

Certified Software Product Manager - Foundation Level

Maximizing Product Success through State-of-the-Art Software Product Management

Training Description

Introduction

Excellent product management is key to a successful market entry and the basis for sustainable success of products. This is specifically important for software and Internet offerings where product managers enjoy a unique degree of flexibility – from the definition of the product itself to the choice of distribution and payment models.

This creative freedom presents challenges over the entire life cycle of a software product: from the definition of the initial product strategy to re-evaluating and updating it with every release.

In addition, the typical setup of software organizations puts high demands on product managers to collaborate with other functional areas, such as sales, support, marketing, and of course, the development team. In many cases, the responsibilities of software product managers are not clearly defined, for example when negotiating custom requests for new customers or enhancement requests from existing customers.

As a consequence, software product managers are often struggling to meet short-term tactical demands on their time and fall behind on important strategic tasks, such as monitoring market success and planning product evolution.

Classic product management trainings are usually tailored to the needs of product managers for physical products and do not address these unique challenges of software product management.

However, over the last couple of years, specific processes and techniques for the management of software products have been developed. Here, the “International Software Product Management Association (ISPMA)” has taken the lead: the ISPMA has developed a reference framework and a [syllabus for software product management](#), with a corresponding certification that is recognized internationally.

This training provides a solid foundation to plan and execute product management activities, based on the standard of the International Software Product Management Association (ISPMA). Attendees will be optimally prepared to certify as internationally acknowledged Certified Software Product Managers (foundation level).

Leading software organizations standardize terminology, streamline processes, and improve collaboration by training and certifying product managers and their key counterparts from other functional areas on the foundations of software product management.

Training Contents

Product managers who are responsible for the success of products need to answer the following questions:

- What is the product's contribution to the business goals?
- Which customer problems does the product address?
- Which business model and pricing strategies are most suitable to support the business goals?
- Which features should be released in the upcoming year to ensure product success?
- Which criteria should be used to select requirements for the next release?
- How are product requirements managed across releases?
- How to collaborate successfully with development, support and test and to retain control over product functionality?
- How to contribute to the success of marketing and sales?
- What should be communicated to customers and at which point in time?

This course conveys answers to those questions, providing trainees a solid base for systematic product management. Trainees will practice the new knowledge in small case studies and have the opportunity to discuss their questions in the group.

This training is based on the ISPMA foundation level syllabus for software product management. Specifically, it focuses on the following topics:

- **Introduction and foundations**
Managing the software product as a business: basic terminology, roles and objectives, the reference framework for software product management
- **Product planning**
Requirements engineering for products; release planning; roadmapping; product management across the entire product life cycle
- **Product strategy**
Product strategy basics, e.g.: product definition and product positioning, delivery model; business aspects, e.g. pricing strategy and business case; ecosystem management; contracts and protection of IP rights
- **Strategic management**
e.g. the role of the product in the context of company strategy and portfolio management; innovation management; market and product analysis
- **Collaboration with other functions**
Roles and responsibilities; collaboration with development, marketing, sales, service, and support

More details about the content can be found in the ISPMA foundation level syllabus for software product management at <http://www.ispma.org>.

Target groups

Novices in product management will get a comprehensive introduction to modern methods and approaches for managing software and Internet offerings.

Experienced product managers get the opportunity to reflect their way of working, and to optimize the balance between short-term and long-term product management activities

Other stakeholders in product development, who wish to improve collaboration with product management or would like to evolve into the direction of product management, will get the know-how and tools for a more effective process.

Typical roles: Marketing manager, product owner, software architect, development manager, project manager, and business analyst.

Training details

Duration: 3 Days

Maximum number of participants: 16

Training Language: English

Training material: English

Certification will be performed by an independent provider and can be conducted on the last day of the course. The format will be a one hour multiple choice test. Once the test is passed the examinee will receive the certificate “Certified Software Product Manager (Foundation Level)”

The Instructors

The training courses will be delivered by two experienced instructors who are experts in their respective fields: software product strategy and software product planning.

Both instructors draw on long-standing industry expertise in the management of complex enterprise software product lines.

Both instructors will be present during the entire duration of the training courses.

Gerald Heller



Gerald is an independent software process consultant out of Stuttgart area, Germany.

He has more than 30 years of experience in global, large-scale software development. His activities and responsibilities covered almost every aspect of the software development lifecycle. He helps clients to improve their business in the areas of requirements management, software product management, and agile development.

Gerald holds a diploma in computer science from Friedrich-Alexander University in Erlangen, Germany. He is a member of GI and ASQF.

Gerald is a founding member of the International Software Product Management Association (ISPMA) and currently a fellow and member of the board.

Barbara Hoisl



Barbara is an independent strategy consultant, coach, and trainer, supporting fast-growing software and Internet businesses. She specializes in strategy, business planning, and strategic business development.

Barbara draws on more than 20 years of direct, first-hand experience in the global software and Internet industry, including 14 years with HP. At HP, she worked in business planning, strategy and M&A for HP Software.

Earlier in her career, she managed development for a complex enterprise software product line at HP, so she knows the operational side of the technology business as well.

During her career, Barbara acquired a deep understanding of growth and innovation models and of the business models that characterize the software and Internet industry.

She holds a master degree in Computer Science with a minor in Business Administration from Technical University of Kaiserslautern and is a fellow of the ISPMA.

You can find her full CV at barbarahoisl.com/profile.