

Software Product Management ISPMA Training Agenda Excellence Level Product Strategy

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Agenda

Day 1:

0. Prelude

- Participants / ISPMA
- Intro to training and exam

1. Introduction

- Software Product Management Overview & Framework
- Role of Product Strategy
- Business Model Concept and Canvas
- Mapping

2. Business Models in the Software Industry

- Software Business Models for Companies and Products

3. Customer Segments and Value Propositions

- Identifying Customer Needs and Segmentation
- Value Proposition
- Positioning
- Whole Product Concept

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Day 2:

4. Partnerships and the Software Ecosystem

- Software Ecosystems and Their Players
- Selecting and Managing Partners

5. Channels

- Sales Channels in Relation to Products
- Defining the Channel Strategy
- Managing the Channels

6. Competition and Other Alternatives

- Identifying and Analyzing the Customers' Alternatives
- Defining the Competitive Strategy

7. Revenue Streams

- Defining Revenue Streams
- Pricing Strategies
- Building Revenue Models

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Day 3:

7. Revenue Streams (continued)

8. Cost Structure

- Cost Drivers in Software's Unique Cost Structure
- Building the Financial Model
- Business Cases

9. Business Measures, KPIs, Risk Management

- Defining Business Measures
- Managing the Product's Business Performance
- Identifying and Managing Risks

10. Legal aspects

- Contracts and Intellectual Property
- Open Source
- Data Protection

11. Wrap Up

12. Certification Exam (optional)