

Product Manager (PDM)

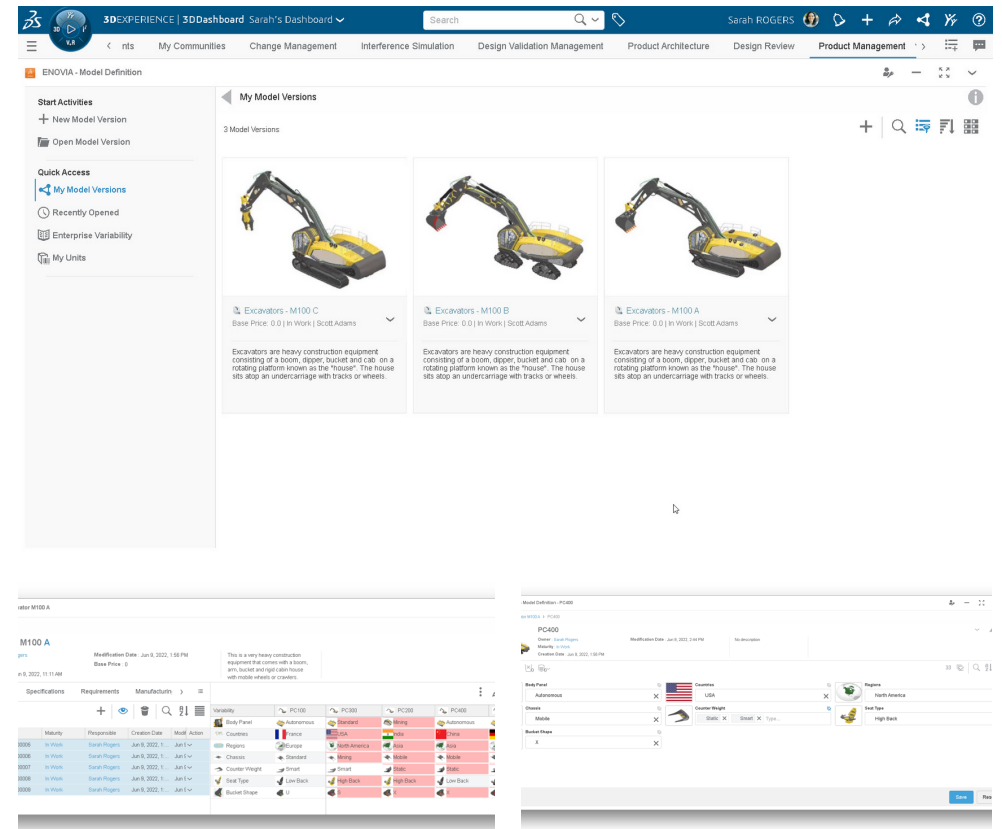
3 Provide the right offers at the right time to meet the demand and personalization of customers.

Product Manager enables product managers to manage the definition, planning and development of a product portfolio aligned with product strategy. Define and manage the conceptual and commercial aspects of complex products while maximizing the reuse of existing assets and minimizing configuration complexity and costs. Capture the “voice of the customer” and translate it into product offerings that align with existing product capabilities.

With Product Manager, users manage the intake of customer and market requirements, manage a master variant-option dictionary with configuration rules and define product configurations that align to product portfolio strategies. This approach to product planning provides valuable input to R&D and operations, enabling them to deliver products to market faster while minimizing design changes and development cost.

Benefits

- Improve customer satisfaction by delivering against requirements.
- Bridge the gap between marketing requirements and engineering by establishing a single dictionary of product variability & configuration rules for adherence by all functional domains.
- Minimize complexity while increasing product offerings, fulfilling the needs of target markets and customers, through effective planning.
- Optimize the cost of development by maximizing the reuse of proven and standardized technologies.



Highlights

- Bridge the gap between marketing requirements and engineering, to make compelling product and service offerings.
- Define a product customization strategy that can rapidly expand to address new markets and evolving consumer preferences while minimizing costs and maximizing profits.
- Coordinate portfolio strategy with strategic planning to accelerate "go to market" and reduce risk.
- Improve market share by defining the right product offerings that meet portfolio, market, and regulatory needs.

APPS



Change Governance



Model Definition



Requirements



Requirements



Variant Management