

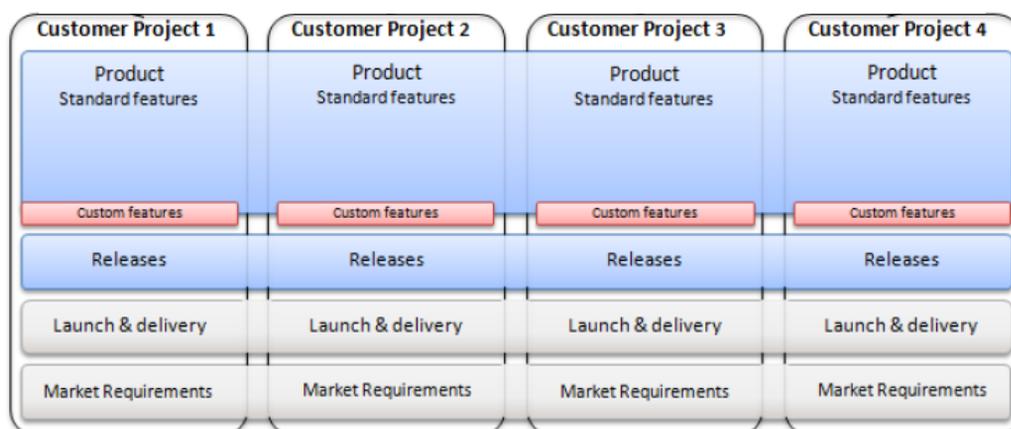
How to Prepare Standard Software Products For Customer-Specific Adaptations

The ideal for every customer is the standard software product that fulfills all customer-specific requirements. This may be unrealistic. But we can get close through **tailorability**, i.e. by preparing the standard product for customer-specific adaptations in a way that does not destroy the “standard character” of the product. This requires making the right business and technical decisions in tight cooperation between product management and development. That is what this training is about.

A participant from the automotive industry says:

“Innotivum’s Tailorability Training offers a very structured and analytic approach, incl. a set of tools, which helped us (my head of development and me as product manager) to frame our current status as well as identify next steps in our journey from an automotive system supplier towards offering scalable software as products and SaaS allowing for the degree of customization that is expected by our OEM customers. Hans-Bernd’s and Oliver’s hands-on experience on a broad spectrum of software products and industries as well as their ability to transfer it into the specific automotive context made this a very valuable training.”

Peter Rinderer, Product Manager – Drive Policy, **Arriver Software GmbH**, Germany



On the way from customer projects to products

Who should attend?

Product managers and other people in software organizations that produce software (-intensive) products or IT departments of companies that serve multiple internal customers:

- **executive managers,**
- **architects,**
- **developers or have similar roles.**

A few years of software-related experience is recommended.

The Business Perspective	The Technical Perspective
<p>Classification of Tailorability</p> <ul style="list-style-type: none"> • Configuration • Composition • Customization <p>Business Aspects</p> <ul style="list-style-type: none"> • Product vs. Service • Customers' vs. Vendors' View • B2B vs. B2C • Focus on Growth and Scalability • Partner Readiness • Barriers to Product Substitution <p>Recommendations - The Migration Path</p>	<p>The most important Tailoring Technologies</p> <p>Tailorability of SaaS and cloud offerings</p> <p>Documentation of Tailorability and tailored software</p> <p>Recommendations</p> <ul style="list-style-type: none"> • Selecting the right tailoring technology • Tailorability pitfalls

How to Design Customizable Software Intensive Training

Business and Technical Perspectives

Scheduled public trainings

Dates	Location	Language	Price
20.-23.03.2023	Online	English	€ 1.799,-
17.-20.10.2023	Online	English	€ 1.799,-

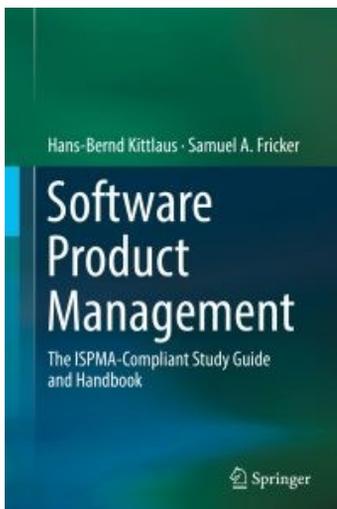
The training is also available as in-house training.

For registration go to www.innotivum.com



Hans-Bernd Kittlaus is an internationally renowned expert on Software Product Management and a highly experienced trainer and consultant. He has been working for software organizations of all sizes, and runs his own company InnoTivum Consulting (www.innotivum.com). Before he was head of SPM and development units of IBM. He is the chairman of ISPMA (International Software Product Management Association, www.ispma.org), and has published numerous articles and books.

Dr. Oliver Stiemerling has been actively involved in software product design since the early 90s. He earned a Ph.D. in computer science for pioneering work on tailorable component architectures for flexible software systems in 2000. In 2001 he founded ecambria systems GmbH, a company offering cryptographic software products and specific consulting services for start-ups and larger enterprises including several Fortune 500 and Dax companies (www.ecambria-systems.com). He has also served as sworn expert witness in many court cases over the last 14 years involving software products (www.ecambria-experts.com).



Hans-Bernd Kittlaus & Samuel A. Fricker:

Software Product Management – The ISPMA-Compliant Study Guide and Handbook (Springer)

“Software-intensive products are at the heart of many businesses, so product management is a paramount business activity. But how can businesses be perfect at it? This book is the answer. It is your vademecum for all product management topics and aspects.”

Dr. Karl Michael Popp, Chief Product Expert and Director Corporate Development, SAP SE, Germany

“A book that goes beyond platitudes and offers concrete methods and frameworks to product managers working with software intensive product development. The authors have a sound footing in both practice, but also state-of-the-art research, and manage to combine the two.”

Prof. Dr. Tony Gorschek, Blekinge Institute of Technology, Sweden