

ASSESSMENT

PERSPECTIVE ON CHALLENGES!

Is your product management operation efficient? Are you willing to challenge the way you work? Receive a structured outside-in perspective on areas of potential improvement.

Do an Assessment!

Triggers for an Assessment:

- Ambition to take the PM capability to the next level
- Identify or verify the sources for frustration from an outside perspective
- Organizational change – done or planned – need to have the full picture of the PM capability and challenges
- Signals from Management, R&D or Sales that PM is not delivering
- Recruiting more people – what skills should be looked for in particular
- Need to reorganize PM to specialize in areas within the scope of the PM function

The Assessment is a tool to:

- Identify and define strong and weak areas within the product management function and ways of working
- Verify/define strengths and weaknesses in a structured fashion to support a focus on bottlenecks

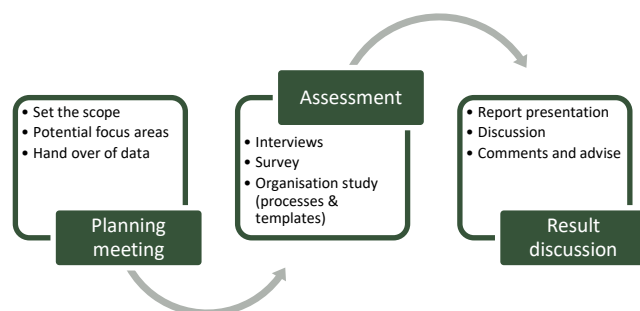
We have the experience in assessing and benchmark the implementation of product management at many B2B technology companies. We have created tools and methodology based on research and fine-tuned from assessing a number of leading, global technology companies.

FOR WHOM

Any organization within B2B high-tech that feel a need to get a structured outside – in perspective on the challenges. Benchmark your product management organization from a functional- or process perspective to verify and challenge your ways of working.

DELIVERY

The Assessment is done in three steps; 1. A planning meeting to set the stage but also to identify potential focus areas and expectations. 2. Interviews (up to 6) are held. 3. The result is presented and discussed in a Result discussion meeting (2h).



RESULT REPORT

The report consists of a powerpoint presentation pin pointing the challenge areas in the Tolpagorni product management framework (see below). Also included are comments related to the challenges to support continued discussions and investigations. All presented in a result discussion meeting.

- Context
- Framework map (see below)
- Strengths-/Weakness comments

Strategy management	Product strategy	Product planning	Development	Marketing	Sales & Distribution	Service and support
Corporate strategy	Positioning and product definition	Product life cycle management	Engineering management	Marketing planning	Sales planning	Service planning and preparation
Portfolio management	Delivery model and service strategy	Roadmapping	Project management	Customer analysis	Channel preparation	Service provisioning
Innovation management	Sourcing	Release planning	Project requirements engineering	Opportunity management	Customer relations management	Technical support
Resource management	Business case and costing	Product Requirement Engineering	User experience design	Marketing mix optimization	Operational sales	Marketing support
Market analysis	Pricing		Quality management	Product launches	Operational distribution	Sales support
Product analysis	Ecosystem management			Operational marketing		
	Legal and IPR					
	Performance and Risk management					
Participation	Core		Orchestration			

Challenge areas mapped – The Framework map

COMMERCIAL DETAILS

The Assessment is available in different ambition levels:

Type	Description	Report style
Indicator	Quick review based on workshop discussions with you.	Documented report of findings. Price: 8.500:-
Full scope	8-10 interviews, Survey, document studies and the result discussion. Focused on areas of concern.	Documented report of findings presented in a separate Result discussion. Price: 49.000:-
Customized	Customized assessment designed based on a discussion about the purpose and objectives	Documented report of findings presented in a separate Result discussion. Price: Quotation after scope definition

CONTACT DETAILS

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