



inomial

Training

TELECOM PRODUCT DEVELOPMENT
TELECOM PRODUCT LIFECYCLE MANAGEMENT



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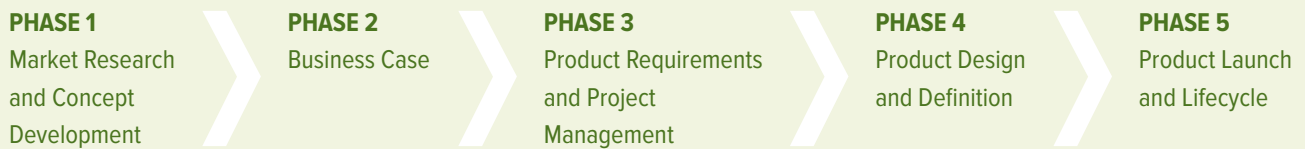
TELECOM PRODUCT DEVELOPMENT COURSE

Course Benefits

- ✓ Faster new products time-to-market
- ✓ Increased business units alignment
- ✓ Greater staff teams productivity
- ✓ Improved executive decision making
- ✓ Increased customer satisfaction
- ✓ Higher ROC invested in product development

Course Overview

Course is structured as an all-encompassing, step-by-step product development guide and is specifically adapted for telecommunications and ICT businesses. Our approach is based on widely adapted product development methodology and is structured around six development phases, summarised below:



Modules Breakdown (Example 3 Day Course)

Module	Short Description	Hours
DAY 1		
Strategy & planning	Define your strategic objectives, understand your own value position	1
Define your market	Market size, market demand and market share	1
Strategic market assessment	Market attractiveness and competitive advantage	1
Development options	Create or outsource, partner selection criteria, operational models	1
Value creation & product feature selection	Customer needs and key product features identification using Kano Method	1.5
Market segmentation	Needs based market segmentation	1
Competitor analysis	Industry analysis, competitor analysis, competitive advantage	1.5
DAY 2		
Concept development & ideas screening	Idea and concept development, project screening and prioritisation	1
Feasibility study	Feasibility study	0.5
High level project planning	Project resources, project management	1
Business case	Business case structure	1
Financial analysis	Detailed project financial analysis, cost factors, revenue factors	1
Product pricing	Value based product pricing	1
Cost modelling & forecasting	Cost model development and product forecasting	1
Product & business requirements documentation	Business and product requirements documents structure and sample PRD	1
Detailed project management plan	Project integration / scope / time management, cost, communications, risk, procurement, quality	0.5
DAY 3		
Product solution definition & design	Detailed product design including product description, marketing plan, product features, commercials, service levels	1
Business process design	Quoting and ordering process, implementation, support, billing	1
Technical solution architecture	Functional model, data model, vendor evaluation, bench testing, ensuring design quality	1
OSS/BSS	Architecture considerations	0.5
Design tools & tips	PoC, ITIL, solution architecture templates	0.5
Finalising product build	Product sales and marketing guides, price sheets, collateral, proposals, application forms	1
Technical solution build	Finals processes, technical guide, OSS/BSS	0.5
PRT / ORT	Product readiness testing (technical, commercial and operational)	0.5
Product launch	Launch activities, presentations	0.5
Product lifecycle	Performance management and reporting	0.5
Other tools & tips	Leadership and staff choice, portfolio planning, marketing planning and budget	0.5

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Course Overview

The purpose of this course is to provide education and guidance to telecom product managers and other business stakeholders, with the ongoing lifecycle management of services and products. Course is structured as an all-encompassing, step-by-step instruction guide and is specifically adapted for telecommunications and ICT businesses.

It can be used by growing as well as mature businesses as a product lifecycle management framework reference or to practically improve the current product management methodologies.

Course Length

This is a detailed product lifecycle management training course suitable for both novice and experienced product managers.

Length of the course is customisable from 1 to 2 days of full-day learning with specific focus on practical examples and team exercises. Course can be broken up over several separate weeks to suit the customer's development project timeline. Total classroom contact hours can range from 8 to 16 hours depending on requirements.

Prerequisites

- Strong grasp of English language
- Some experience in product management, marketing or related disciplines

Reference Material

All the materials will be provided as part of the course notes.

Equipment and Other Requirements

Participants are to bring along a laptop computer. While not mandatory it is desirable that the following software is available and installed:

- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent
- Microsoft Word or equivalent
- Microsoft Project and Microsoft Visio

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Modules Breakdown (Example 2 Day Course)

Module	Short Description	Hours
DAY 1		
Product strategy, innovation, product maturity & exit	Development of product strategy, key factors in innovation, competition activity and customer preferences	2
Competitive & market reviews	Ongoing market reviews in relation to existing product portfolios, trends analysis, impact of competitive activity	2
Portfolio management & planning	Product portfolio positioning, market and segment analysis, competition position, portfolio planning	2
Customer management	Management of customer opportunities, customer satisfaction	1
DAY 2		
Product cost management	Product cost components, COGS, direct costs, indirect costs, cost model development, practical examples and review	2
Product price management	Market based pricing concept, components in pricing, competitive pricing review, internal costs inputs, value proposition and strength	2
Product performance management	Ongoing product performance metrics, EBIT, ROI, profitability, customer satisfaction measures, Service Levels (SLA) design methodology and impact on customer satisfaction	2
Other tools & tips	Leadership and staff choice, KPI development, portfolio planning, marketing planning and budget	1

Key Learning Objectives

Following are the key telecom product lifecycle management course learning objectives:

Module	Key Learning Objectives
✓ Product innovation / product exit	Understand factors in innovation, competition activity and impact of customer preferences innovation
✓ Competitive and market reviews	Learn how to conduct ongoing market reviews, trends analysis, impact of competitive activity
✓ Portfolio management & planning	Understand product portfolio positioning, segment analysis, competition position, portfolio planning
✓ Customer management	Learn about management of customer opportunities and on-going customer satisfaction metrics
✓ Product cost management	Understanding of product cost components, COGG, direct costs, indirect costs, cost model development
✓ Product price management	Learn about market based pricing, how to conduct a competitive pricing review and determine market price
✓ Product performance management	Learn about and ongoing product performance metrics and how to implement and monitor them
✓ Customer management	Learn about management of customer opportunities and on-going customer satisfaction metrics
✓ Forecasting (revenue SIOs)	Learn about forecasting methodologies and how to avoid common forecasting mistakes

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TELECOM SPECIALISED
PRODUCT MANAGEMENT
TRAINING COURSES

IMPROVE

INCREASE STAFF
PRODUCTIVITY AND
COLLABORATION

GROW

IMPROVED NEW PRODUCTS
TIME TO MARKET AND
FASTER GROWTH

To discuss your requirements please contact:

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