



**Product  
Realization  
Group®**

# Product Management Services

## MAKING THE CORRECT PRODUCT EFFECTIVELY

Product management is the discipline of identifying what customers need, translating those needs into product features and requirements, and working with Engineering to turn features and requirements into successful products. It is the “engine powering product development”. Successful product managers must be equally strong at understanding the user perspective and working with engineers on the technical details.

Product Realization Group’s Product Managers have deep expertise and years of experience in bringing product ideas successfully to market. We partner with your company to teach you a range of skills from the strategic (analyzing markets and opportunities, aligning products to strategy), to the tactical (managing development projects to completion).

### **Our team’s expertise will help you to:**

- Assess market opportunities and perform competitive analysis
- Conduct customer and user interviews and analyze results
- Create and prioritize product requirements and user stories
- Work with Engineering to define and scope releases
- Lead the cross functional product development team through the product lifecycle
- Create and socialize a Product Roadmap

### **Our comprehensive Product Management program tackles:**

- Products and features that are unsuccessful in the marketplace
- Unclear product direction and conflicting Engineering priorities, leading to constant program delays
- Lack of alignment between company strategy and product development programs

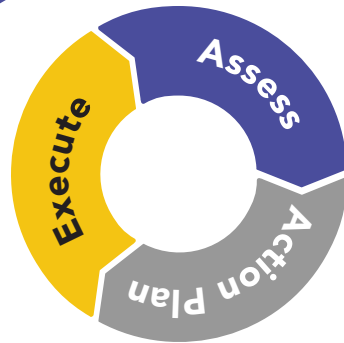
**“PRG was integral in  
providing the necessary  
tools to build a functioning  
product organization”**

-- VP of Product, Industrial robotics company



**PRG was essential in guiding our product management foundation establishing the essential elements to cohesively plan and communicate product roadmap, requirements capture, and release sequencing."**

— VP Product, Industrial robotics company



## HOW IT WORKS

PRG builds your product management capabilities with a proven, hands-on approach:

1. **Assess:** We interview key participants in several functions, including Product Management and Engineering, as well as senior executives, to identify current capabilities, gaps and opportunities for improvement. We also review documents for current product development programs
2. **Action Plan:** PRG develops an action plan utilizing the skills of an experienced product manager and consultant, in close collaboration with company leadership
3. **Execute:** Experienced PRG staff work with your team to:
  - Get existing development programs on track
  - Use a open ideation approach to identify key features and requirements of future products and releases
  - Work with Engineering to scope releases and further refine features
  - Create, publish and socialize a 12 to 18-month product roadmap
  - Cultivate lead users and create a Customer Advisory Board
  - Assess the overall product development portfolio to ensure strategic alignment
  - Do financial analysis of proposed new products
  - Put a product development lifecycle methodology in place to improve execution of future releases

## KEY BENEFITS

Working with PRG's product management experts, you will develop the capabilities to improve your return on product development investment, achieving:

- Products that are more successful in the marketplace
- Development programs that meet goals for schedule, quality and cost
- Improved working relationship with Engineering and senior management
- A clearer product strategy communicated across the company
- A better understanding of financial returns from new products