

Parcus Group

PRODUCT MANAGEMENT TRAINING

Learning Objectives

Target Audience

Parcus Group provides very detailed and **comprehensive product management training specifically for the telecom operators and ICT companies**. All our consultants are senior telecom and ICT experts and typically have 20+ years of experience.

Audience for our course would be product managers but in the same time given new product development is a cross-company effort we typically recommend that other business units take part in the training so that all the stakeholders who participate in such effort are aligned and aware of everyone's roles and responsibilities. To this extend most our customers have few key staff from other business units also attend – for example in addition to product management we see attendees from marketing, engineering, operations, finance, IT etc... this way the business gets a very good overall process and time-to-market improvement as well as embedding and using of new skills is much easier when everyone is on the same page and understands the framework to follow.

At Parcus Group we do not run 'public/open' training courses as such – **our offer is all about customised training for individual organisations**. We can also provide extra focus on the topics of specific interest and reduce time spent on some other topics where your skills are high.

Course Overview

Course is structured as an all-encompassing, step-by-step instruction guide and is **specifically adapted for telecommunications and ICT businesses**.

It can be used by growing as well as mature businesses as a product management framework reference or to practically improve the current service and product development methodologies.

Modules Breakdown & Learning Objectives

| Module | Learning Objective |
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| Overview and introduction | Obtain deep understanding of telecom and ICT product management and product development process from market research, business case, product requirements documentation, product design and build to market launch. Improve specific skills and knowledge necessary to: <ul style="list-style-type: none"> Understand customer needs and competitive position Build products with sustainable competitive advantage against your competitors |
| Business strategy and planning | |
| Define your market | |
| Strategic market assessment | |
| Product development options | |
| Value creation and product feature selection | |
| Market segmentation | |
| Competitor analysis | Learn to prioritise new product ideas based on business strategic alignment, return on investments and ability to execute. |
| Concept development and ideas screening | |
| Feasibility study | Learn how to conduct a product feasibility study |
| High level project planning | Improve specific skills and knowledge necessary to: <ul style="list-style-type: none"> Deliver new product developments on time Manage team (or virtual team) of project resources and multiple business units stakeholders Project management of scope, time, cost and quality |
| Business case | Understand typical telecom and ICT product business case structure and approvals process Learn how to write successful business cases |
| Financial analysis | Participants will learn how to <ul style="list-style-type: none"> Conduct a detailed project financial analysis Develop value and market based product pricing Develop product cost models and product forecasts |
| Product pricing | |
| Cost modelling and forecasting | |
| Product and business requirements documentation | Participants will understand the structure and learn how to write product requirements documents |
| Detailed project management plan | Participants will learn how to develop a project plan, project charter, scope document, WBS structure, project task list and schedule, cost estimates, project budget and quality management plan. |
| Product solution definition and design | Understand the product design phase including learning to: <ul style="list-style-type: none"> develop product description documents write product marketing plan create product features matrix structure competitive product service levels Participants will also learn to use the provided tools and templates to develop quoting and ordering, implementation, support and billing processes. Gain understanding of architectural and technical considerations such as functional model, vendor evaluation, bench testing, ensuring design quality, PoC, ITIL... |
| Business process design | |
| Technical solution architecture | |
| OSS/BSS | |
| Design tools and tips | |

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| Finalising product build and technical solution build | <p>Product management course participants will learn how to develop:</p> <ul style="list-style-type: none"> • Product sales and marketing guides • Product price sheets, • Product market facing collateral, proposals, application forms... <p>Participants will also learn how to:</p> <ul style="list-style-type: none"> • Finalise development of all business processes • Write or contribute to product technical guide, • Ensure OSS/BSS integration |
| Product Readiness Testing (PRT or ORT) | Learn how to conduct product launch readiness testing from technical, commercial and operational perspectives |
| Product launch | <p>Attendees will understand the:</p> <ul style="list-style-type: none"> • Product launch and marketing activities, marketing planning and budget • Learn about product performance management & reporting • Learn about product lifecycle management and portfolio planning • Role of product management leadership and staff selection methodologies |
| Product lifecycle | |
| Other tools and tips | |
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Every attendee will receive the following:

- All of the printed course materials and slides
- Parcus Group Product Management Handbook (over 350 pages of course materials including complete product management framework, tools and templates)
- Certificate of completion for the course
- Optional user license for the Parcus Group Service Creation Guide Methodology and Toolkit, which includes over 50 software tools and templates

Other Course Benefits:

- Learn to work much more effectively with the team and stakeholders
- Increase productivity by leveraging course tools and templates
- Understand how to effectively manage a telecom or ICT product at any phase within the product lifecycle