

## 2nd International Workshop on Software Product Management

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### Workshop Description

In today's competitive software markets it is of utmost interest to have winning products. The success of any software product depends on skilled and competent product management. Software product management is complex: There are many stakeholders, many responsibilities and lots of skill needs, but no formalized education or agreed body of knowledge.

After the success of the first workshop (collocated with the 2006 Requirements Engineering conference in Minneapolis, USA) this workshop aims to further increase the body of knowledge for this specific area of requirements and software engineering by providing a forum to exchange ideas and discuss state-of-the-art results. It will build and shape the community of leading practitioners and research experts.

Given the relevance of product management in IT and software companies, and the rather unexplored scientific and industry contribution in this field, the workshop will deliver a state-of-the-practice overview of the available knowledge on software product management, as well as an overview of areas within software product management for further research.

### Software Product Management

Product management is the discipline and role, which governs a product (or solution or service) from its inception to the market/customer delivery in order to generate biggest possible value to the business. The prod-

uct manager acts as a business-owner in the small. He is a "mini CEO" representing the enterprise or business unit in strategy definition and operational execution (see figure on the following page).

The software (or IT) product manager has a prime role in making software products a success – independent of industry and application domain. He aims at having the right product mix and selecting the right projects to implement a given strategy. He evaluates his products or product releases with respect to their overall contribution to business success. He makes use of the product life cycle to revisit assumptions and implement decisions.

Software product management includes product requirements, release definitions, product lifecycles, creating an effective multi-functional product introduction team and – above all – assuring a winning business case.

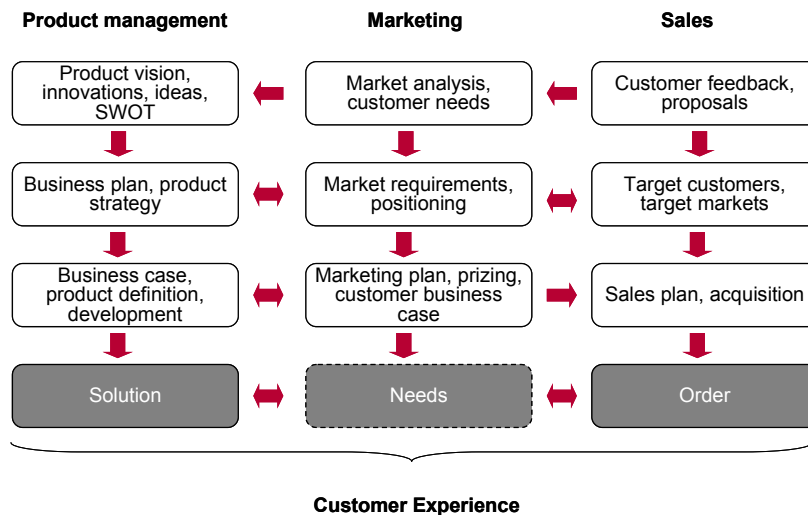
A major obstacle in successfully performing the product management role is the need to balance a variety of needs from markets, customers or stakeholders and coin them into an optimized allocation of spare resources. The Bermuda triangle in many IT and software companies lies in between sales / marketing, product management and technical management. Nobody has the formal lead to drive successful product execution, yet all try to implement their own hidden agendas.

### SW Product Management Community

This workshop targets building and growing the software product management discipline and thus make software and IT products and services more predictable and successful.

Software product management has not yet received equal attention in competence building, training, evolution as a discipline and in empirical studies compared to project management. For instance, the Chaos reports only look into projects, but not to the processes before the projects or the success on portfolios of projects.

With this obvious need to shape the software (and IT) product management competence, the workshop organizers have started in 2006 with building the software product management community. Details can be found at the website: [www.it-productmanagement.org](http://www.it-productmanagement.org). The mailing list is hosted on: <http://lists.it-productmanagement.org/mailman/listinfo/itpm-news>.



This workshop reviews and discusses software product management as a discipline. Specifically we will look to the evolution of the software product management discipline, its best practices, gaps in the field and thus outline areas for further growth, both in academia and in practice.

### Program and Contents

- Sjaak Brinkkemper (Univ. of Utrecht): Introduction to the 2nd International Workshop on Software Product Management.
- Christof Ebert (Vector Consulting Services): Mini-tutorial on Software Product Management.

- Georg Herzwurm (Univ. Stuttgart), Wolfram Pietsch (FH Aachen): Guidelines for the Analysis of IT Business Models and Strategic Positioning of IT-Products.

- Richard Berntsson Svensson (Lund Univ.), Thomas Olsson (Sony Ericsson), Björn Regnell (Lund Univ.): Introducing Support for Release Planning of Quality Requirements – An Industrial Evaluation of the QUPER Model.

- Samuel Fricker (Univ. Zurich), Tony Gorscheck (Blekkings Techn. Inst.), Martin Glinz (Univ. Zurich): Goal-Oriented Requirements Communication in New Product Development.

- Willem Bekkers, Inge van de Weerd, Sjaak Brinkkemper (all Univ. of Utrecht), Alain

Mahieu (Centric): The Influence of Situational Factors in Software Product Management: An Empirical Study.

- Zornitza Racheva (Twente Univ.), Maya Daneva (Twente Univ.), Luigi Buglione (Engineering.IT): Supporting the Dynamic Reprioritization of Requirements in Agile Development of Software Products.

- Nina Dzamashvili Fogelström, Tony Gorscheck, Mikael Svahnberg (all Blekkings Inst. of Technology): Needs Oriented Framework for Producing Requirements Decision

Material – NORM.

- Thomas M. Fehlmann (Euro Project Office): New Lanchester Theory for Requirements Prioritization.

- Panel: How to Advance Software Product Management: Scientific and Industrial Views.

### Contact and more Information

Community: [www.it-productmanagement.org](http://www.it-productmanagement.org)

Workshop: [www.cs.uu.nl/groups/OI/IWSPM/](http://www.cs.uu.nl/groups/OI/IWSPM/)