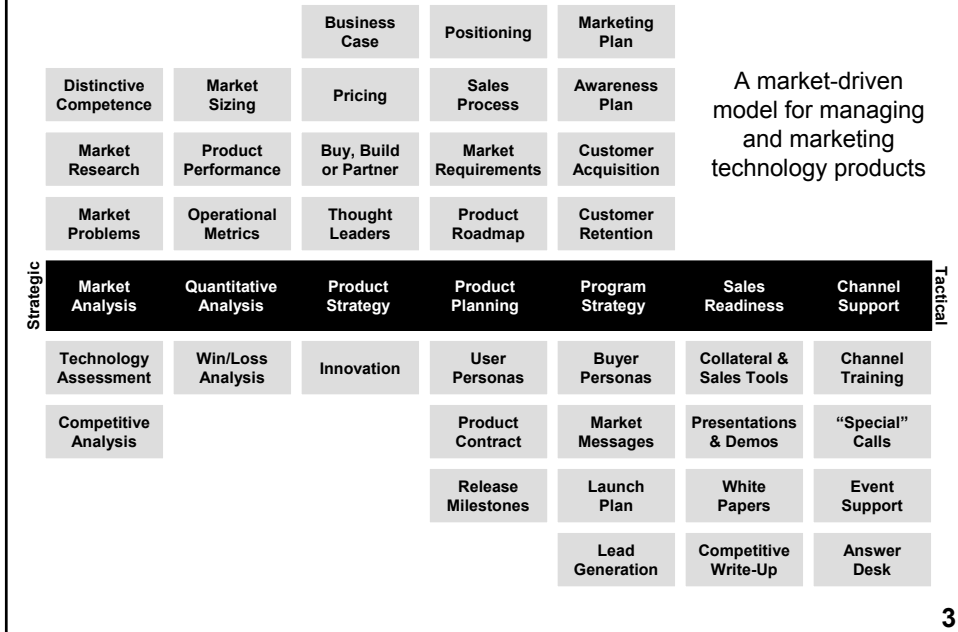
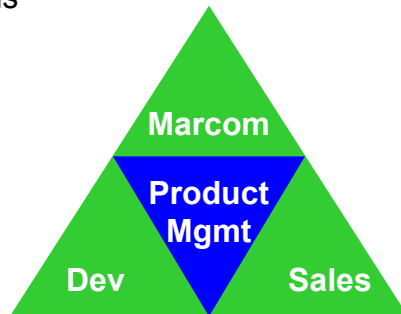


Pragmatic Marketing® Framework



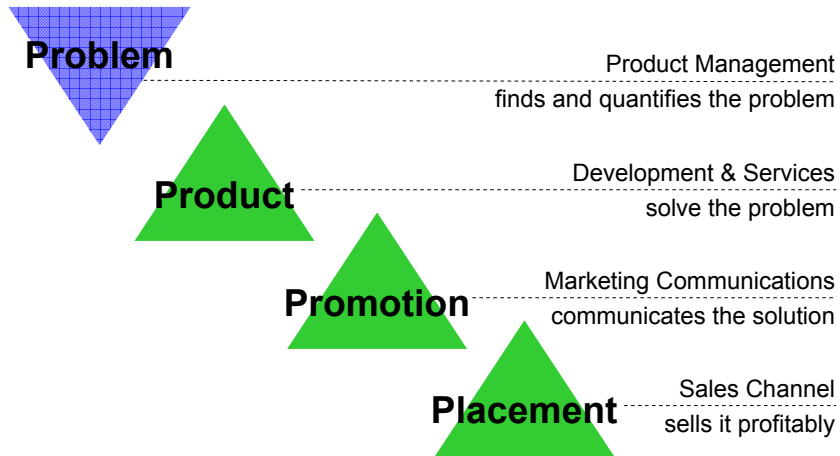
Responsibilities

- What are the lines between Product Management and...
 - ▶ Development & Services
 - ▶ Marketing Communications
 - ▶ Sales Channel



4

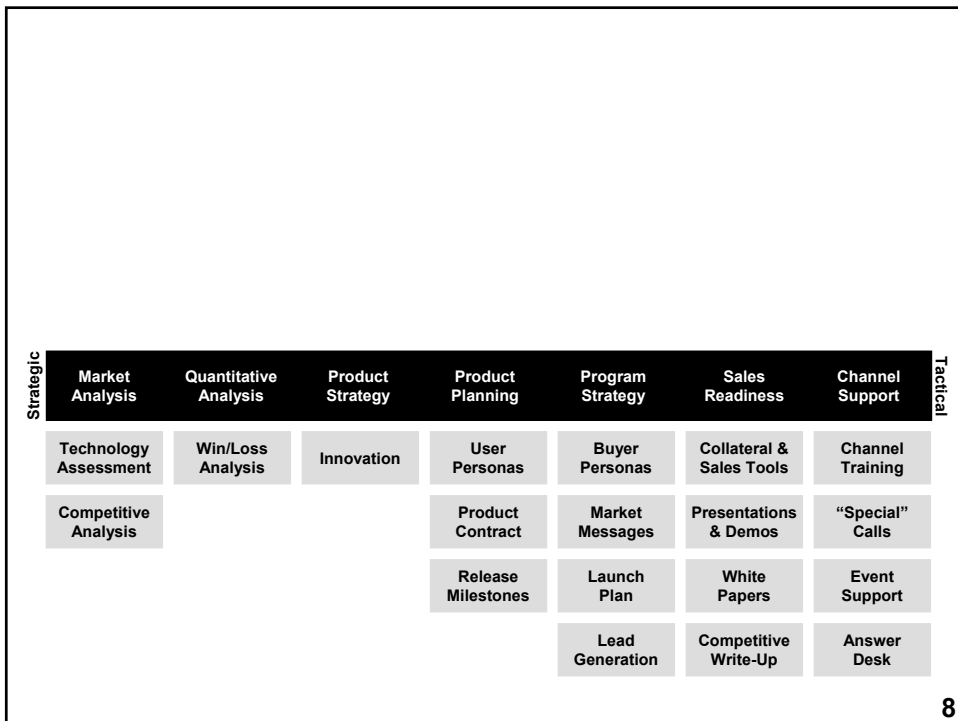
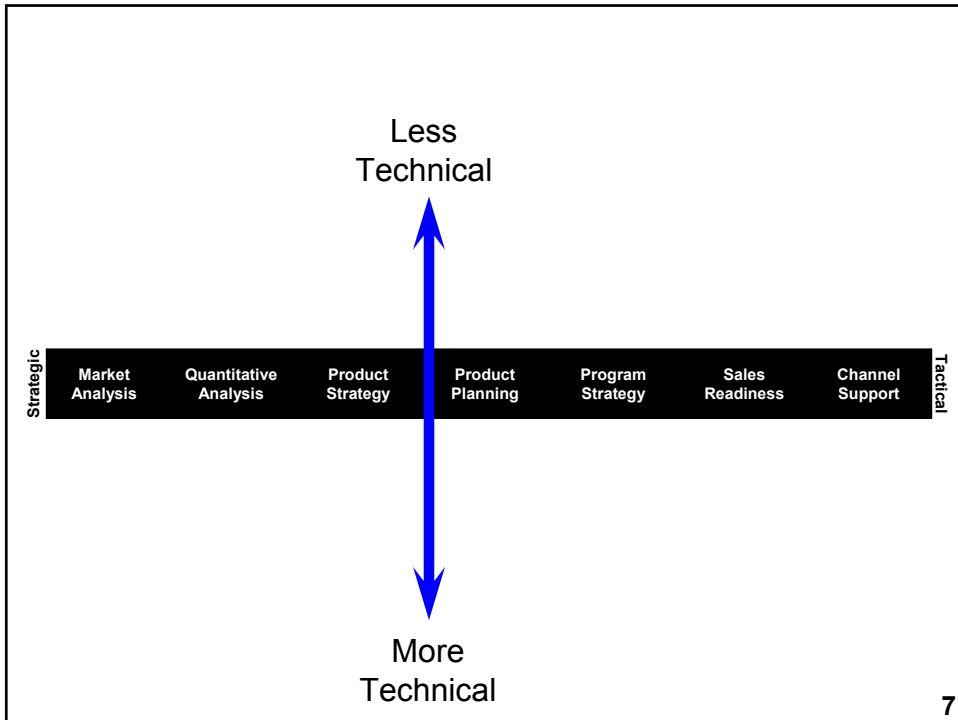
The new P's

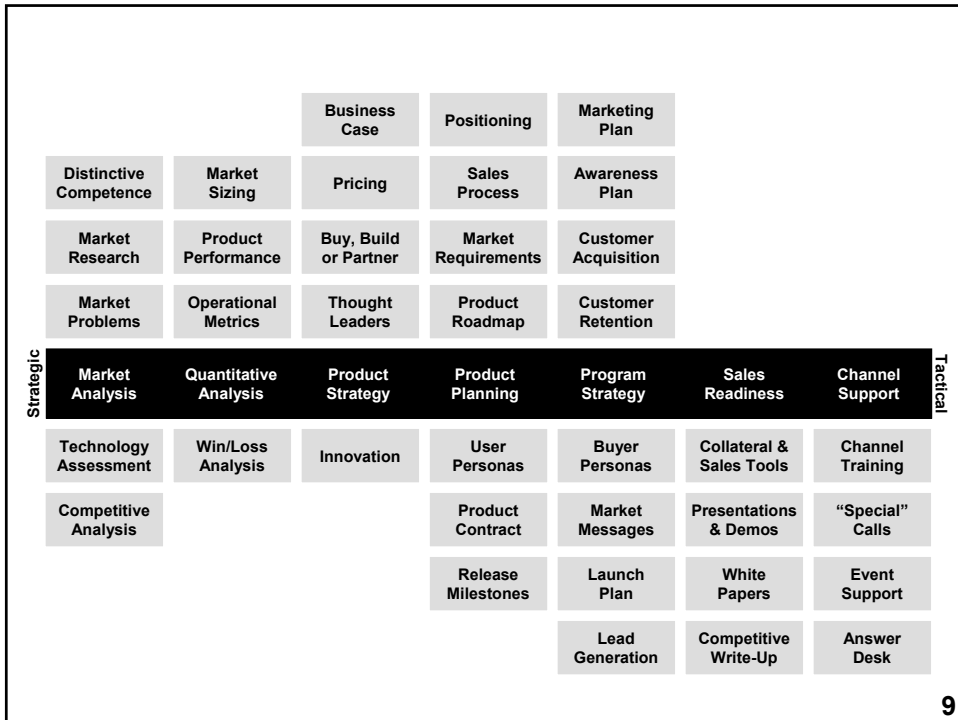


5

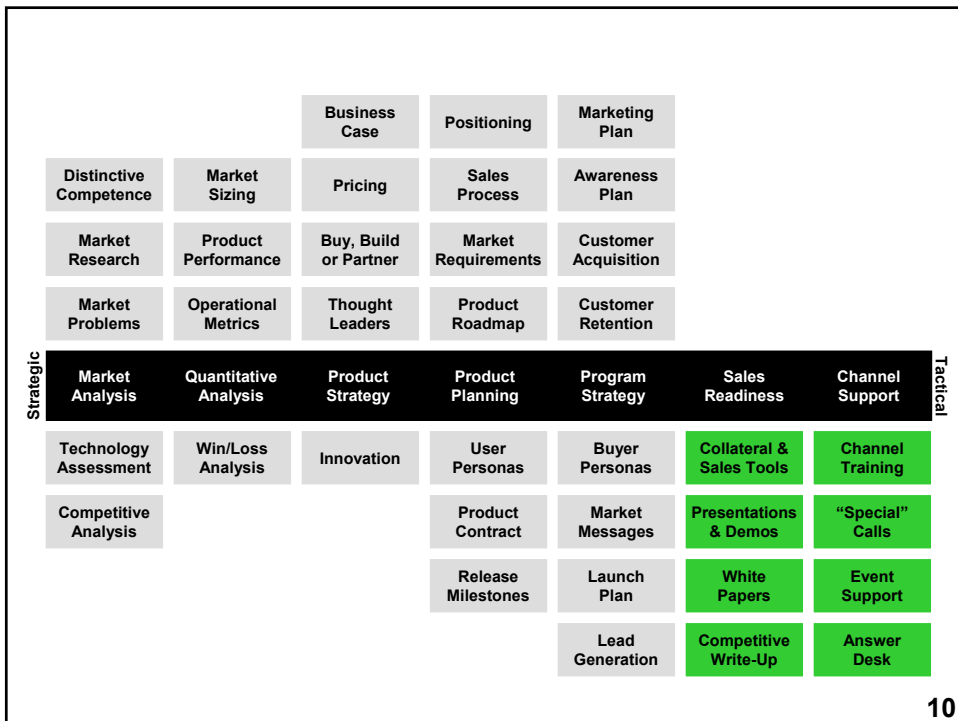
Strategic  Tactical

6





9



10

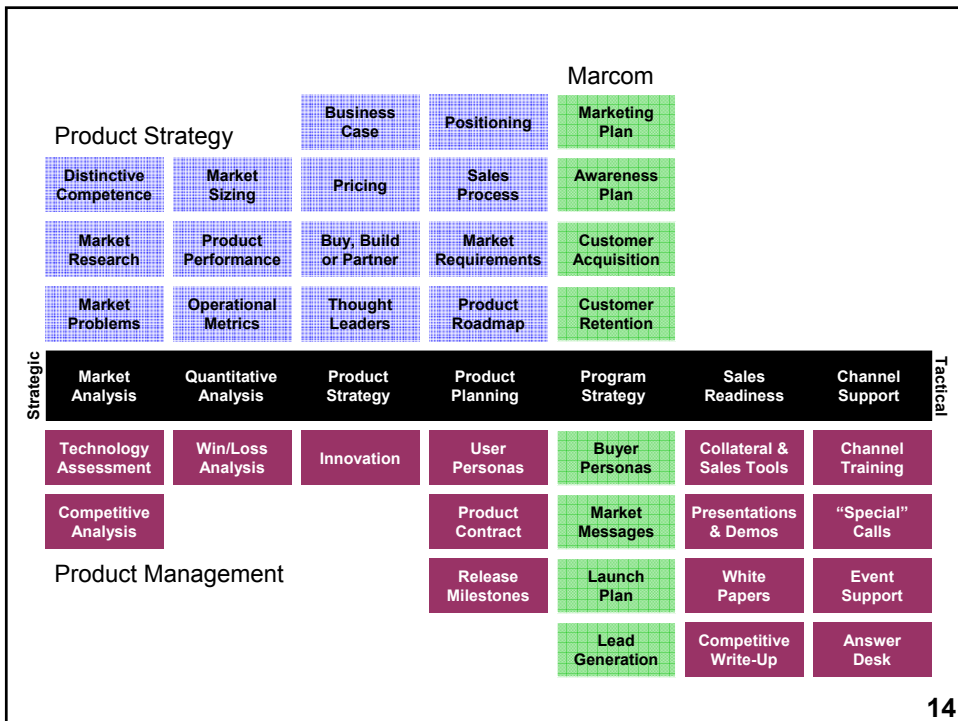
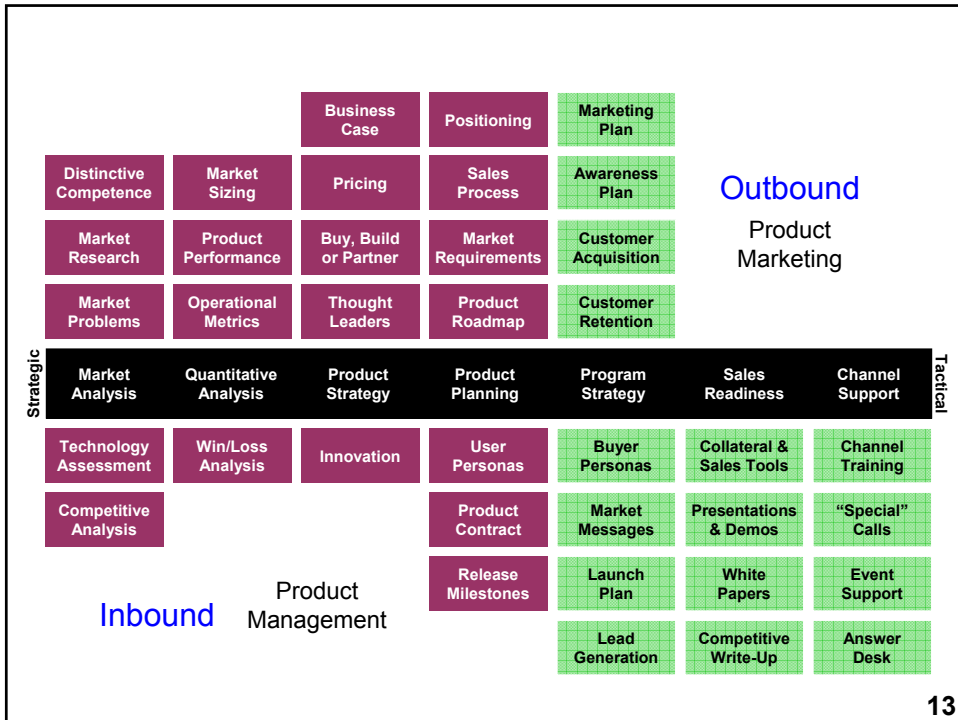
			Business Case	Positioning	Marketing Plan		
	Distinctive Competence	Market Sizing	Pricing	Sales Process	Awareness Plan		
	Market Research	Product Performance	Buy, Build or Partner	Market Requirements	Customer Acquisition		
	Market Problems	Operational Metrics	Thought Leaders	Product Roadmap	Customer Retention		
Strategic	Market Analysis	Quantitative Analysis	Product Strategy	Product Planning	Program Strategy	Sales Readiness	Channel Support
	Technology Assessment	Win/Loss Analysis	Innovation	User Personas	Buyer Personas	Collateral & Sales Tools	Channel Training
	Competitive Analysis			Product Contract	Market Messages	Presentations & Demos	"Special" Calls
				Release Milestones	Launch Plan	White Papers	Event Support
				Lead Generation	Competitive Write-Up	Answer Desk	
							Tactical

11

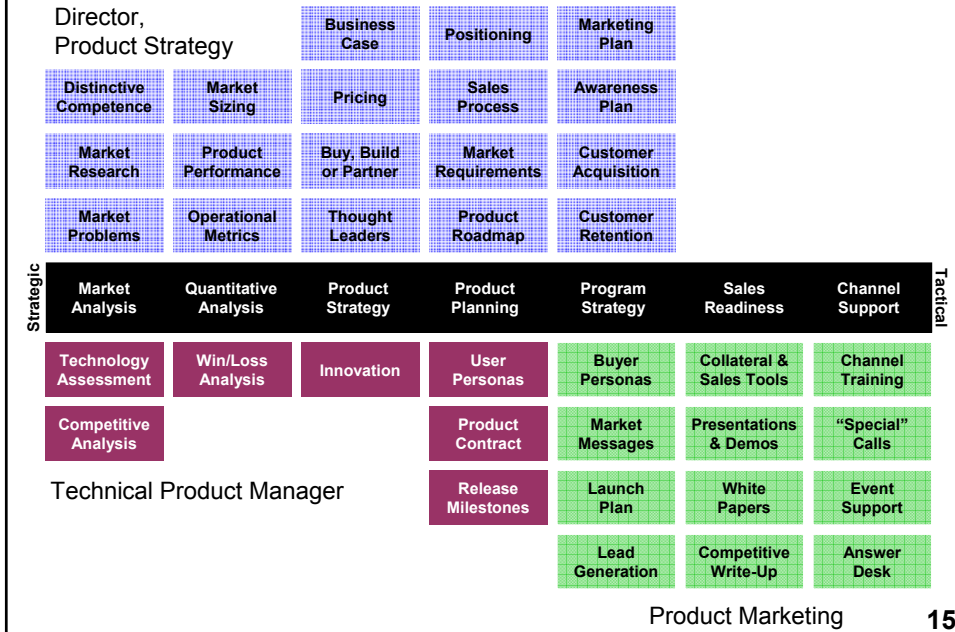
Preferred Approach

			Business Case	Positioning	Marketing Plan		
	Distinctive Competence	Market Sizing	Pricing	Sales Process	Awareness Plan		
	Market Research	Product Performance	Buy, Build or Partner	Market Requirements	Customer Acquisition		
	Market Problems	Operational Metrics	Thought Leaders	Product Roadmap	Customer Retention		
Strategic	Market Analysis	Quantitative Analysis	Product Strategy	Product Planning	Program Strategy	Sales Readiness	Channel Support
	Technology Assessment	Win/Loss Analysis	Innovation	User Personas	Buyer Personas	Collateral & Sales Tools	Channel Training
	Competitive Analysis			Product Contract	Market Messages	Presentations & Demos	"Special" Calls
				Release Milestones	Launch Plan	White Papers	Event Support
				Lead Generation	Competitive Write-Up	Answer Desk	
							Tactical

12



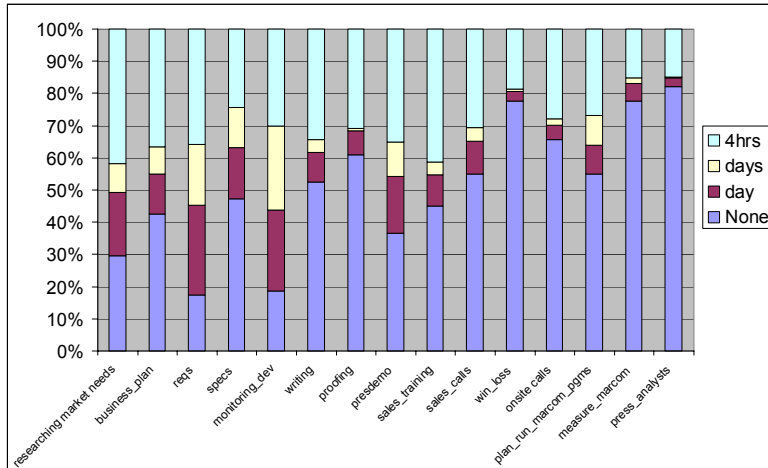
Product management triad



Reporting to

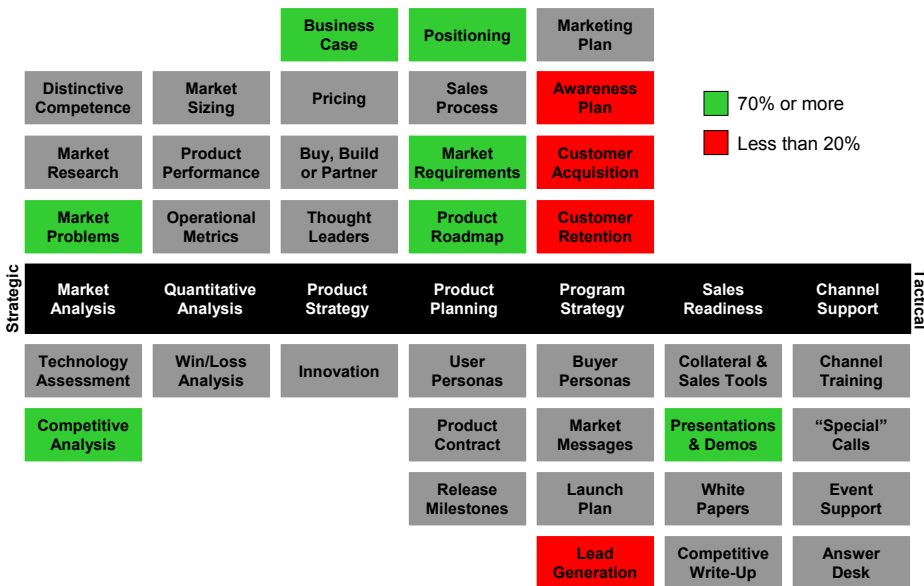
	Europe	USA
CEO	12%	23%
Customer Support	0%	1%
Development or Engineering	18%	12%
Marketing	29%	27%
Product Management	24%	15%
Product Marketing	0%	3%
Sales & Marketing	0%	9%
Services or Training	6%	1%

Activities for product management



17

Areas of product management responsibility



18

Europe compared to the USA

		Business Case	Positioning	Marketing Plan			
Distinctive Competence	Market Sizing	Pricing	Sales Process	Awareness Plan			
Market Research	Product Performance	Buy, Build or Partner	Market Requirements	Customer Acquisition			
Market Problems	Operational Metrics	Thought Leaders	Product Roadmap	Customer Retention			
Strategic	Market Analysis	Quantitative Analysis	Product Strategy	Product Planning	Program Strategy	Sales Readiness	Channel Support
	Technology Assessment	Win/Loss Analysis	Innovation	User Personas	Buyer Personas	Collateral & Sales Tools	Channel Training
	Competitive Analysis			Product Contract	Market Messages	Presentations & Demos	"Special" Calls
				Release Milestones	Launch Plan	White Papers	Event Support
				Lead Generation	Competitive Write-Up	Answer Desk	
							Tactical

■ Less likely
■ More likely

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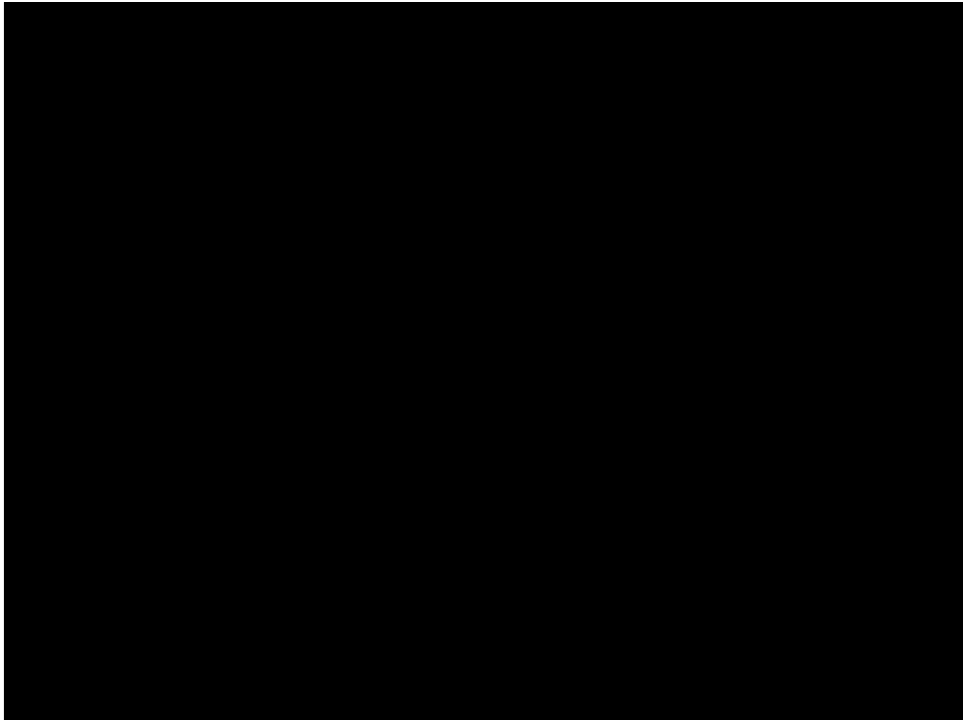
Pragmatic Marketing® Seminars

		Business Case	Positioning	Marketing Plan			
Distinctive Competence	Market Sizing	Pricing	Sales Process	Awareness Plan			
Market Research	Product Performance	Buy, Build or Partner	Market Requirements	Customer Acquisition			
Market Problems	Operational Metrics	Thought Leaders	Product Roadmap	Customer Retention			
Strategic	Market Analysis	Quantitative Analysis	Product Strategy	Product Planning	Program Strategy	Sales Readiness	Channel Support
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	Competitive Analysis			Product Contract	Market Messages	Presentations & Demos	"Special" Calls
				Release Milestones	Launch Plan	White Papers	Event Support
				Lead Generation	Competitive Write-Up	Answer Desk	
							Tactical

 Practical Product Management
 Requirements That Work
 Effective Marketing Programs

A market-driven model for managing and marketing technology products

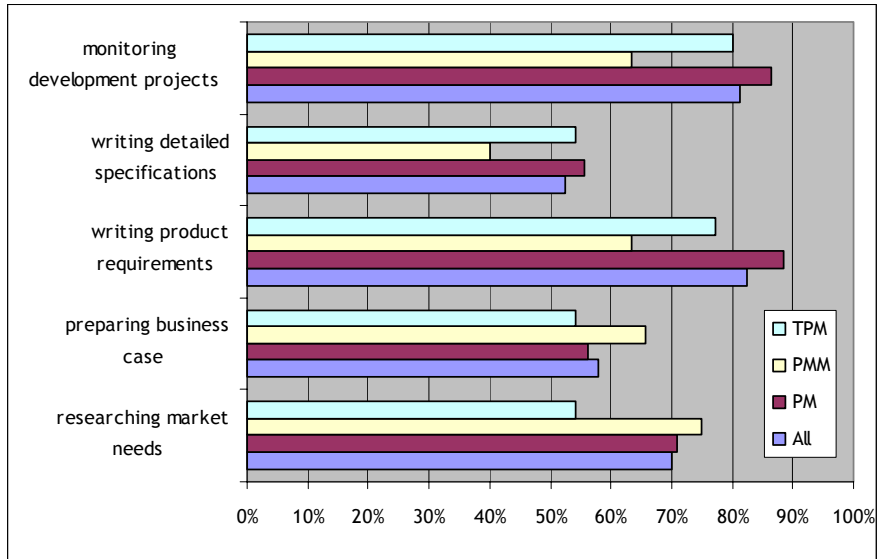
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Reporting to

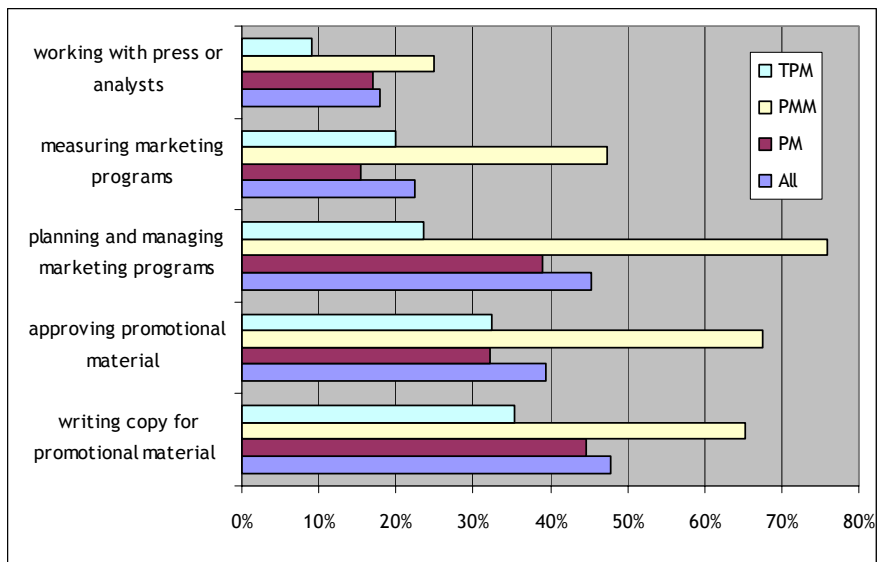
	Canada	USA
CEO	31%	23%
Customer Support	0%	1%
Development or Engineering	14%	12%
Marketing	6%	27%
Product Management	25%	15%
Product Marketing	3%	3%
Sales & Marketing	6%	9%
Services or Training	0%	1%

Titles and Technical Activity



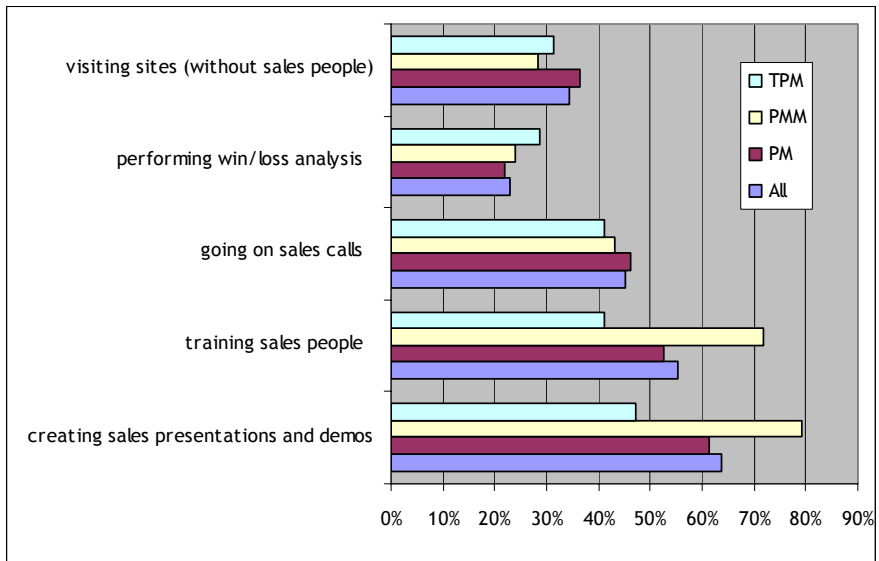
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Titles and Marketing Activity



24

Titles and Field Activity



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