

Parcus Group

TELECOM PRODUCT LIFECYCLE MANAGEMENT TRAINING COURSE

DETAILED COURSE OUTLINE

LEARN



TELECOM PRODUCT
MANAGEMENT TRAINING
COURSES



IMPROVE



INCREASED STAFF
PRODUCTIVITY AND
COLLABORATION



GROW



IMPROVED NEW PRODUCTS
TIME TO MARKET AND
FASTER GROWTH



Course Overview

The purpose of this course is to provide education and guidance to telecom product managers and other business stakeholders, with the ongoing lifecycle management of services and products. 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 lifecycle management framework reference or to practically improve the current product management methodologies.

Course Length

This is a detailed product lifecycle management training course suitable for both novice and experienced product managers.

Length of the course is customisable from 1 to 3 days of full-day learning with specific focus on practical examples and team exercises. Course can be broken up over several separate weeks to suit the customer's development project timeline. Total classroom contact hours can range from 8 to 24 hours depending on requirements

Prerequisites

- Strong grasp of English language
- Some experience in product management, marketing or related disciplines

Reference Material

All the materials will be provided as part of the course notes.

Equipment and Other Requirements

Participants are to bring along a laptop computer. While not mandatory it is desirable that the following software is available and installed:

- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent
- Microsoft Word or equivalent
- Microsoft Project and Microsoft Visio

Modules Breakdown (Example 3 Day Course)

Module	Short Description	Duration (hours)
Day 1		
Product strategy	Development of product strategy, key factors in innovation, competition activity and customer preferences.	2
Competitive and market reviews	Ongoing market reviews in relation to existing product portfolios, trends analysis, impact of competitive activity	2
Product portfolio planning	Product portfolio positioning, market and segment analysis, competition position, portfolio planing	2
Project prioritization	Concept development, feasibility study, project screening & prioritization	1
Day 2		
Product cost management	Product cost components, COGS, direct costs, indirect costs, cost model development, practical examples and review	3
Product price management	Market based pricing concept, components in pricing, competitive pricing review, internal costs inputs, value proposition and strength	2
Product Forecasting	Forecasting, forecast modelling & tips	1
Project management for product managers	Project integration management, scope and time Management cost & risk management	1
Day 3		
Ongoing lifecycle activities	Product documentation management, business processes improvement	2
Product sales and marketing	Effective product marketing, product sales strategies	2
Product performance management	Ongoing product performance metrics, EBIT, ROI, profitability, customer satisfaction measures. Service levels (SLA) design methodology and impact on customer satisfaction.	2
Other tools and tips	Leadership and staff choice, KPI development, portfolio planning, marketing planning and budget	1

Key Learning Objectives

Following are the key telecom product lifecycle management course learning objectives:

Module	Key Learning Objectives
Product innovation / product exit	Understand factors in innovation, competition activity and impact of customer preferences innovation
Competitive and market reviews	Learn how to conduct ongoing market reviews, trends analysis, impact of competitive activity
Portfolio management & planning	Understand product portfolio positioning, segment analysis, competition position, portfolio planning
Customer management	Learn about management of customer opportunities and on-going customer satisfaction metrics.
Product cost management	Understanding of product cost components, COGG, direct costs, indirect costs, cost model development
Product price management	Learn about market based pricing, how to conduct a competitive pricing review and determine market price
Product performance management	Learn about and ongoing product performance metrics and how to implement and monitor them
Customer management	Learn about management of customer opportunities and on-going customer satisfaction metrics.
Forecasting (revenue SIOs)	Learn about forecasting methodologies and how to common forecasting mistakes