

Parcus Group

PRODUCT MANAGEMENT FRAMEWORK, METHODOLOGY AND TOOLKIT

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Parcus Group provides consulting to carriers, telecommunications service providers, systems integrators and ICT firms and equipment vendors on methodologies & strategies for building successful products, services and businesses.

Parcus Group collaborates with clients to help them become high-performance services providers and suppliers. Our value to clients comes from our niche & specialised focus, the expertise of our people and our ability to provide holistic service creation & improvement programs including marketing, business financial analysis, process developments and effective stakeholder engagement across all phases of service creation journey.

For more information see: <http://www.parcusgroup.com/>

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SERVICE CREATION GUIDE, METHODOLOGY AND TOOLKIT

Introduction

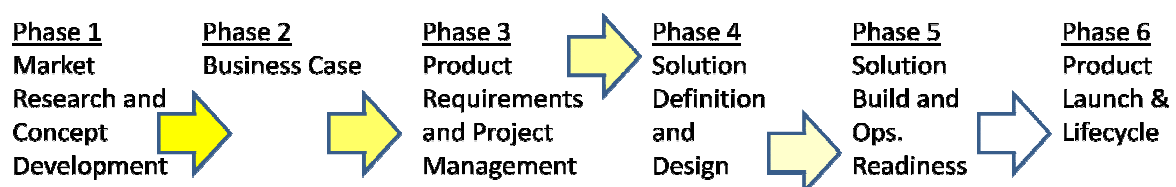
When approaching the subject of service creation it has to be stated at the outset that we are dealing with a topic of high complexity and that many diverging views are likely to come out on the subject. While the purpose of this document is to provide education and guidance to a product manager with the development of new product it can not be viewed as an all-encompassing, step-by-step instruction manual that will work in all circumstances but rather as a point of reference manual to follow and use to improve your current service development methodology.

Due to varying experiences of individuals, different countries and markets and diverging views on the right approach, primary purpose of this guide is to:

- set out a broad methodology that can be followed
- deliver individual chapters which can be used as required rather than having to serially follow the flow and do every task
- provide real-life examples, templates and interactive tools of use to product manager to assist with service creation and increase his speed to market
- share best industry practices and tips on all service creation steps and how to make your new product succeed
- explain how to leverage business partnerships for market success with your new product

Based upon all above it's the ultimate goal of this guide to enable the service provide who uses it increase the speed to market of his new products and ensure the best possible success of the product both financially and in terms of customer satisfaction.

Our approach and this guide is based on widely adapted service provider product development methodology and is structured around six development phases, summarised in the below diagram.



The primary audience for this material are likely to be second tier service providers where bedded-down service creation business processes may not exist or where product management teams need some assistance to deliver new products to market quicker.

In the same time while tier one service providers may have more resources and skills this guide can still be used to supplement their own methodology and improve their approach where appropriate.

This document is intended for experienced and sophisticated marketing and business professionals. Business terms and complex methodologies are used throughout this text, with an expectation of a high degree of commercial acumen incumbent on the reader. Additionally, many terms and concepts pertaining to the ICT industry are regularly made in this document.

Specifically:

- Product managers
- Marketing managers
- Sales professionals
- Project managers
- Financial and modelling experts
- Engineering, technical and operational professionals

In terms of sections and individual components of work covered in this guide following matrix is a high level summary of key business groups which will benefit from the content.

Phase	Document Sections	Business Group
Phase 1 (Market Research and Concept Development)	Section 1.01 to 1.08 and 1.10	Product Management Marketing
	Section 1.09	Project Management
Phase 2 (Business Case)	Section 2.01 to 2.05	Product Management Finance
Phase 3 (PRD and Project Management)	Section 3.01 to 3.03 and 3.05	Product Management
	Section 3.04	Project Management
Phase 4 (Solution Definition and Design)	Section 4.01 to 4.02	Product Management Business Analysis (process development)
	Section 4.03	Engineering, IT (incl. Operations involvement)
	Section 4.04	Product Management, Engineering
Phase 5 (Solution Build and ORT)	Section 5.01 and 5.02	Product Management
	Section 5.03	Engineering, IT and Operations
	Section 5.04 and 5.05	Product Management, Engineering, IT and Operations
Phase 6 (Product Launch)	Sections 6.01 to 6.04	Product Management, Marketing

Many organizations may not have the available resources to undertake the activities outlined in this document. If that's the case it is highly recommended that at the very beginning of the Service Creation process you engage Parcus Group to assist you in the identification of key stakeholders for each of the necessary task areas. This will enable you to identify the areas of weakness within the team before starting.

Parcus Group offers support and consulting services across each of the stages of the Service Creation process. Our dedicated team of specialists can provide the critical support your organization needs to motivate, facilitate or undertake tasks in the process of new Service Creation. Parcus Group knows that the key to successful deployment of new services comes down to a few key things:

- Human and capital resource availability
- Willingness and motivation
- Understanding of the key concepts
- Completion of critical components of this Services Creation Guide.

Parcus Group's team, based in Australia, are well versed in the difficulties encountered in the Service Creation process and offer a full suite of integrated support. No matter what communications tools you utilise, our team can be a part of your team; supporting your team and facilitating successful Service Creation.

Throughout the document phrases such as Service Creation and Product Development will be used interchangeably. For the purposes of creation of new Services and Products those terms can be viewed as identical in this guide.

General Information Sourcing Note:

Throughout this guide we will present a large number tools you can use for various purposes during the service creation process or elsewhere in your business.

Unless we specifically instruct you in regards to the sourcing of information, data, scores, prices and other inputs for any of the tools, you are to use your own best judgement in generating estimates as inputs to such tools. To supplement your estimates where external and more reliable data is not available typically you can speak with your colleagues and get their opinions also. In addition to this section 3.01 has some addition tips on information gathering.