

TELECOM PRODUCT MANAGEMENT SOFTWARE PLATFORM

DEVELOPMENT



COMPREHANSIVE PRODUCT
DEVELOPMENT FRAMEWORK,
TOOLS AND TEMPLATES



WORKFLOW



INCREASED STAFF
COLLABORATION AND
PRODUCTIVITY



LIFECYCLE



RICH PRODUCT REPORTING
AND ANALYTICS TOOLS FOR
MANAGMENT DECISIONS



- **FASTER NEW PRODUCTS TIME-TO-MARKET**
- **INCREASED BUSINESS UNITS ALIGNMENT**
- **GREATER STAFF TEAMS PRODUCTIVITY**
- **IMPROVED EXECUTIVE DECISION MAKING**
- **INCREASED CUSTOMER SATISFACTION**
- **HIGHER ROC INVESTED IN PRODUCT DEVELOPMENT**

Product Management Reference Library

Parcus Group

DASHBOARD PROJECTS LIFECYCLE USERS

telbru

Home Search Reference Guide Go Reeda

REFERENCE GUIDE SEARCH

Search words with regular expressions ...

Reference Guides

- Introduction
- 1. Market Analysis & Develop Concept
- 2. Developing a Product Business Case
 - 2.01 Objectives
 - 2.02 Business Case Structure
 - 2.03 Example Business Case
 - 2.04 Detailed Financial Analysis
 - 2.05 Product Forecasting
- 3. Product Requirements & Project Delivery
- 4. Solution Definition & Design
- 5. Solution Build and Product Readiness Test
- 6. Launching a New Product to Market
- 7. Product Lifecycle Management

Tools

- Business Case Template
- Value Based Pricing Questionnaire
- Value Based Pricing Tool
- Business Case Cost Model
- Sample Product Forecast Model

Popular Topics

- 1.01 Objectives
- 1.02 Business Strategy and Service Creation Planning
- 1.03 Approach to Market Analysis
- 1.04 Detailed Financial Analysis
- 1.05 Market Segmentation
- 1.06 Competitor Analysis
- 2. Market Demand
- 2.01 Objectives
- 2.02 Business Case Structure
- 2.03 Example Business Case
- 2.04 Detailed Financial Analysis
- 2.05 Product Forecasting
- 2.1. Define Market
- 2.2. Revenue Factors including Product Pricing
- 2.1. Cost Factors
- 1.09 Market Analysis Tips & Tools

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The product management reference library is structured and specifically created for telecom businesses. It delivers training, detailed instructions, tools and templates required to execute large or small product development projects covering all phases of the cycle from market research, business case, product requirements capture, product design, solution build and testing to go-to-market planning & launch.

Over 60 interactive software tools and templates covering all the product development phases are provided in this module.

Product Development, Project Management and Collaboration Engine

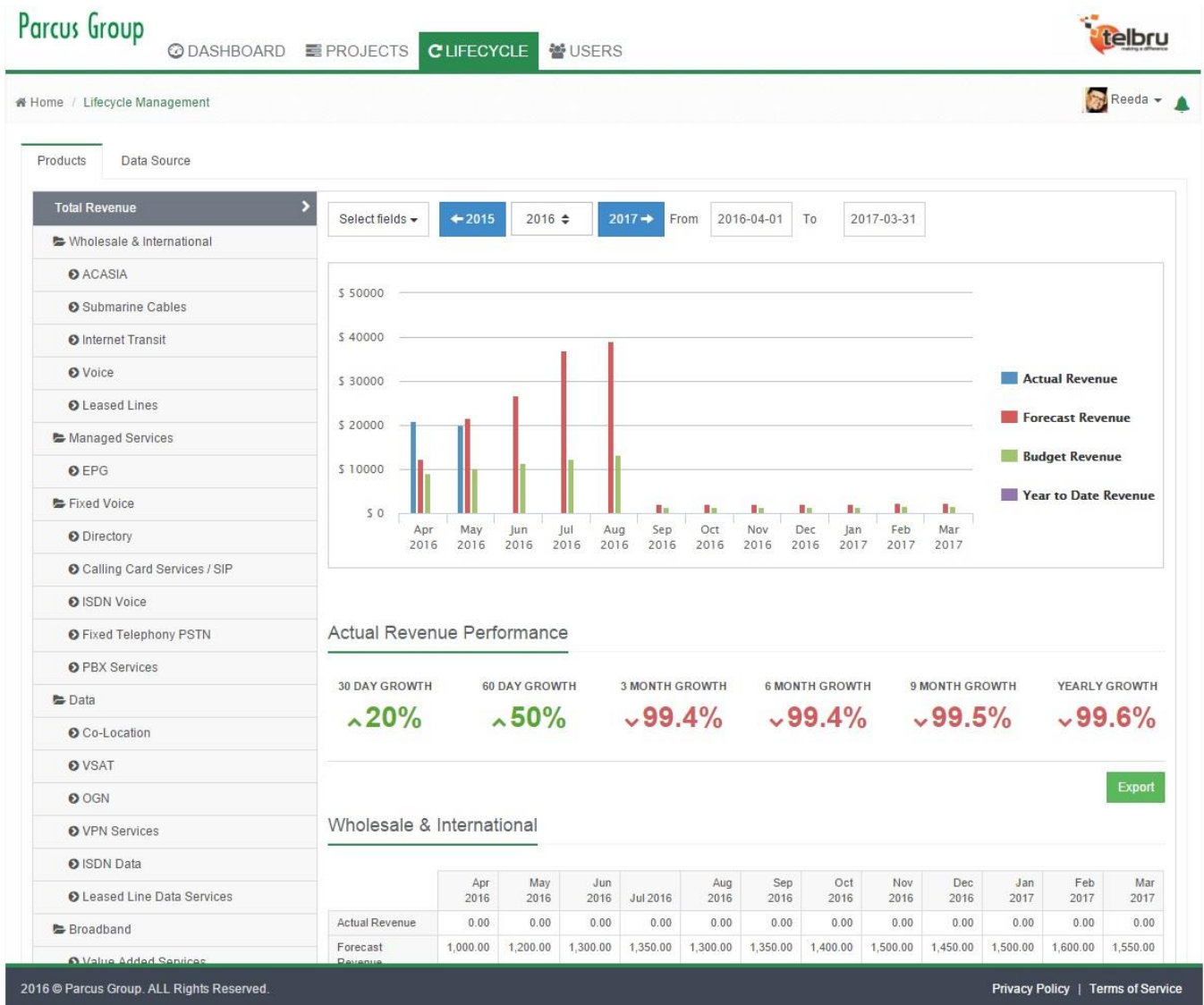
The screenshot displays the Parcus Group project management interface. The top navigation bar includes 'DASHBOARD', 'PROJECTS', 'LIFECYCLE', and 'USERS'. The current project is 'Lifsize Video Conferencing', and the user is 'Reeda'. The 'Tasks' tab is active, showing a list of tasks with columns for Task, Task Owner, Status, Progress, Start, and End. The tasks are categorized into Market Research, Business Case, Product Requirements Document (PRD), Solution Design & Planning, and Launch. The status of tasks is either 'Overdue' (red) or 'Not started' (green). A 'View' button is present for each task. The interface also includes a 'Followers' section and a 'View as GANTT' option.

Task	Task Owner	Status	Progress	Start	End	View
Market Research		Overdue	0%	Jan 01, 2016	Feb 26, 2016	
Business Strategy and Portfolio Planning		Overdue	0%	Jan 01, 2016	Jan 14, 2016	View
Customer Needs Analysis		Overdue	0%	Feb 01, 2016	Feb 09, 2016	View
Market Segmentation		Overdue	0%	Feb 09, 2016	Feb 17, 2016	View
Competitor Analysis		Overdue	0%	Feb 18, 2016	Feb 26, 2016	View
Product Feasibility Study		Overdue	0%	Jan 15, 2016	Jan 28, 2016	View
High Level Project Planning	Adi Rahman	Overdue	0%	Feb 15, 2016	Feb 18, 2016	View
Present to Product Development Forum to proceed to BC (MS)		Overdue	0%	Feb 18, 2016	Feb 19, 2016	View
Business Case		Not started	0%	Feb 22, 2016	Mar 24, 2016	
Develop Business Case		Not started	0%	Feb 22, 2016	Mar 09, 2016	View
Present BC to Product Development Forum for Signoff		Not started	0%	Mar 10, 2016	Mar 11, 2016	View
Present to PEC		Not started	0%	Mar 14, 2016	Mar 15, 2016	View
PEC Approval (MS)		Not started	0%	Mar 16, 2016	Mar 24, 2016	View
Product Requirements Document (PRD)		Not started	0%	Mar 25, 2016	May 11, 2016	
Develop Detailed Project Plan (MS)		Not started	0%	Mar 25, 2016	Apr 02, 2016	View
Develop PRD		Not started	0%	Apr 04, 2016	Apr 20, 2016	View
Stakeholder Agreement on PRD (MS)		Not started	0%	Apr 21, 2016	Apr 22, 2016	View
Vendor Engagement		Not started	0%	Apr 25, 2016	May 11, 2016	View
Solution Design & Planning		Not started	0%	May 12, 2016	Jun 02, 2016	
Development/Build & Product Readiness Test		Not started	0%	Jun 03, 2016	Jul 02, 2016	
Launch		Not started	0%	Jul 04, 2016	Jul 05, 2016	
Post Implementation Review (PIR)		Not started	0%	Jul 06, 2016	Jul 12, 2016	
Conduct PIR		Not started	0%	Jul 06, 2016	Jul 12, 2016	View

The projects module is task oriented and delivery focused engine behind the software platform collaboration capability. It is used for various types of project deliveries including product developments, marketing campaigns, products exist and other types of projects. It provides end-user and resources management, task workflows, interactive project management, collaboration capability, approvals and project status monitoring and reporting.

The module is linked to both product development and lifecycle management modules and integrates all the product management functions into a single dashboard.

Product Lifecycle Management



Product lifecycle module provides ongoing product management functionality not only for the product managers but for the whole business. Lifecycle workflows can be easily set up to ensure appropriate team operating rhythm including full customisation and automation of key product reporting functions, forecasting, collateral and product documentation management.

All the product reports are easily created with any metrics required to be measured including the standard ones such as revenue, costs, customer satisfaction, and service quality as well as any others specific to each business.