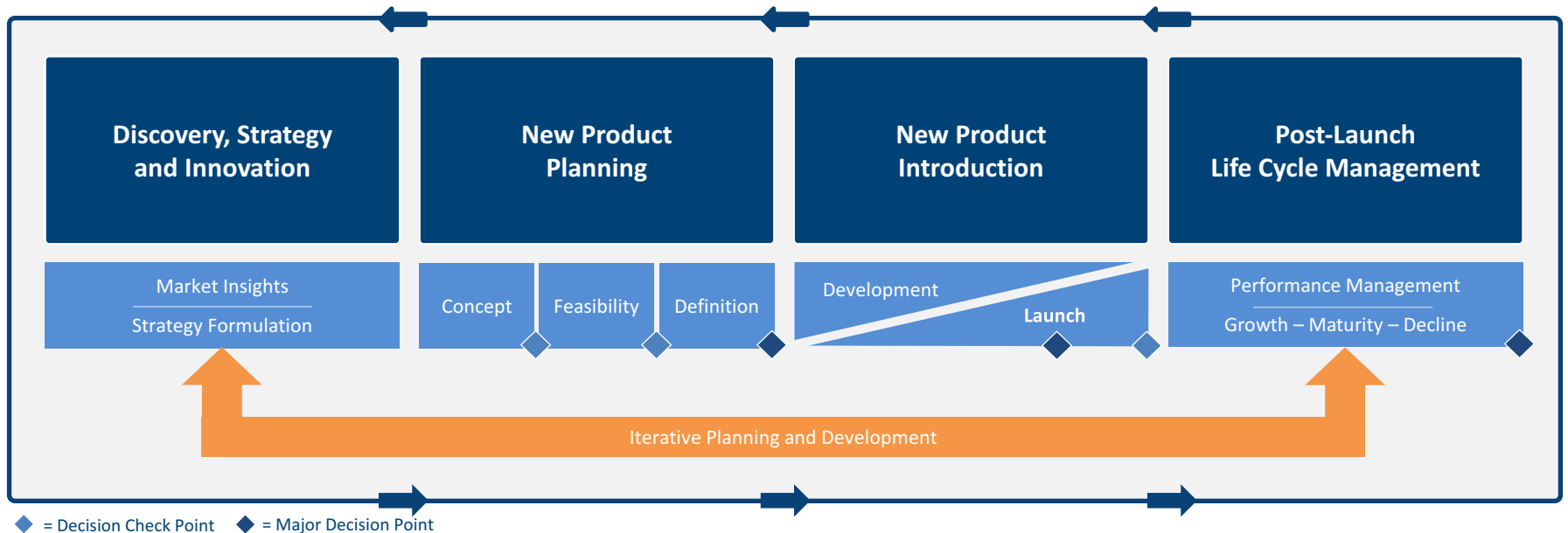


Product Management Framework



◆ = Decision Check Point ◆ = Major Decision Point

DISCOVERY and INNOVATION

Develop Market Insight

- Segment Markets
- Define Customer Targets
- Assess Customer Needs
- Create Customer Personas
- Detect Industry Trends (PRESTO)
- Evaluate Competitors
- Compare Competitor Products

Formulate Strategy

- Establish Strategic Baseline
- Configure Product SWOT
- Determine Life Cycle State
- Uncover Opportunities
- Integrate Product Roadmap
- Align Cross-Functional Teams

NEW PRODUCT PLANNING

- Prioritize Opportunities
- Produce Opportunity Statement
- Shape Value Proposition
- Assert Competitive Positioning
- Build and Evaluate Prototypes
- Develop Business Cases
- Derive Forecasts
- Compose Product Requirements
- Prepare Launch Plan
- Define Marketing Mix Model
- Establish Future Metrics
- Conduct Make vs. Buy Analysis
- Construct Product Master Plan

NEW PRODUCT INTRODUCTION

- Guide Development
- Manage Scope & Trade-Offs
- Reassess Business Cases
- Secure Regulatory Approvals
- Catalyze Ecosystem
- Synchronize Operations
- Orchestrate Product Launch
- Coordinate Product Messaging
- Conduct Sales Training
- Prime Channels
- Prepare Service Organization
- Publish Marketing Materials
- Announce Product

POST-LAUNCH LIFE CYCLE MANAGEMENT

- Conduct Post-Launch Audits
- Track Customer Satisfaction
- Leverage Cross-Functional Team
- Reassess Industry Movement
- Reevaluate Competitor Actions
- Evaluate Metrics and KPIs
- Analyze Product Profit & Loss
- Update Product Roadmaps
- Refine Value-Based Pricing
- Improve Promotional Programs
- Gauge Channel Performance
- Rationalize Portfolios
- Discontinue Products