How to Build World-Class
B2B Standard Software Products

The ideal for every customer is the standard software product that fulfills all customer-specific requirements. This may be unrealistic. But as a software product vendor, we can get close by creating products in an adaptable way, 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 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

Who should attend?

Product managers and other people in software organizations who want to produce software (-intensive) products or provide integration and customization services:
- **Executive Managers,**
- **Project Managers,**
- **Architects,**
- **Developers.**

A few years of software-related experience is recommended.

The Business Perspective

Focus on Business Outcome
- ☐ Product vs. Service
- ☐ B2B vs. B2C
- ☐ Business Models
- ☐ Customers' vs. Vendors' View
- ☐ Focus on Growth and Scalability
- ☐ Experimentation
- ☐ Tailorability
- ☐ Partner Readiness

Recommendations – Go Iterative

The Technical Perspective

Focus on Architecture
- ☐ Architecture as Backbone and Enabler
- ☐ Flexibility and Tailorability
- ☐ SaaS and Cloud Offerings

Documentation of Tailorability and Tailored Software

Recommendations – Learn from the Bad Cases

How to Build World-Class
B2B Standard Software Products
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, and Director of the Computer Science Center of the largest German retail banking organization. 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).
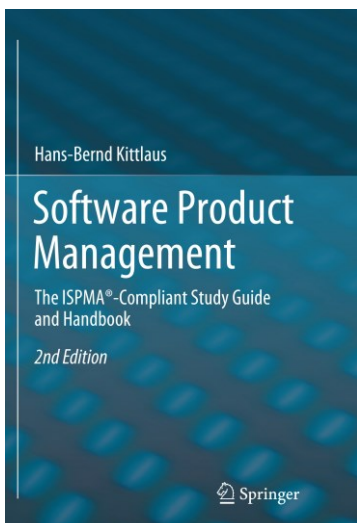
Hans-Bernd Kittlaus:
Software Product Management – The ISPMA-Compliant Study Guide and Handbook, 2nd Edition (Springer 2022)

"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

"The role of Software Product Manager (SPM) is extremely critical for the viability as well as sustainability of any software product business. This book is a "must read" as well as "must have", not just for every SPM but for all the key stakeholders and decision makers connected with a software product business."

Haragopal Mangipudi, Adjunct Professor, Indian Institute of Management, Bangalore, India; CEO, guNaka, Bangalore, India (formerly Infosys SVP and Global Head of Finacle)

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