

	Market Analysis	Product Analysis	Product Strategy	Product Planning	Development	Marketing	Sales and Distribution	Support and Services
Often on corporate level			Portfolio Management	Resource Allocation	Resource Allocation	Marketing Strategy and Plan	Sales Strategy and Plan	
Product (family) level	Market Research Market Sizing Market Problems Technology Assessment Competitive Analysis	Product Performance Customer Satisfaction Win/loss Analysis Opportunities	Positioning Delivery Model Pricing Model Pricing Business Case Make or buy Ecosystem Legal Terms Protection of Intellectual Property	Roadmap Release Plan Requirements Management Functional Specification	Project Plan Technical Specification Project Requirements Management Implementation Quality Assurance Technology Innovation	Launch Plan Customer Analysis Partner Management Operational Marketing Material	Channel Preparation Operational Sales Operational Distribution Material	Customer Support Technical Support Marketing Support Sales Support Services Preparation Operational Services Provision

Fig. 4.2 Software Product Management Framework (Core Product Management, Core Pricing, Tasks to participate in or to orchestrate)