

Guidelines for the Analysis of IT Business Models and Strategic Positioning of IT-Products

Prof. Dr. Georg Herzwurm
Prof. Dr. Wolfram Pietsch
Barcelona 9.9.2008

Prof. Dr. Wolfram Pietsch, Aachen University of Applied Sciences
Eupener Str. 70, 52066 Aachen, Germany
pietsch@fh-aachen.de, www.fh-aachen.de

Agenda

- § Software Product Management
- § Product Directions and Levels
- § IT Product Positioning Compass
- § Positioning of Software Products
 - Off-the-shelf
 - License plus Service
 - IT Project
 - IT System Services
- § Conclusion

Different Paradigms and Perspectives?!

	Engineering	Business
Software	Driver of Business Processes	Organisational Instrument; Asset
Product	Deliverable	Marketable Entity
Management	Administration, Coordination	Individual Competence, Leadership

General Product Management Approaches

Engineering-Perspective

- § Coordination of Development towards Marketing & Sales
- § Configuration Management
- § Test and Release Management

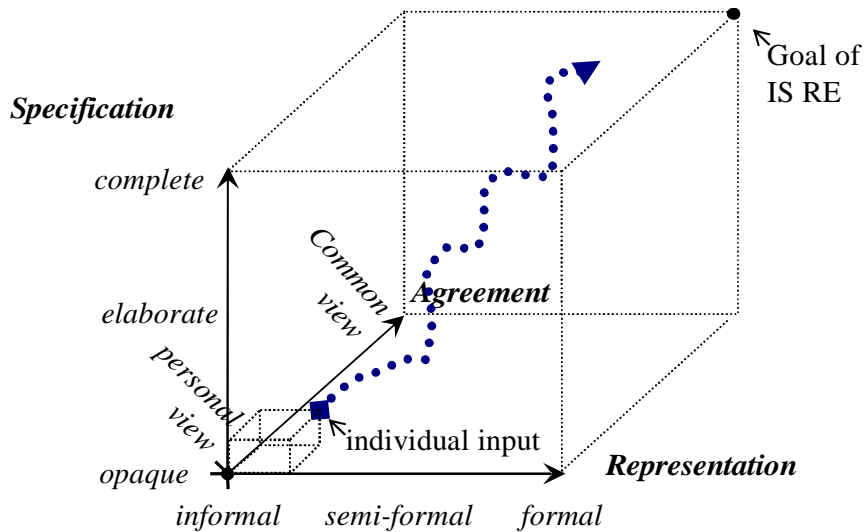
Marketing-Perspective

- § Coordination of Marketing & Sales towards development
- § Product Definition and Promotion
- § Distribution Cycle Planning

Integrative Perspective

- § Product Vision
- § Informational Hub
- § Programme Management

Three Dimensions of IS Requirements Engineering (Pohl 1993)

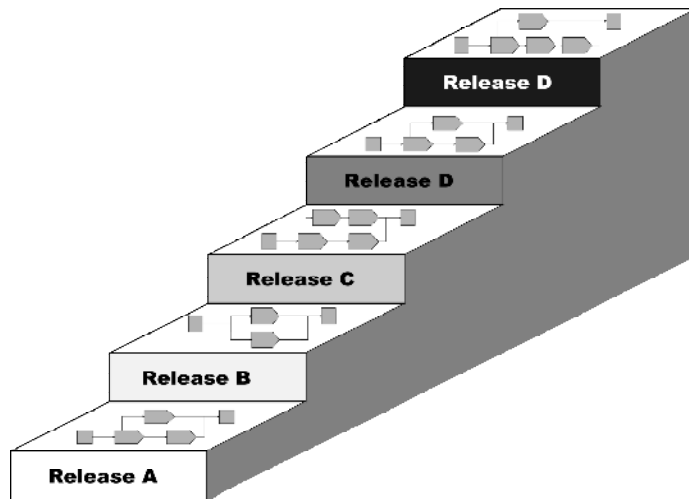


Software Product Management in Practice

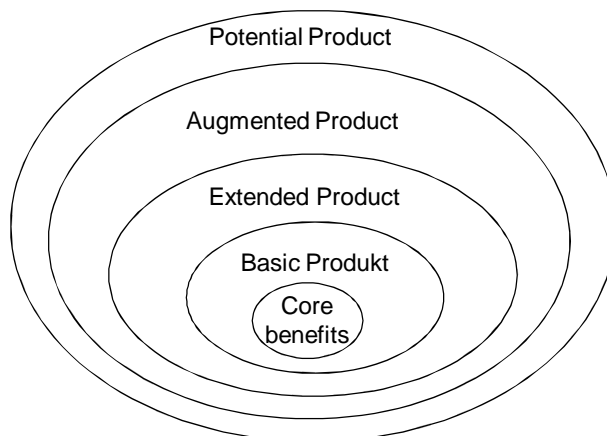
Software Product Management is ...

- § Conceptual Marketing
- § Requirements Management
- § Release Management
- § Project Management
- § Sales Management
- § Business Development
- § Key Account Management
- § ...

Release stages and processes

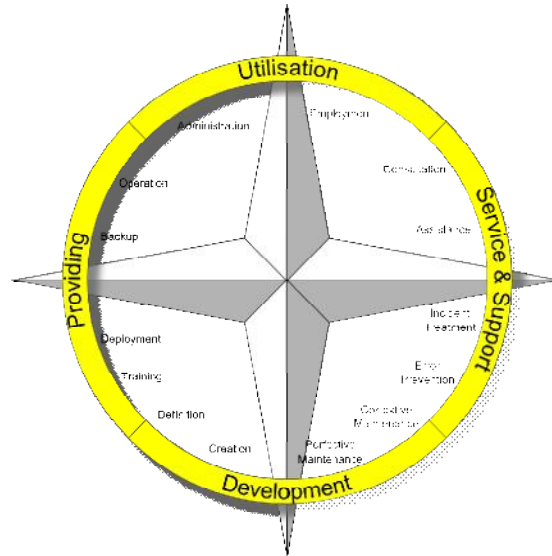


Different Levels of Products

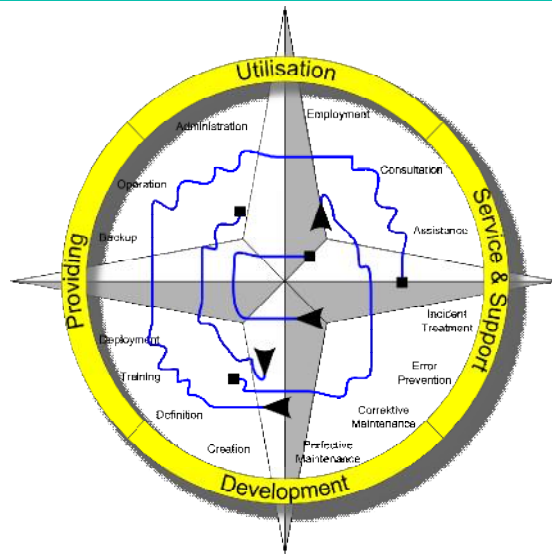


Kotler, Bliemel (2001)

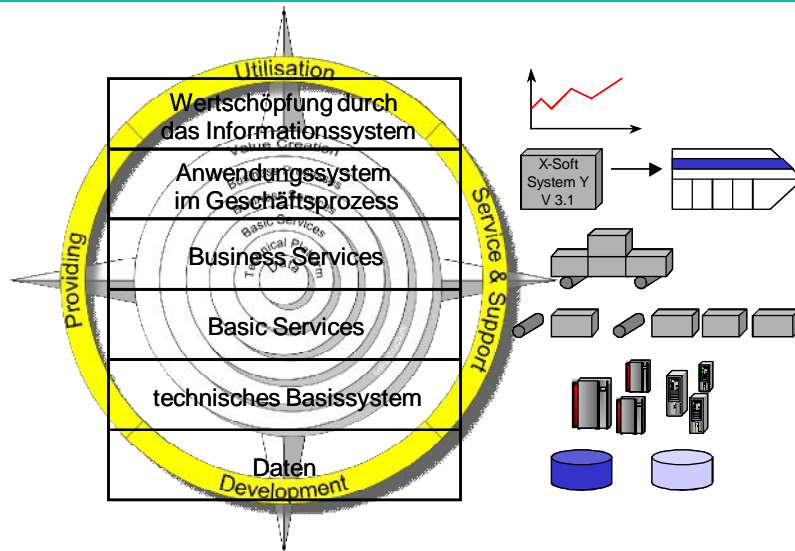
Generic Product Life Cycle à Coordinates



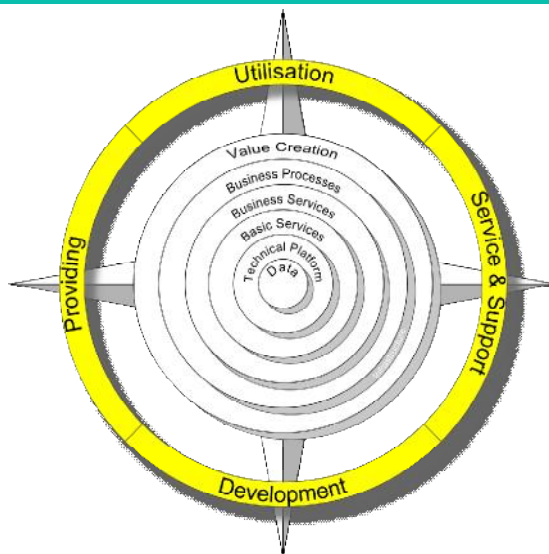
IT Product Evolution



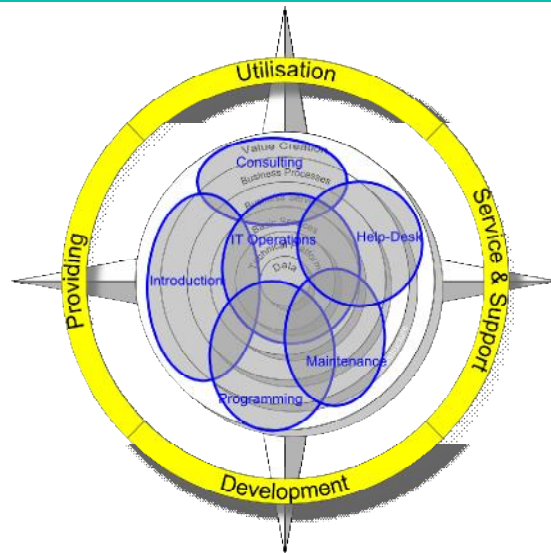
IT-Product Levels



IT-Product Positioning Compass



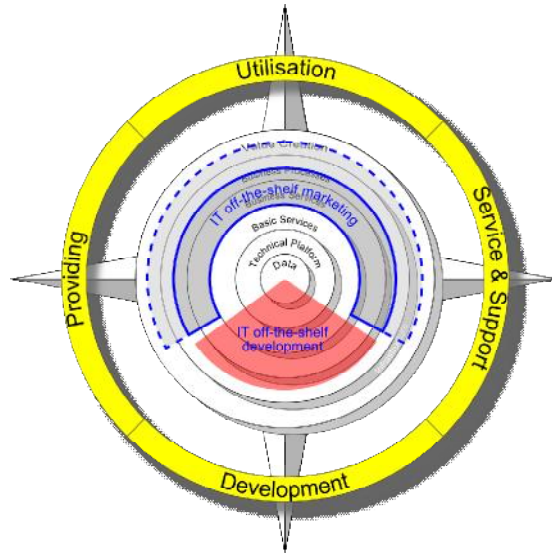
Fuzzy Product Positioning



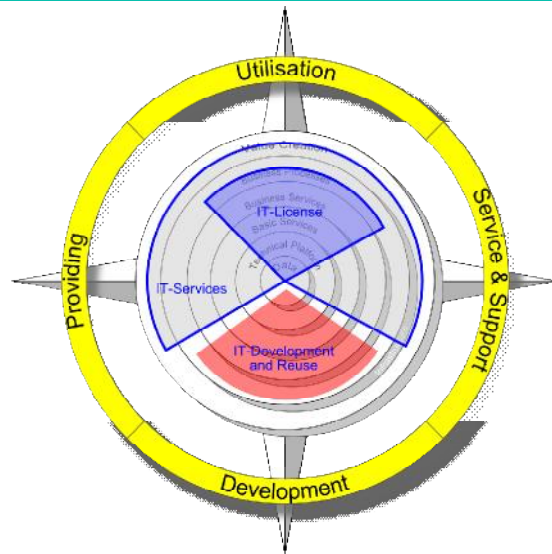
Generic Business Models

- I. Off-the-shelf
 - a. Research & Development
 - b. Trading
- II. License plus Service
- III. IT Projects
 - a. Acquisition
 - b. Execution
- IV. System Services

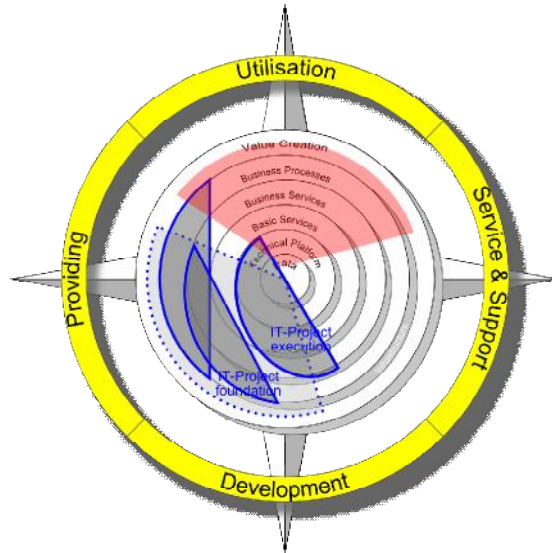
Positioning Off-the-shelf (Type I)



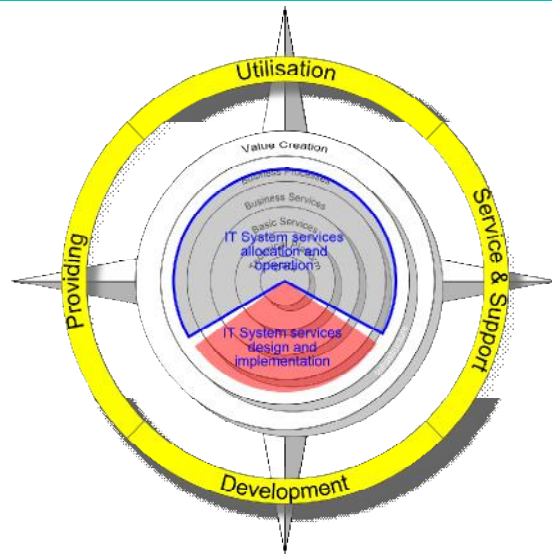
Positioning License plus Service (Type II)



Positioning IT-Projects (Type III)



Positioning IT System Services (Type IV)



Conclusion



- § There are different views on Products and its Management that must be integrated
- § The Product Compass serves as an Aid for Product Positioning
- § The Product Management approach must be geared to the business model
- § Positioning Focus is highly concerned
- § Avoid to be 'stuck in the middle'

