

## Service Creation Tools and Templates

Parcus Group service creation is characterised by a large amount of practical execution and hands on activity using over 50 interactive tools and templates. Following are key tools we will use for service creation activities.

| Module  | Practical Tools Used   |
|---|--|
| Strategy and planning                           | 1. Value Map Tool  |
| Define your market                              | 2. Market Share Index Tool   |
| Strategic market assessment                     | 3. Market Assessment and Market Share Index Tool   |
| Development options                             | 4. Partner Selection Tool  |
| Value creation and product feature selection    | 5. Kano Method Tool  |
| Market segmentation                             | 6. Marketing ROI Tool  |
| Competitor analysis                             | 7. Industry Analysis Tool<br>8. SWOT Tool<br>9. Competitive Advantage Tool   |
| Concept development and ideas screening         | 10. Idea Presentation Template<br>11. Product Development Prioritisation Matrix  |
| Feasibility study                               | 12. Feasibility Study Template   |
| High level project planning                     | 13. High level project plan (interactive)  |
| Business case                                   | 14. Business Case Template   |
| Financial analysis                              | 15. Key cost and revenue factors (interactive)   |
| Product pricing                                 | 16. Value Based Pricing Questions<br>17. Value Based Pricing Tool  |
| Cost modelling and forecasting                  | 18. Business Case Cost Model<br>19. Product Forecast Model   |
| Product and business requirements documentation | 20. PRD Template   |
| Detailed project management plan                | 21. Project WBS Structure<br>22. Project Task List<br>23. Service Creation Project Plan<br>24. Documentation Check List  |
| Product solution definition and design          | 25. Product Features Matrix<br>26. Product Description Template  |
| Business process design                         | 27. Sales Process – Prospecting<br>28. Sales Process – Opportunity Management<br>29. Sales Process – Order Management<br>30. Sample Product Quote<br>31. Product Order Form<br>32. Customer Information Forms<br>33. Operational Process Flows<br>34. Customer Readiness Checklist<br>35. Service Completion Report- |
| Technical solution architecture                 | 36. Service Availability Tool  |
| OSS/BSS   | 37. Examples will depend on each business environment  |
| Design tools and tips                           | 38. Sample Solution Architecture and Technical Design Documents  |
| Finalising product build                        | 39. Product Sales Guide (high level)<br>40. Product Sales & Marketing Guide (detailed)<br>41. Product Collateral Example<br>42. Sample Proposal<br>43. Other Tools<br>44. Product Change Forms   |
| Technical solution build                        | 45. Product Technical Guide Template   |
| PRT / ORT                                       | 46. ORT Template   |
| Product launch                                  | 47. Product Launch Templates   |
| Product lifecycle                               | 48. Product Performance Reports  |
| Other tools and tips                            | 49. Staff Sample Position Description<br>50. Sample Product Plan<br>51. Marketing Budget Template<br>52. Communications Strategy and Plan Template   |