

Parcus Group

TELECOM PRODUCT DEVELOPMENT TRAINING COURSE

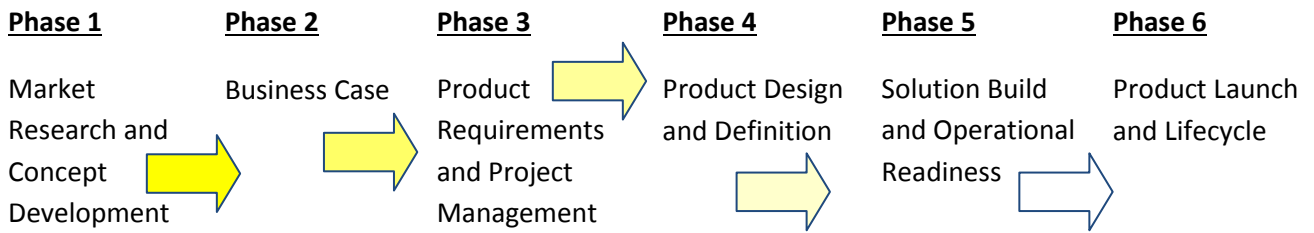
DETAILED COURSE OUTLINE



- **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**

Course Overview

Course is structured as an all-encompassing, step-by-step product development guide and is specifically adapted for telecommunications and ICT businesses. Our approach is based on widely adapted product development methodology and is structured around six development phases, summarised below:



Modules Breakdown (Example 3 Day Course)

Module	Short Description	Hours
Day 1		
Strategy and planning	Define your strategic objectives, understand your own value position	1
Define your market	Market size, market demand and market share	1
Strategic market assessment	Market attractiveness and competitive advantage	1
Development options	Create or outsource, partner selection criteria, operational models	1
Value creation and product feature selection	Customer needs and key product features identification using Kano Method	1.5
Market segmentation	Needs based market segmentation	1
Competitor analysis	Industry analysis, competitor analysis, competitive advantage	1.5
Day 2		
Concept development and ideas screening	Idea and concept development, project screening and prioritisation	1
Feasibility study	Feasibility study	0.5
High level project planning	Project resources, project management	1
Business case	Business case structure	1
Financial analysis	Detailed project financial analysis, cost factors, revenue factors	1
Product pricing	Value based product pricing	1
Cost modelling and forecasting	Cost model development and product forecasting	1
Product and business requirements documentation	Business and product requirements documents structure and sample PRD	1
Detailed project management plan	Project integration management, scope management, time management, cost, communications, risk, procurement, quality	0.5
Day 3		
Product solution definition and design	Detailed product design including product description, marketing plan, product features, commercials, service levels	1
Business process design	Quoting and ordering process, implementation, support, billing	1
Technical solution architecture	Functional model, data model, vendor evaluation, bench testing, ensuring design quality	1
OSS/BSS	Architecture considerations	0.5
Design tools and tips	PoC, ITIL, solution architecture templates	0.5
Finalising product build	Product sales and marketing guides, price sheets, collateral, proposals, application forms...	1
Technical solution build	Finals processes, technical guide, OSS/BSS	0.5
PRT / ORT	Product readiness testing (technical, commercial and operational)	0.5
Product launch	Launch activities, presentations	0.5
Product lifecycle	Performance management and reporting	0.5
Other tools and tips	Leadership and staff choice, portfolio planning, marketing planning and budget	0.5