companies creates the software engineering success stories that the industry needs. Let us tell you why.

The Nordic countries have a 30 year old history in being one of the most successful developers of software systems. We still have the prerequisites to be a world leader. Other parts of the world have dared to think and do different and are moving ahead. They see software engineering as a critical core capability where best practice are changing rapidly. So does Software Center and that is why eleven companies and five universities have decided to put effort and time to be our strategic partners. It pays back.

The goal is 10 x productivity in 10 years. To reach the goal companies and universities work together in four different themes. More than 15 projects are proceeding in this very moment and there are more to come. Software Center is continuously developing their partnerships and methods.

Software Center is operated in partnership between a number of leading companies and universities

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