

## Product Management

Providing independent analysis on product portfolios and marketing plans, developing better segmentation, targeting and 'go to market' strategies. Value based pricing and commercialisation issues.

### What we do

Product Management needs to be an in-house resource; we can provide the skills, expertise and independence to optimise your product development investments, through skills development, process development and audits.

### How we do it

#### Customer Focus and Feedback (Audit)

Through market and technology product skills we can improve the link between the product and the market requirements, minimising effort on products that have limited markets and ensuring that product requirements are appropriate and correctly targeted. This audit process may involve analysis of internal data, customer satisfaction surveys and market research to provide concrete recommendations and may impact R&D, operations, marketing, sales or channel activities.

#### Segmentation

Segmentation is a key tool that can help companies plan and direct their sales and marketing resources in the right direction. Developing the correct segmentation in-house can be difficult due to resource constraints and preconceptions. Through analysis of the product/service, and market needs we can develop a segmentation that works.

As part of a segmentation process, or through development of the Product Marketing Plan, we can identify new markets and customers for existing products, and the need for new products to satisfy the needs of target market segments.

#### Profitability Analysis and Improvement

Many product and services lose money, but it shouldn't be an accounting decision on which to cut and which to promote. By analysing the value to the customer we can help you improve profitability without reducing customer satisfaction.

#### Portfolio Analysis

If you have a wide range of products, or several product businesses, it can be difficult to ensure that you are maximising the return. We have the skills to analyse the competitive position of product businesses, and the synergies between businesses, recommending acquisition or divestment strategies, which we can also implement.

#### Product Planning

Ideally you would have one standard product but you have 1000 customers and they '*want what they want*'. All too often products are developed that don't satisfy their market despite extensive customisation. Getting the right flexibility into a product or service to satisfy customers and maximise the market opportunity is a complex problem. Products need to be managed across the life-cycle including migration and withdrawal. We can help you analyse the problem and rapidly develop a road map for a manageable range of products or services.

## Product Marketing Plans

Business Plans, Marketing Plans and Product Marketing Plans are the basis of a successful product business. It's often difficult for people who are working with the products and markets day to day to produce a workable plan. Often they are too close to the issues and find it difficult to take a 'customer view'. Time isn't available and the level of detail in the plans is inconsistent. Working with your team we can produce workable plans that will really make a difference both to the success of the product and to the value add that the marketing function delivers.



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