

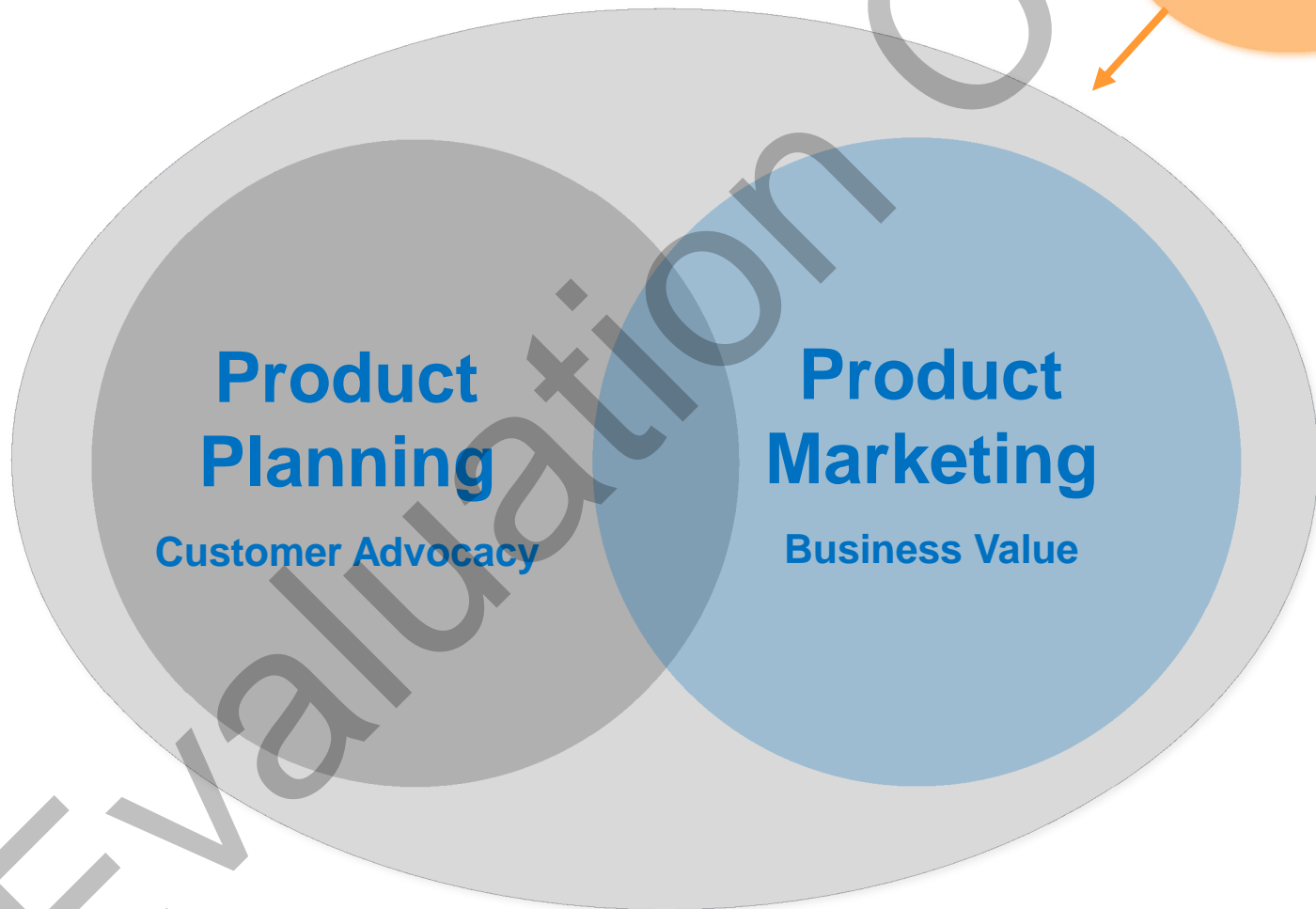
Blackblot® - Product Management Expertise™

Blackblot Product Management Models

A faint, light gray world map is visible in the background, centered behind the text. The map shows the outlines of continents and major landmasses.

Product Management

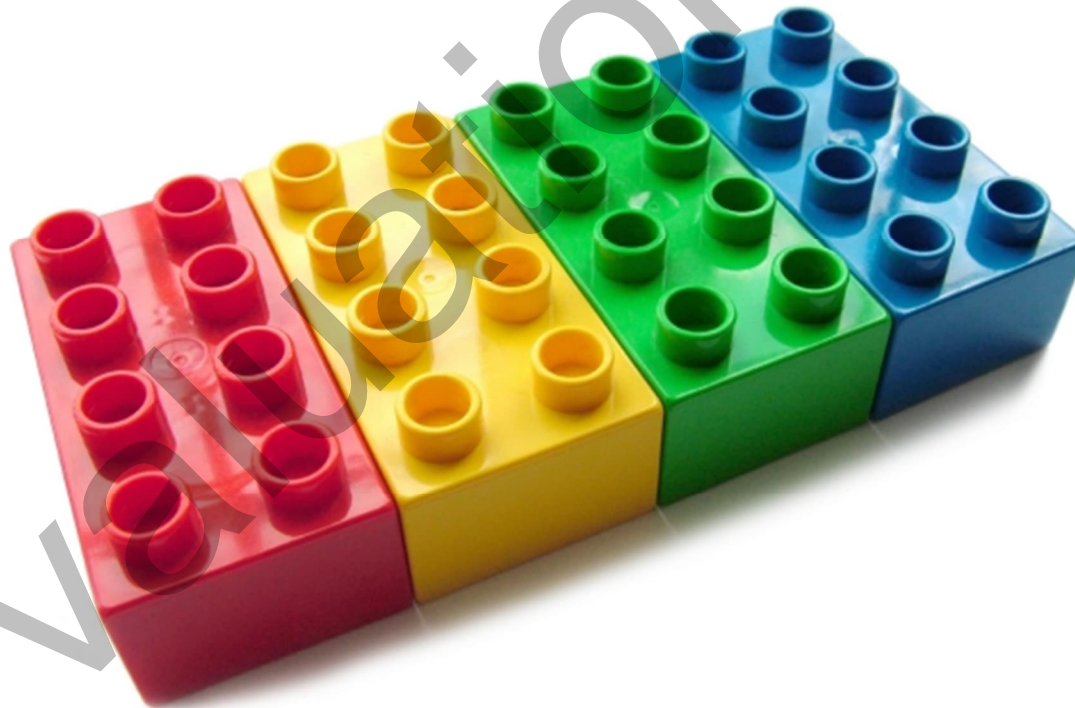
Discipline Overlap



**Product
Management**

Definitions

Product Management – occupational domain which contains two professional disciplines: product planning and product marketing.



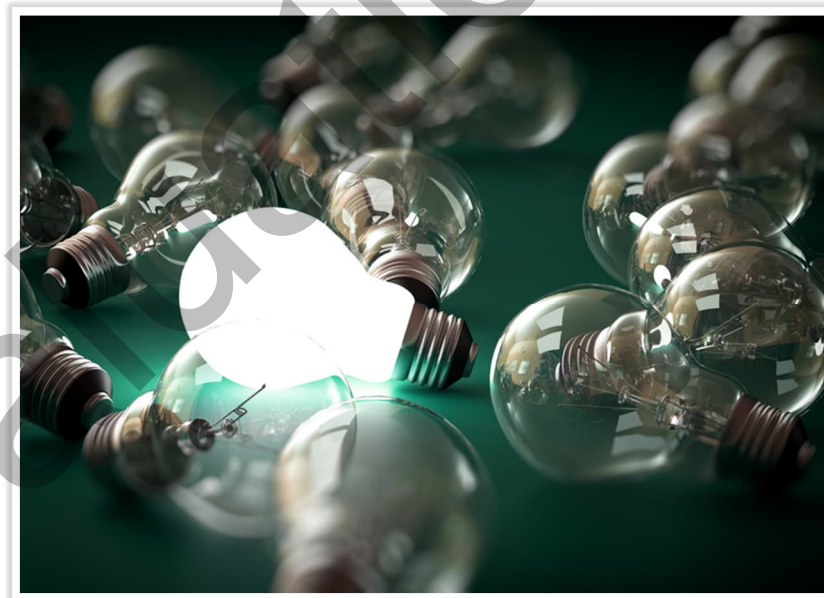
Definitions

Product Planning – ongoing process of identifying and articulating market requirements that define a product's feature set.



Definitions

Product Marketing – outbound activities aimed at generating product awareness, differentiation, and demand.



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Technology Products

Statistical Data



75% of new product development programs fail commercially.

Griffin, A. and Page, A. L. "PDMA success measurement project: recommended measures for product development success and failure". Journal of Product Innovation Management, 13, 6, Nov. 1996, pp. 478-496.



Common Mistakes in High-Tech

- Best product always wins
- Confusing marketing with selling
- Technology alone attracts customers
- Selling a product instead of solving a problem

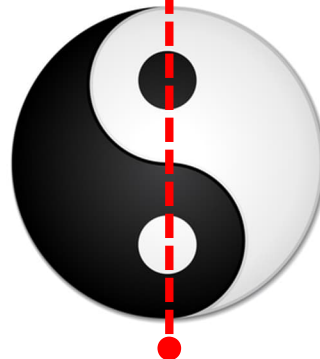


Challenges in Product Management

- Role definition
- No definitive methodology
- Lack of uniform work tools
- Managing tasks and processes
- Choice of product delivery strategies
- Relationships with other departments

"Problem Space" vs. "Solution Space"

Problem Space	Solution Space
<ul style="list-style-type: none">■ Questions■ Problems■ Problem Telling■ Market Expertise■ Product Management	<ul style="list-style-type: none">■ Answers■ Solutions■ Problem Solving■ Prod./Tech. Expertise■ Engineering

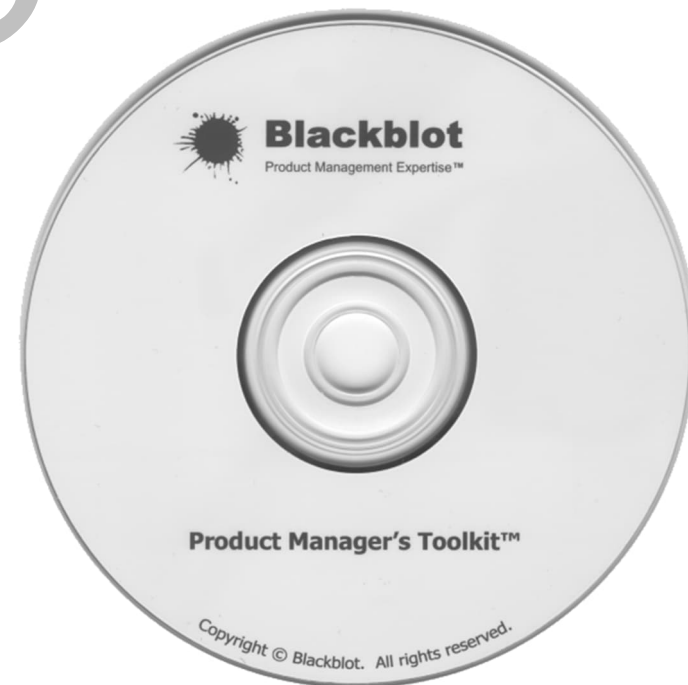




Blackblot PMTK Core Models

Blackblot Product Manager's Toolkit[®]

PMTK is a comprehensive set of tools and accompanying methodology that illustrates notable best practices and processes, which help create successful market-driven products.



Blackblot PMTK Foundation Rules

PMTK Foundation Rule #1

- Product management is comprised of product planning and product marketing.

PMTK Foundation Rule #2

- Product management resides solely in the problem space.

Blackblot PMTK Action Model

R E S E A R C H	▼ Product Planning ▼				L E A R N I N G
	<i>Describe market problems and needs</i>	<i>Define solutions to market problems</i>	<i>Build solutions that solve market problems</i>	<i>Sales channels support and product revisions</i>	
	Planning▶	Definition▶	Development▶	Maintenance▶	
	Evaluation▶	Strategy▶	Readiness▶	Execution▶	
	<i>Examine opportunities to serve the market</i>	<i>Formulate the market approach</i>	<i>Prepare market tactics and MarCom activities</i>	<i>Deliver value and build competitive advantage</i>	
▲ Product Marketing ▲					

Product Management Phases

1. Examine opportunities to serve the market.
2. Describe market problems and needs.
3. Define solutions to market problems.
4. Formulate the market approach.
5. Build solutions that solve market problems.
6. Prepare market tactics and MarCom activities.
7. Deliver value and build competitive advantage.
8. Sales channels support and product revisions.

PP
PM

Blackblot PMTK Action Model

R
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▼ Product Planning ▼			
Planning▶	Definition▶	Development▶	Maintenance▶
<i>Describe market problems and needs</i>	<i>Define solutions to market problems</i>	<i>Build solutions that solve market problems</i>	<i>Sales channels support and product revisions</i>
Market Requirements⌘	Features Matrix	Pricing Model⌘	Win/Loss Analysis
Use Cases	Product Roadmap	Product Evangelism⌘	Customer Visit
▼ Product Marketing ▼			
Evaluation▶	Strategy▶	Readiness▶	Execution▶
<i>Examine opportunities to serve the market</i>	<i>Formulate the market approach</i>	<i>Prepare market tactics and MarCom activities</i>	<i>Deliver value and build competitive advantage</i>
Business Case⌘	Corporate Mission	Company Profile	Company Presentation
Competitor Analysis	Product Positioning	Product Backgrounder	Product Presentation
Product Comparison	Value Documents	Collateral Matrix	Lead Generation
	Market Plan⌘	Launch Plan◇	Marketing Review◇

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◇ Supported via consulting.
⌘ Specialized training available.

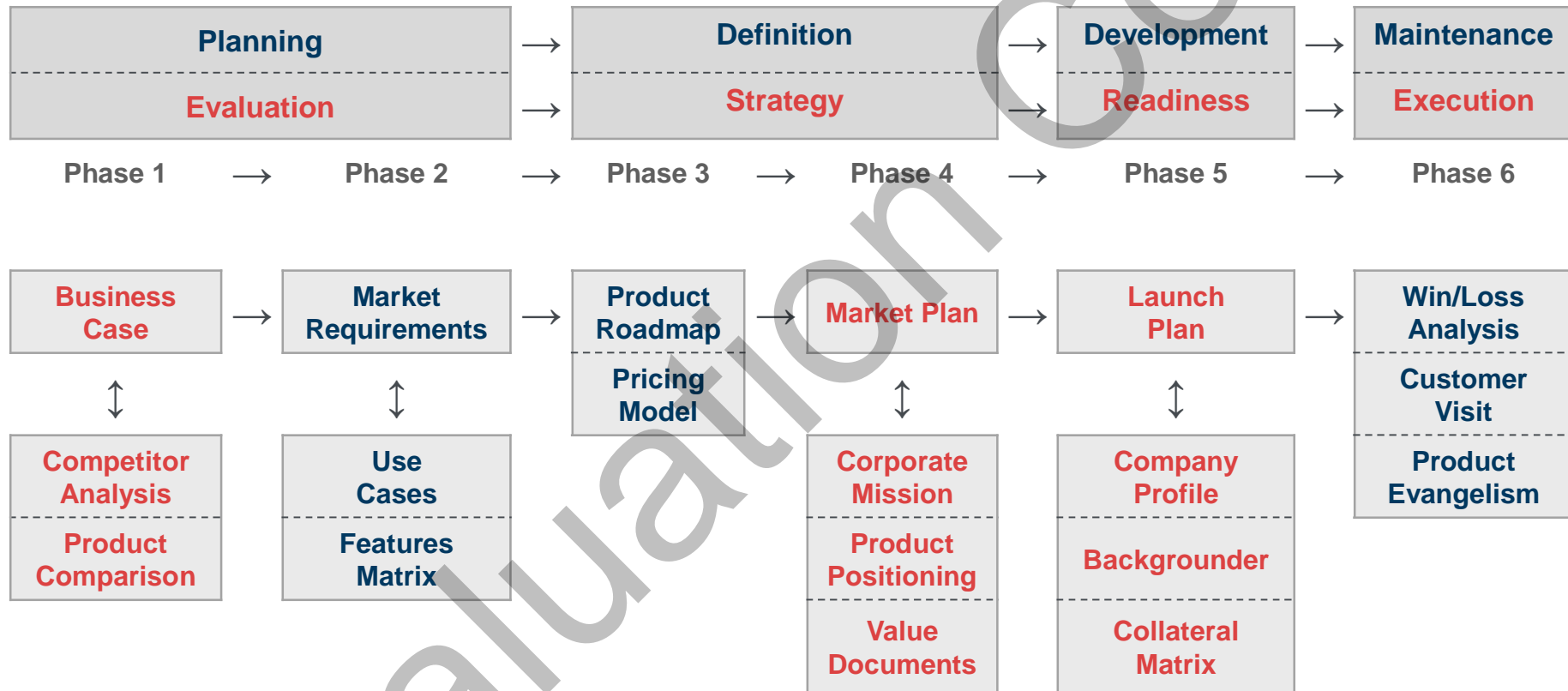
- Sales Axioms
- PSFB (Problem/Solution/Feature/Benefit)
- USP (Unique Selling Proposition)

Blackblot PMTK Action Model

E X E M P T	▼ Process Efficiency ▼				F O R M A L
	People ►	Decisions ►	Deliverables ►	Learning ►	
	<i>Instill flow and structure at work</i>	<i>Bring closure and secure commitment</i>	<i>Present and share work output</i>	<i>Assess and measure performance</i>	
	Meeting Rules	Decision Making	Generic Templates	Gap Analysis	
	Management By Objectives	Deliverable Sign-off	Bundle Book	Performance Review	

This component of the "PMTK Action Model" depicts tools that promote process efficiency since product management is comprised of extremely well-ordered and well-disciplined processes.

Blackblot PMTK Flow Model



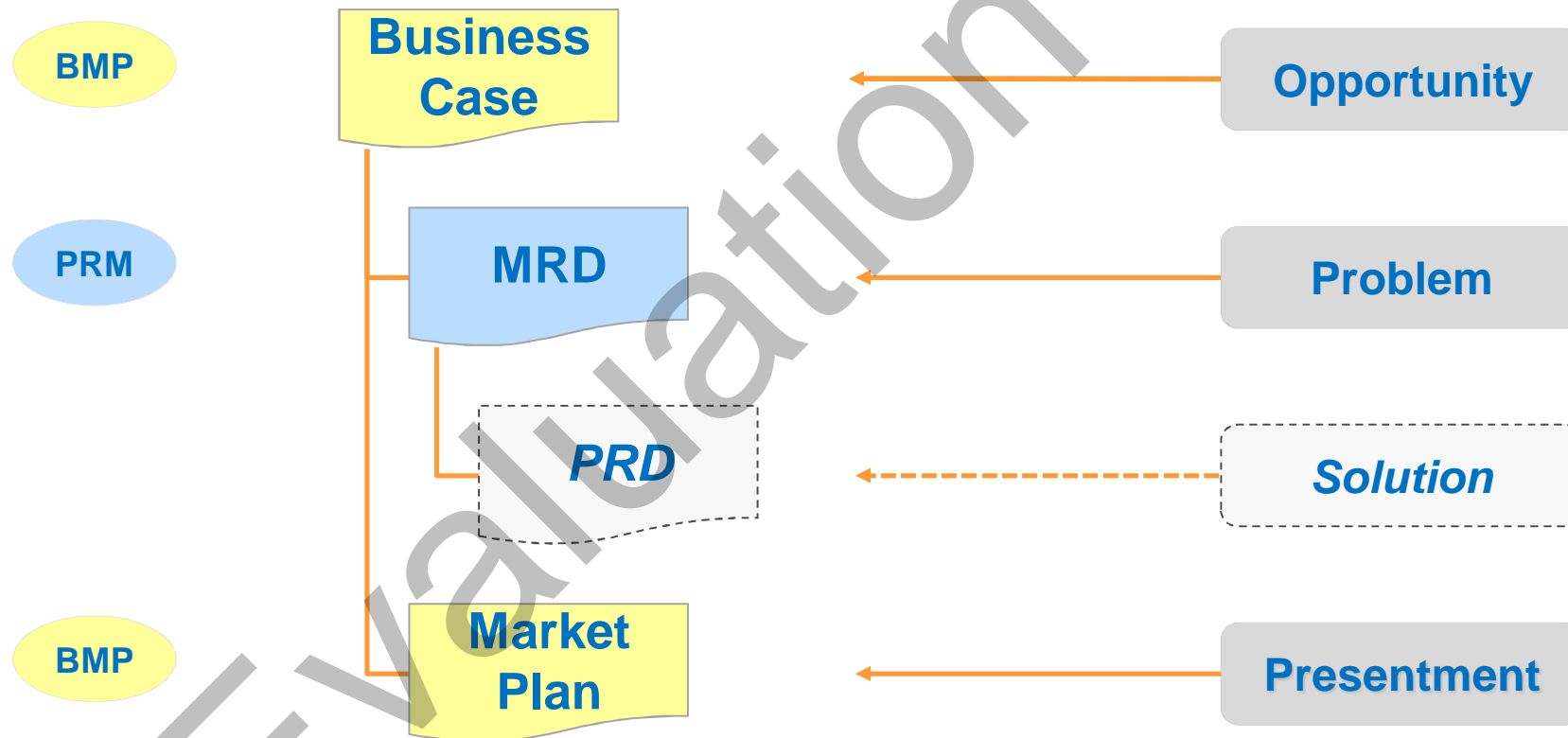
- Product Planning
- Product Marketing

Blackblot PMTK Task Model

Documents and Tasks		
PMTK Document	Owner/Writer	Contributor(s)
Business Case – Examination of a potential market opportunity on a product level.	Director of Products (O) Product Marketer (W)	Product Planner Product Architect Sales Engineer
Competitor Analysis – Study of competing companies, partially via their products.	Product Marketer	Product Planner
Product Comparison – Tabular comparison of competing products.	Product Marketer (O) Product Planner (W)	Product Architect
Corporate Mission – General business direction and company purpose.	Product Marketer	Director of Products
Product Positioning – Clear and focused messages that communicate the product's value proposition to multiple audiences.	Product Marketer	Director of Products Product Planner

Blackblot PMTK Product Management Backbone

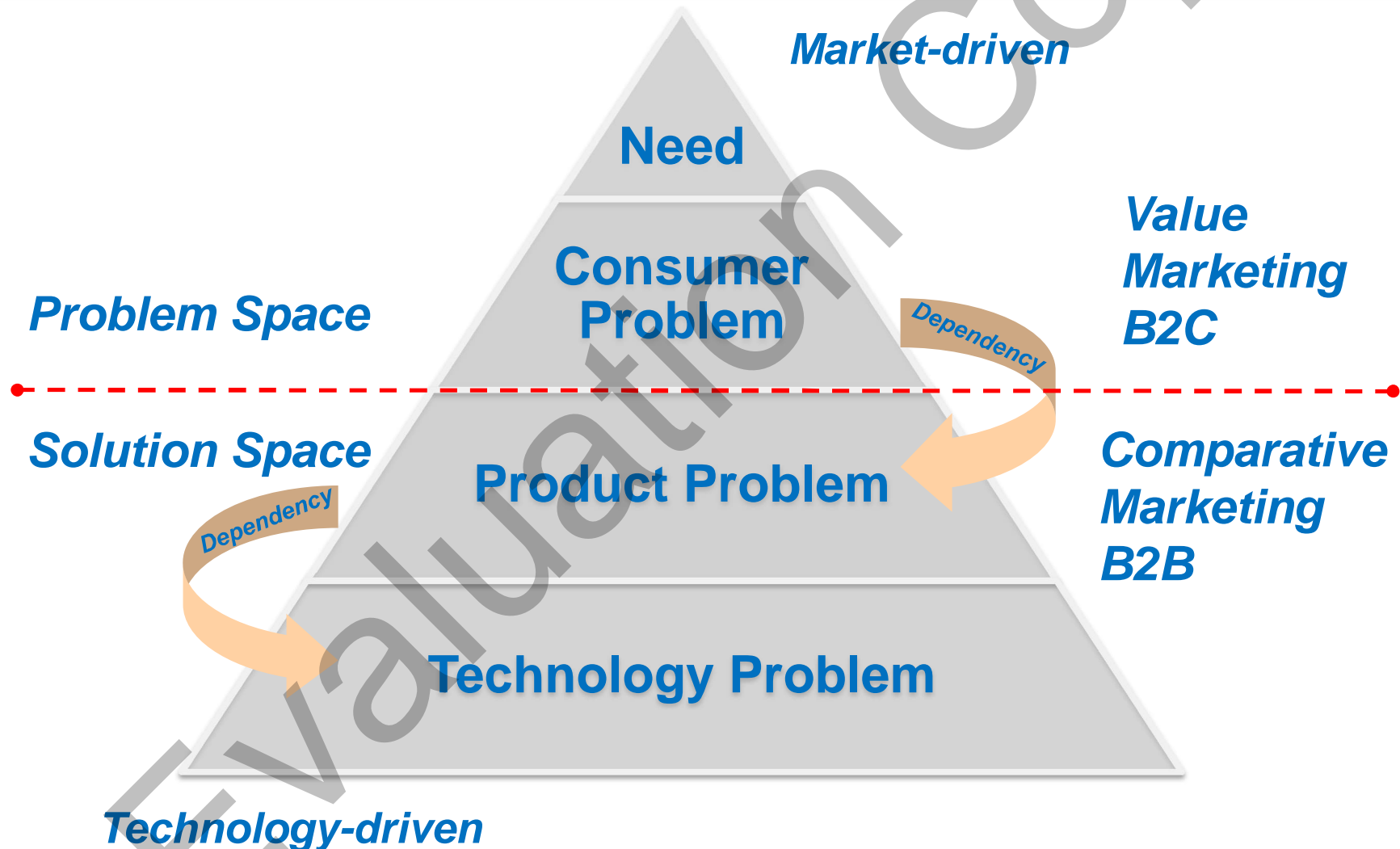
PMTK Core Documents





Blackblot PMTK Support Models

Blackblot PMTK Problem Echelon Model



Blackblot Product Frames Model

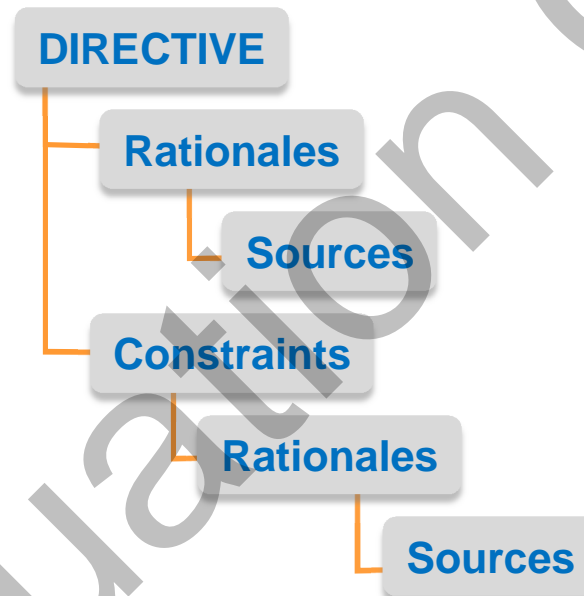
Blackblot Product Frames Model

- **Market Requirement** – user/buyer need.
- **Product Feature** – something the product does or has.
- **Product Attribute** – actual trait of the product.
- **Technical Specification** – attribute's implementation.



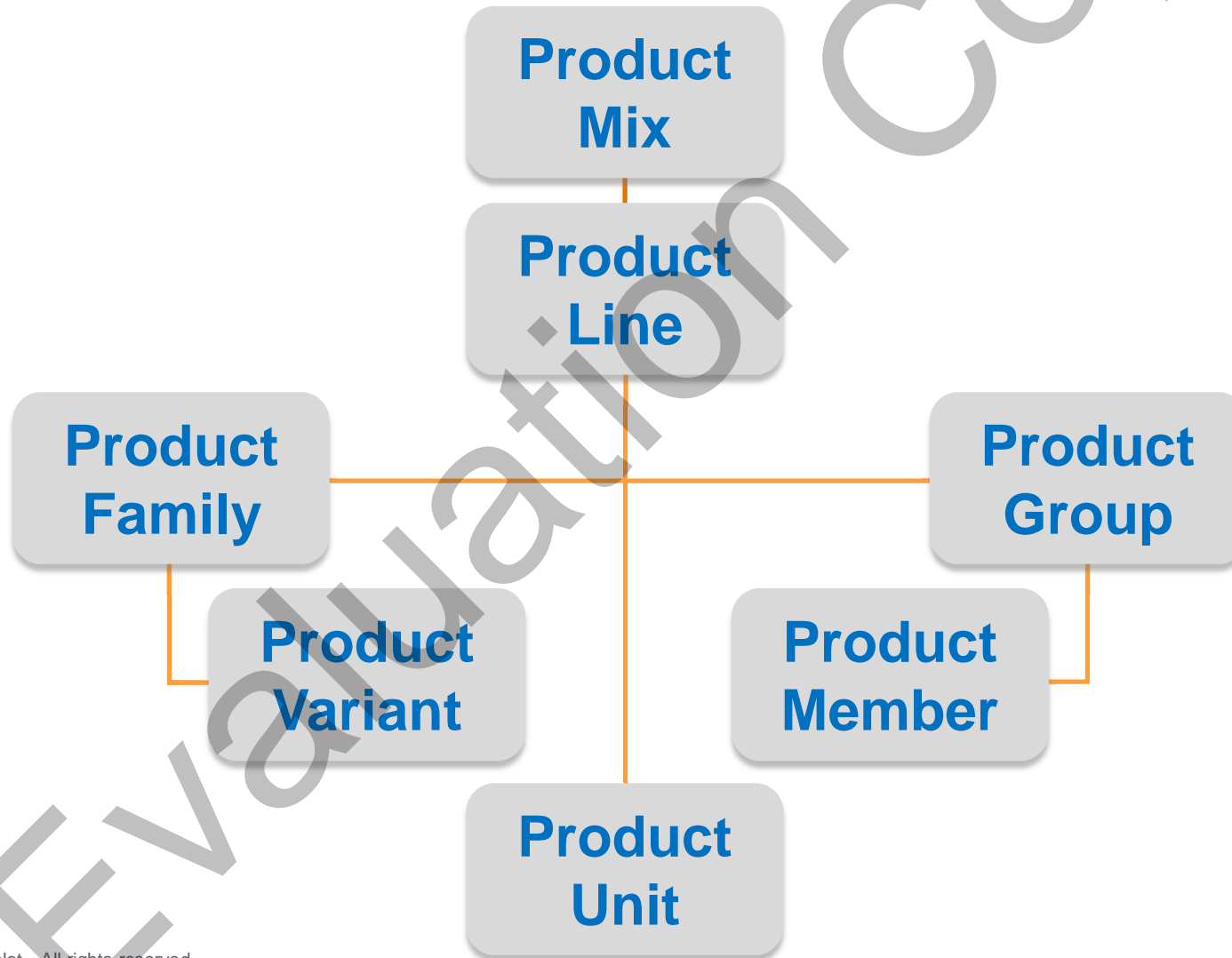
Blackblot Procedural Requirements Management™ (PRM) Model

Market Requirement Internal Structure

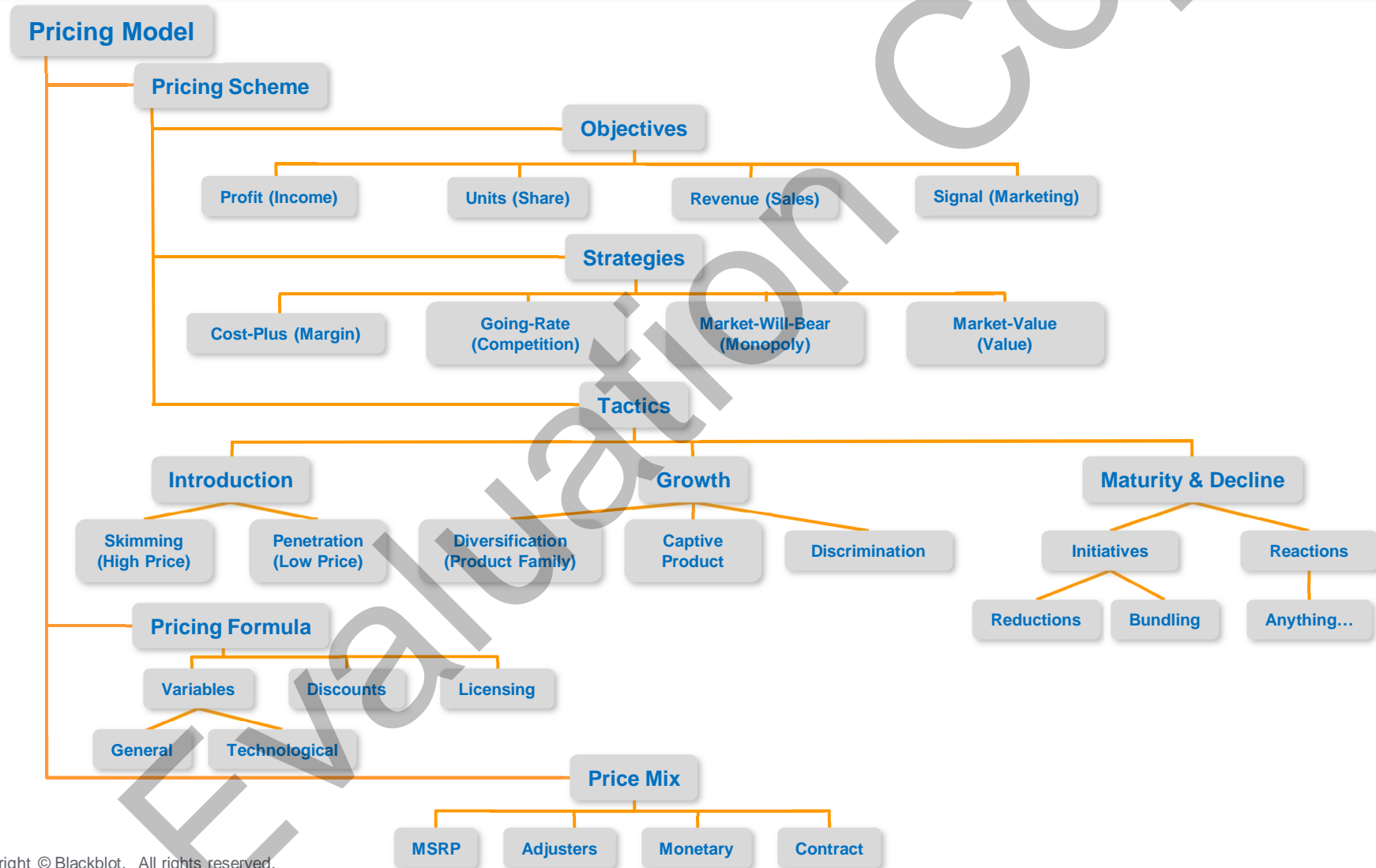


PRM Model Element	Description
Directive	Instruction that guides what is to be accomplished.
Constraints	Limitations imposed on the solution.
Rationales	Reasoning that supports a claim.
Sources	Information that validates a claim.

Blackblot PMTK Product Tree Model



Blackblot PMTK MVP Model





Blackblot PMTK Concept Models

Blackblot Product Management Team Model

**Sales
Engineer**

Advocacy
Expert

**MarCom
Manager**

Media
Expert

**Product
Planner**

Market
Expert

**Product
Marketer**

Marketing
Expert



Blackblot Product Definition Team Model

**Product
Planner**
Market
Expert

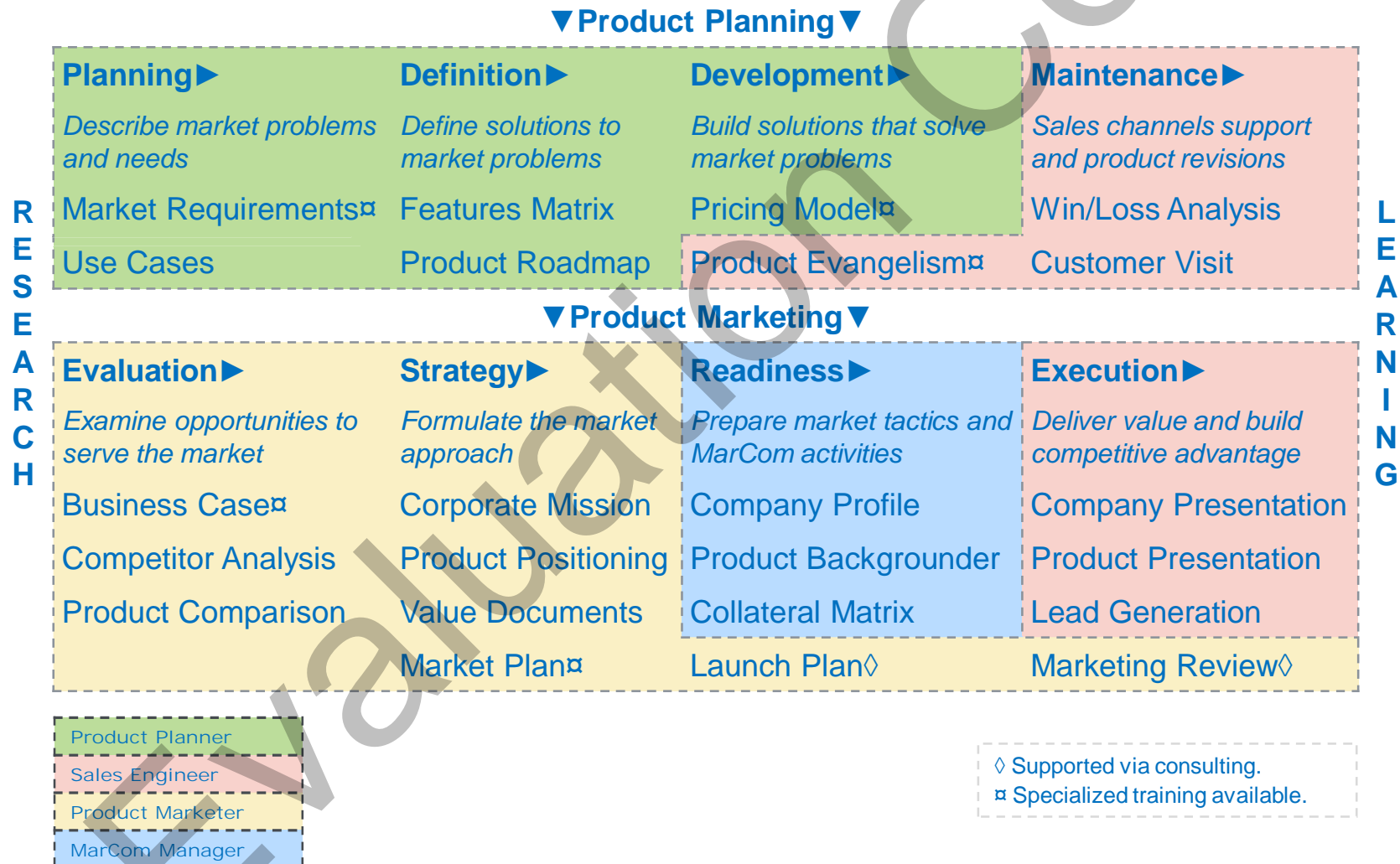
**Lead
Developer**
Technology
Expert

**Product
Architect**
Product
Expert

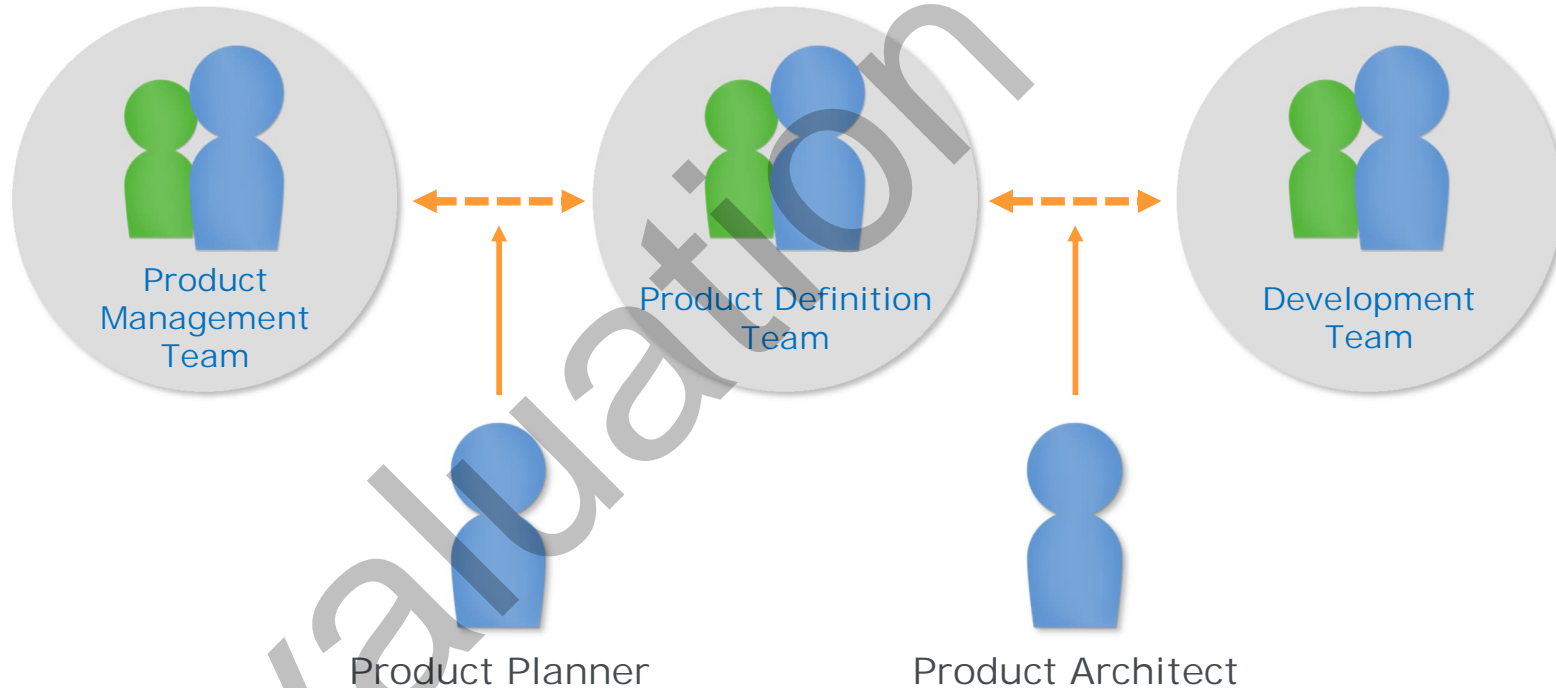
**Product
Developer**
Development
Expert



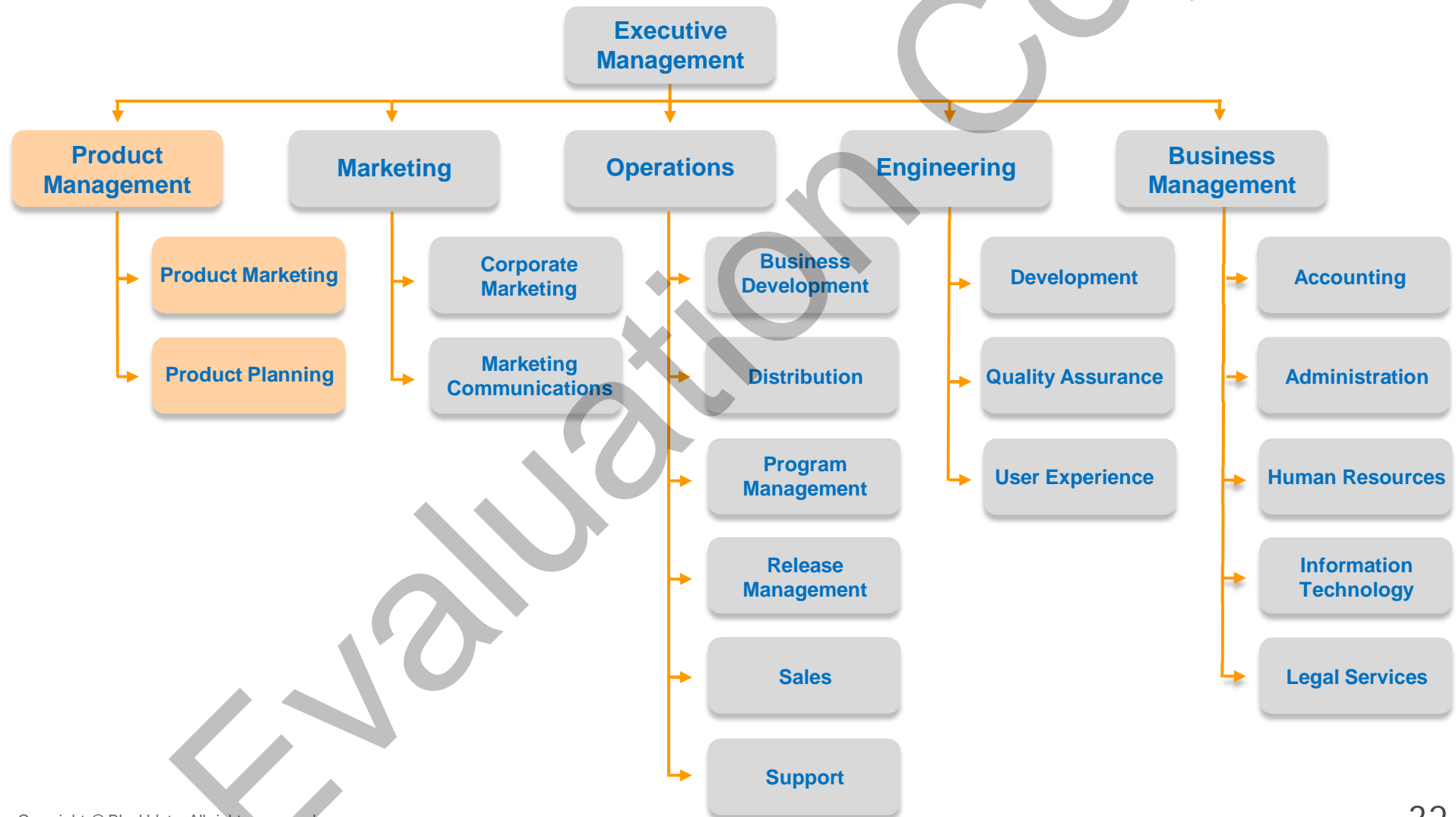
Blackblot PMTK Action-Team Model



Blackblot Team Linkages



Blackblot Corporate Organizational Structure



Blackblot Marketing Domain Model

Marketing Domain

Product Marketing

Price
Emphasis

Skimming,
penetration,
diversification,
discrimination
...

Feature
Emphasis

Competitor
analysis,
product
comparison ...

Value
Emphasis

Market
research,
value and
positioning
messages,
messaging
plan ...

Product
Branding

Loyalty
programs,
community
relations,
alliances,
symbols, ideas
...

Corporate Marketing

Corporate
Branding

Loyalty
programs,
community
relations,
alliances,
symbols, ideas
...

Analyst
Relations

Knowledge
databases,
briefing
sessions,
demos, visits
...

Marketing Communications

Advertising


Copyrighting,
budgeting,
creative,
Internet, print,
radio, TV ...

Graphic
Arts

Presentations,
sales tools,
stationery,
colors, logos,
packaging ...

Public
Relations

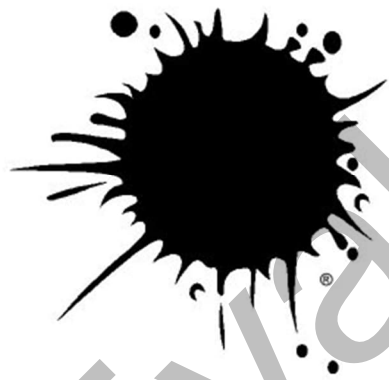
Press
Releases,
Events,
Lobbying ...



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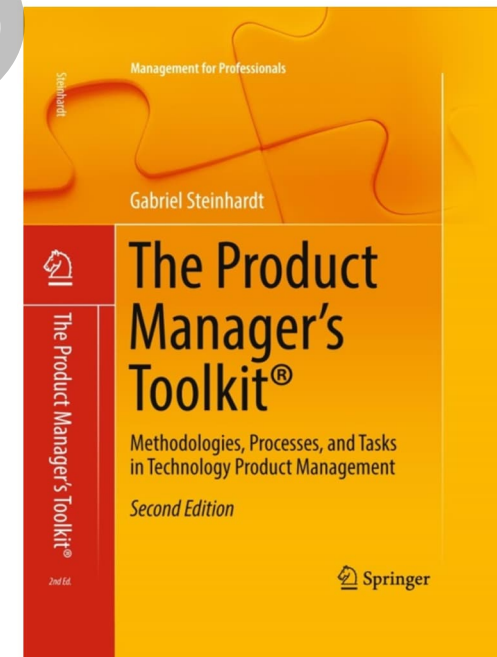
Premium product management expert services for market leaders and innovators worldwide.



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Product Management Expertise™

Blackblot Products and Services



ISO 9001:2008

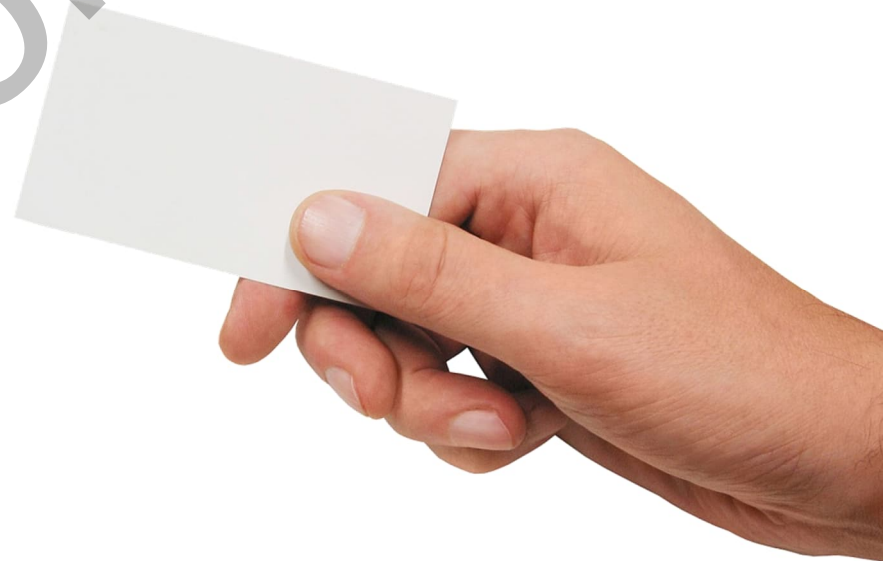
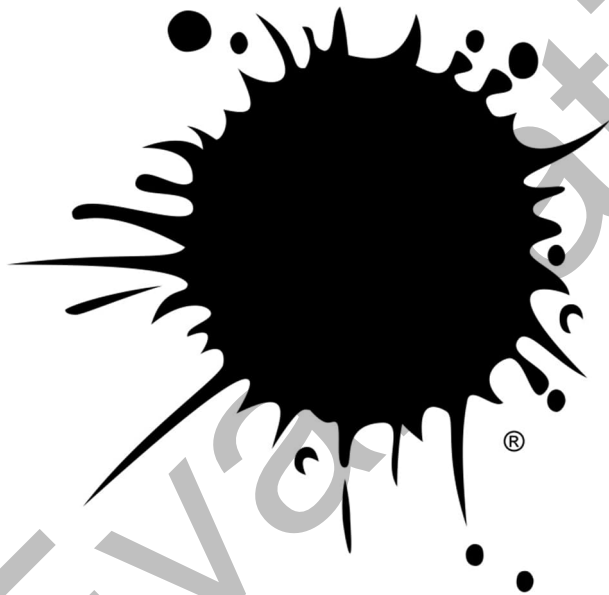
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Please contact us with questions and comments!

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Q&A

- *<Comment: This is the "questions and answers" section. Use this time to further communicate key messages, while addressing the audience's concerns.>*



Thank You



END

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