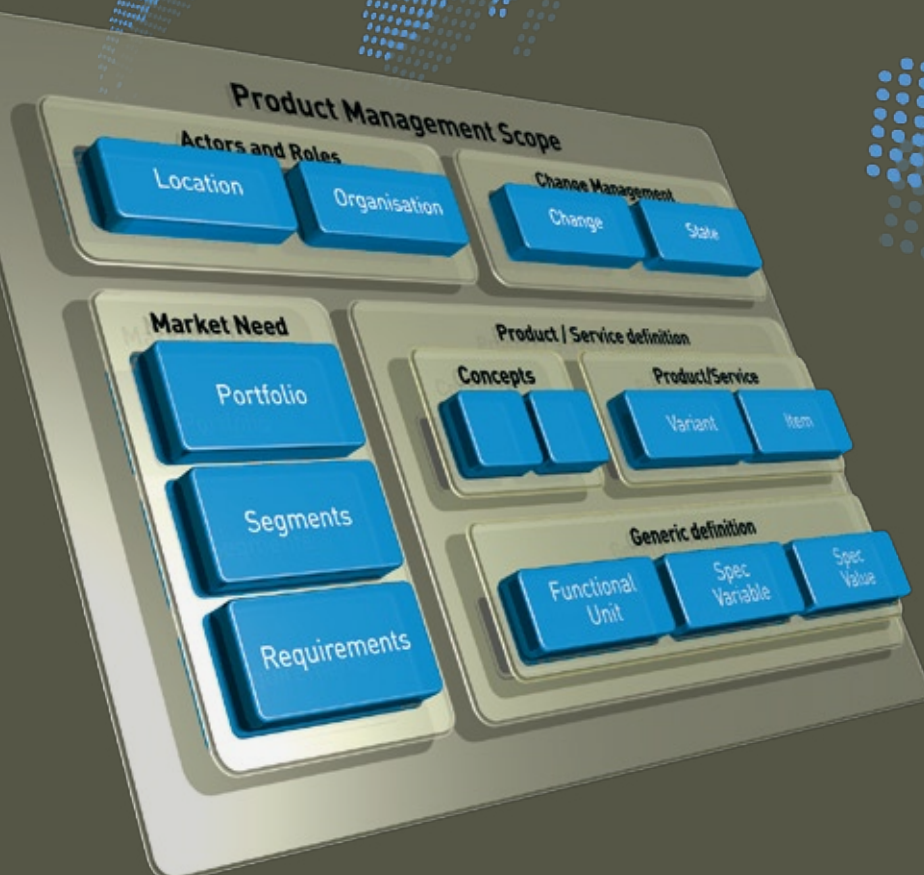


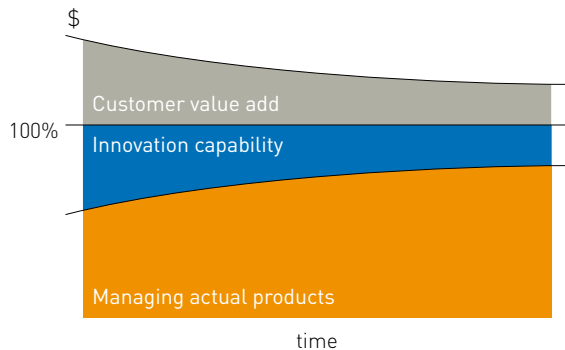
# PRODUCT MANAGEMENT PERSPECTIVE

Business Improvement Excellence

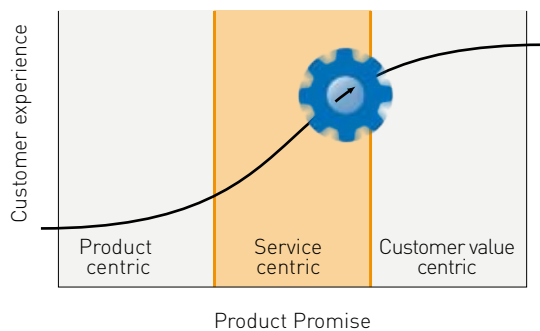
- Contribute to customer value
- Clarity in portfolio of offerings
- Cost control on actual portfolio
- Develop and deliver new products faster & cheaper
- Dynamic configuration and value based pricing
- Embrace and capitalize on innovation



## THE SITUATION



An effective transition requires a sustainable Product & Service model



Winning and keeping customers is challenging due to the vast amount of offerings available to them. Customers demand extended and new functionality and more value for money. Product management is the challenge of balancing the complex portfolios versus the cost of existing infrastructure providing the Products & Services (P&S).

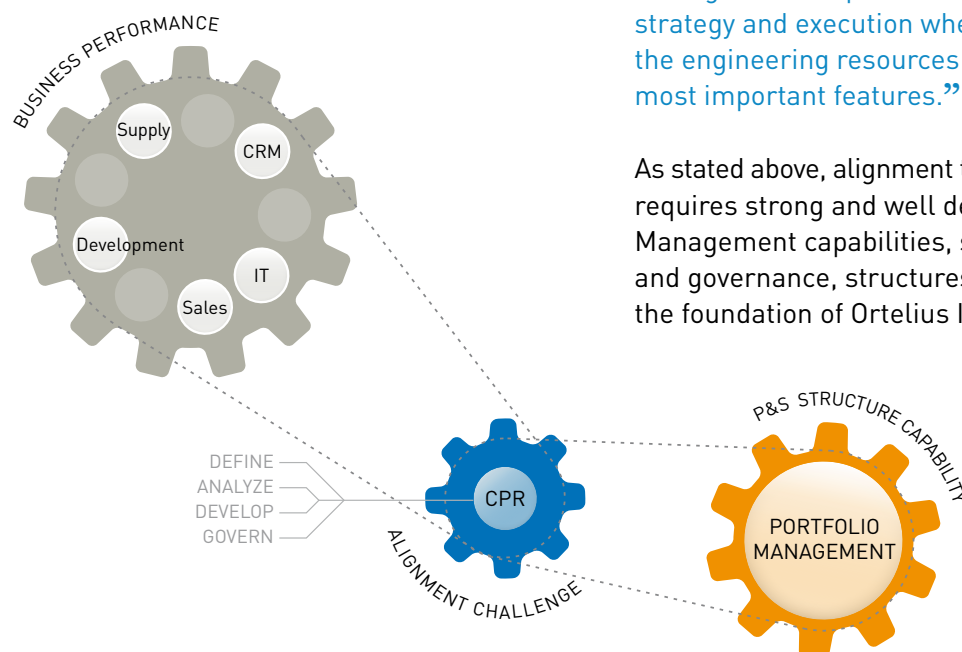
Innovative capabilities for providing flexible configurations and new value based offerings are constrained by the cost of managing and delivering what is already in the portfolio.

Achieving desired customer experience and a given Product Promise requires focus on right P&S and the portfolio of value offerings. Recognizing customer value aspirations smarter and faster than others, is definitely a competitive advantage. This requires capabilities to align configuration of the offerings including products, software, services and competences to bundled solutions.

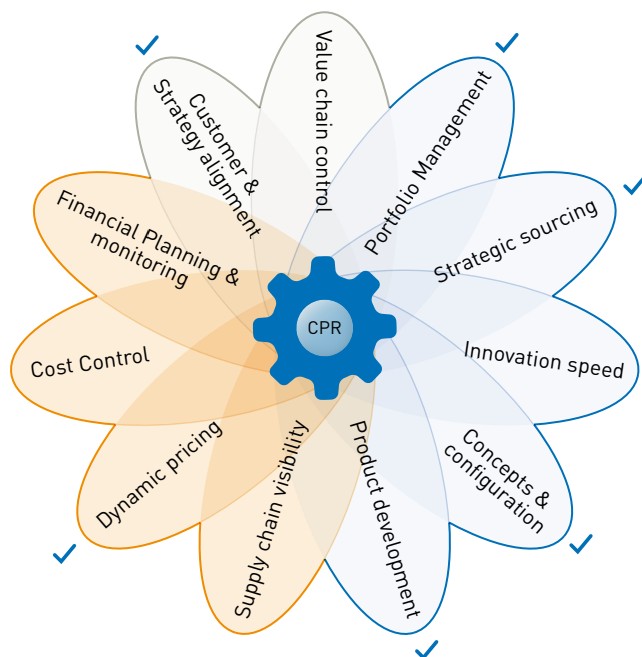
Continuous success is defined with a sustainable P&S model balancing efficient processes, effective modularization, and cost control whilst delivering to Product Promise.

“The alignment process of business towards the customer and providing optimal customer experience is a big challenge. 40% of product management responsibilities are failing to align strategy and execution when less than half of the engineering resources are spent on the most important features.” [ACCEPT PM REPORT 2011]

As stated above, alignment to customer experience requires strong and well defined Portfolio Management capabilities, such as processes and governance, structures and methodology; the foundation of Ortelius Innovation.



## SECURE DIRECTION



We need to become better at coordinating all these activities, and balancing internal efficiency with customer values.

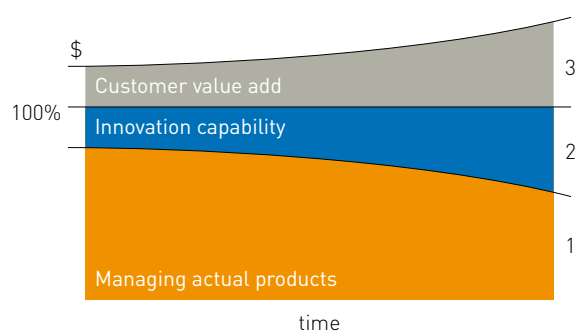
Organizations of today operate in a landscape of constant change. Measures are taken every day to improve operations and satisfy customer needs by defining and delivering the right products and services.

To secure internal and external interactions, sharing P&S information, there needs to be agreements on how the information is defined. It is crucial to secure the right capabilities for the processes and actors by defining a sustainable P&S information model. A sustainable model opens for a surgical approach starting where the greatest need is identified.

We need to become better at coordinating the different perspectives, balancing internal efficiency with customer values. This requires a more unified business improvement process.

When that is done we have set the coordinates for success!

## GETTING IN POSITION



**1** Getting the portfolio of Products & Services in control and visible.

**In position** to efficiently manage, optimize and prioritize on actual products & Services.

**2** Take control of innovation initiatives, manage Configurations & bundling and take the portfolio to a level of capabilities and values provided.

**In position** to be a value provider.

**3** Capture expectations, excel in innovation, provide value offerings and enable simulations and 'what if' analyses.

**In position** to be a customer centric player in strategic solution offerings, with fact-based decision making.

## DELIVERY AND TIME TO EFFECT

Within 120 days we guarantee the foundations securing pay off for your investment according to business case. How do we do it? The initial two steps from Identify Needs to Define Improvement secure that we have captured and understood the top priorities and put them in order to execute most effectively in the Improve step.

Identify Needs	Define Improvement	Improve
<b>5 days</b>	<b>3 weeks</b>	<b>3 months</b>
In 5 days we make a first scan to understand the current situation, what are the top priorities for your product management. We analyze what capabilities are needed, visualize the situation securing a shared view and desired state, scoping the next phase.	In 3 weeks we further detail the understanding of the needs securing future capabilities. We define the desired improvements with a business case and a plan for the Improve step. Now the journey towards value based Portfolio Management can start.	In 3 months we perform the first improvement step providing a solution delivering the stated effects. We transfer our knowledge about the methods and structures. The improvement provides a first step on the road to value based P&S Portfolio Management Excellence.

### Words from a customer

"We were lacking a view and control of the profitability for a wide range of our Product & Service variants to different market segments. We had to slow and costly processes and supporting systems for configuration of new variants/bundles and therefore could not fully capitalize on the potential for reuse. Ortelius provided us a solution delivering a sustainable Product & Service Structure and processes and tools for a Product & Service Portfolio Management, including financial planning and monitoring capabilities, providing:

- Visibility and control of existing offerings – enabling us to close down costly services "perceived" as profitable.
- Reducing development time – allowing for new variants and configurations to be reduced by over 40%.
- Transparency and planning capabilities – enabling an overall offering portfolio, increased reuse and made it possible and profitable to package new solutions for different customer segments."

## ORTELIUS UNIQUE APPROACH



In times of change Ortelius offers an innovative approach on how to gain control and confidence. No big bang, rather the ability to create a Common Point of Reference by focussing on desired improvements and to own a continuous improvement cycle. This is the beginning of ensuring a desired customer experience that will drive internal P&S priorities.

We have a reputation of delivering results with speed and precision with a high level of reuse.



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