



Product Management Assessment

To create products that achieve market success requires balanced execution in four areas: market knowledge, product functionality, go-to-market execution and business strategy. If your product team is not focused on all four of these disciplines overall product success will not meet expectations.

Egress' Product Management Assessment is based on a proven framework that helps your organization improve product management effectiveness. Our approach brings visibility to most challenging areas of the product lifecycle.

We can take a comprehensive view or focus on critical issues, such as the product development cycle time, product organization, clarifying roles and stakeholders requirements. Our recommendations and findings are grounded in the facts we uncover and the best practices we have used in previous engagements.

Key Benefits

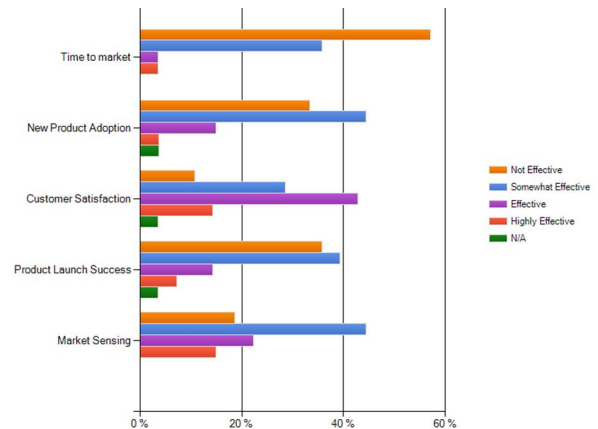
- Improve overall product team effectiveness.
- Increase product lifecycle velocity through product team and stakeholder alignment.
- Accelerate product success through a balanced focus on product, market and business results.
- Gain visibility by identifying specific product team performance metrics.

Service Deliverables

While specific objectives and deliverables will vary for each engagement, here are examples from prior projects:

- Product Management/Product team assessment.
- Product lifecycle process review
- Product impact and opportunity on business
- Product team indicators and metrics
- Implementation guidance
- Findings and recommendations.

Product Management Scorecard



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