



Second International Workshop on Software Product Management

16th IEEE International Requirements
Engineering Conference,
Barcelona, Catalunya, Spain
9 September 2008

How it got started?



Christof Ebert, VectorConsulting, Germany

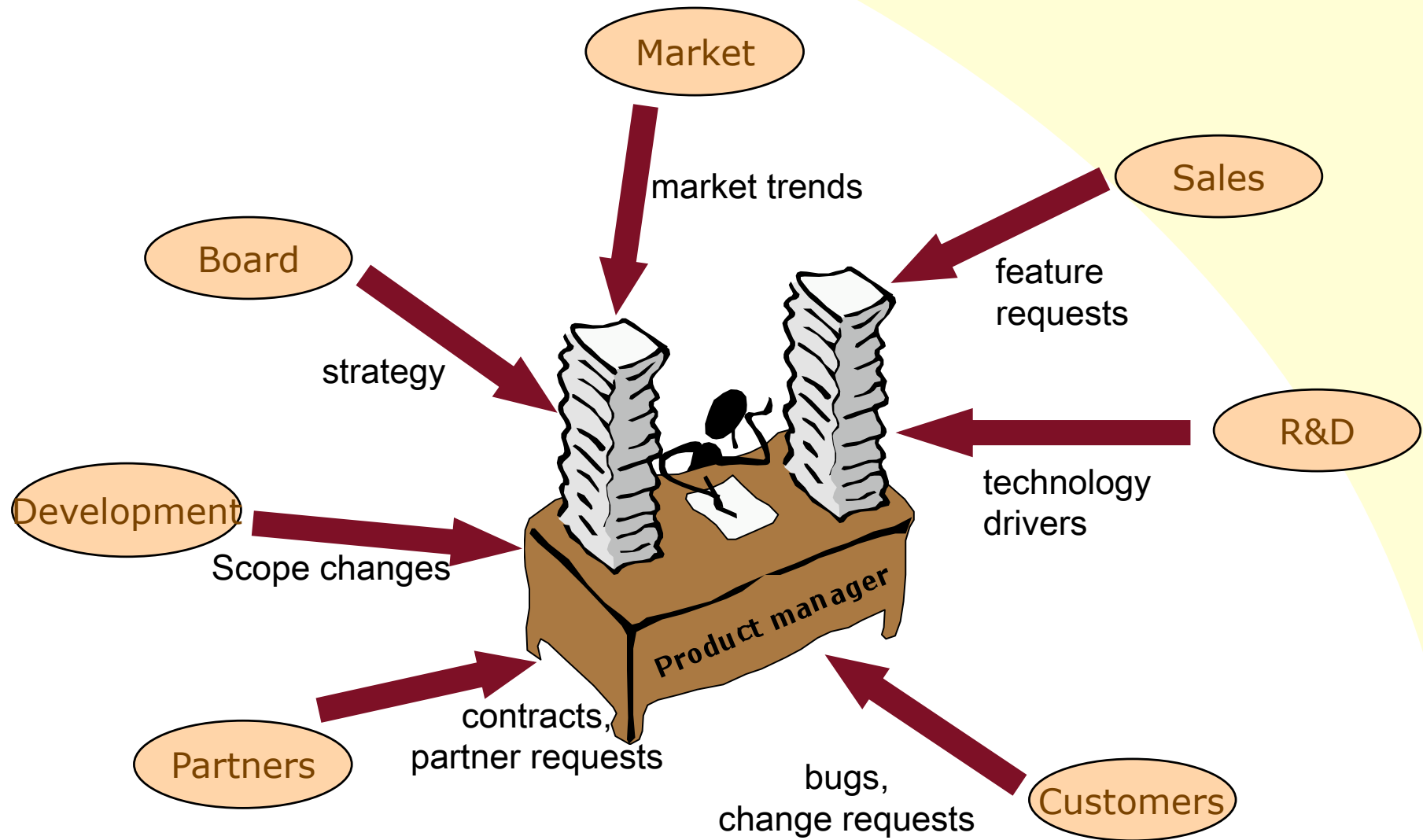
Slinger Jansen and Sjaak Brinkkemper, Utrecht
University, the Netherlands

Gerald Heller, HP, Germany

1. Initiators
2. Organizers
3. Proceedings Editors

First Workshop on Software Product
Management at RE06 in Minneapolis

Software product management



Why this Workshop?



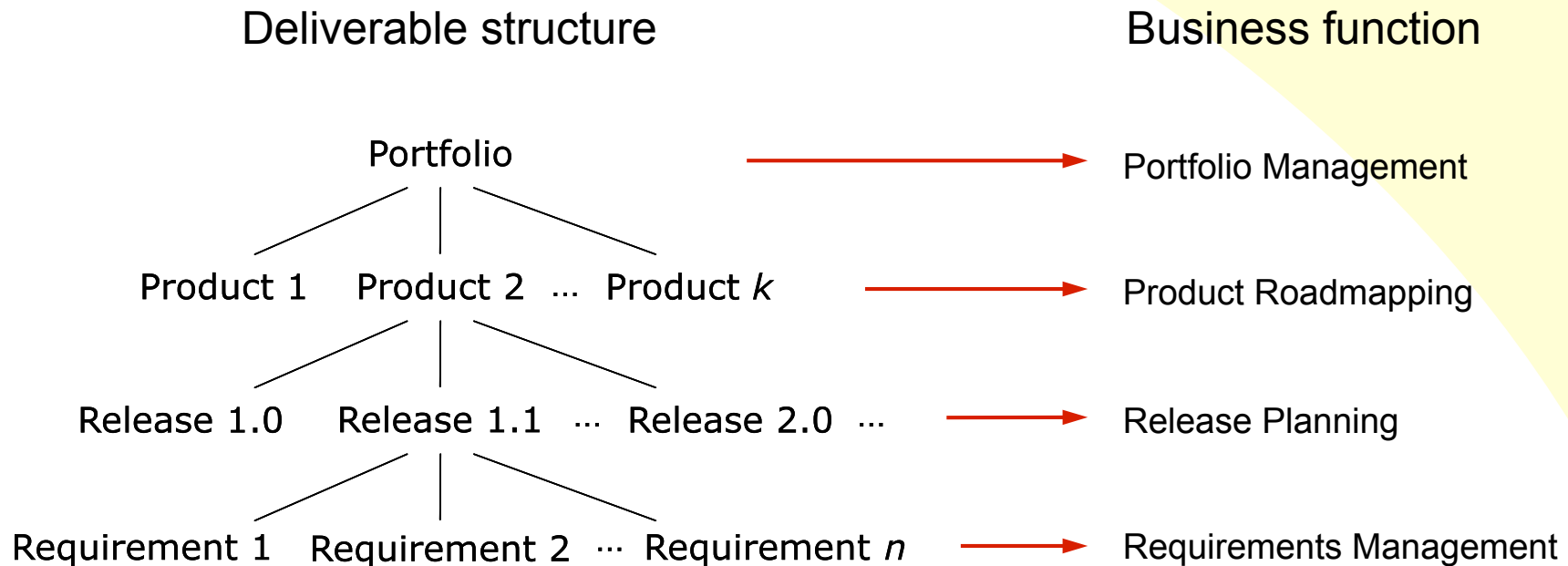
Observations

- Importance of skillful product management
- No formalized education
- No body of scientific knowledge

Objectives

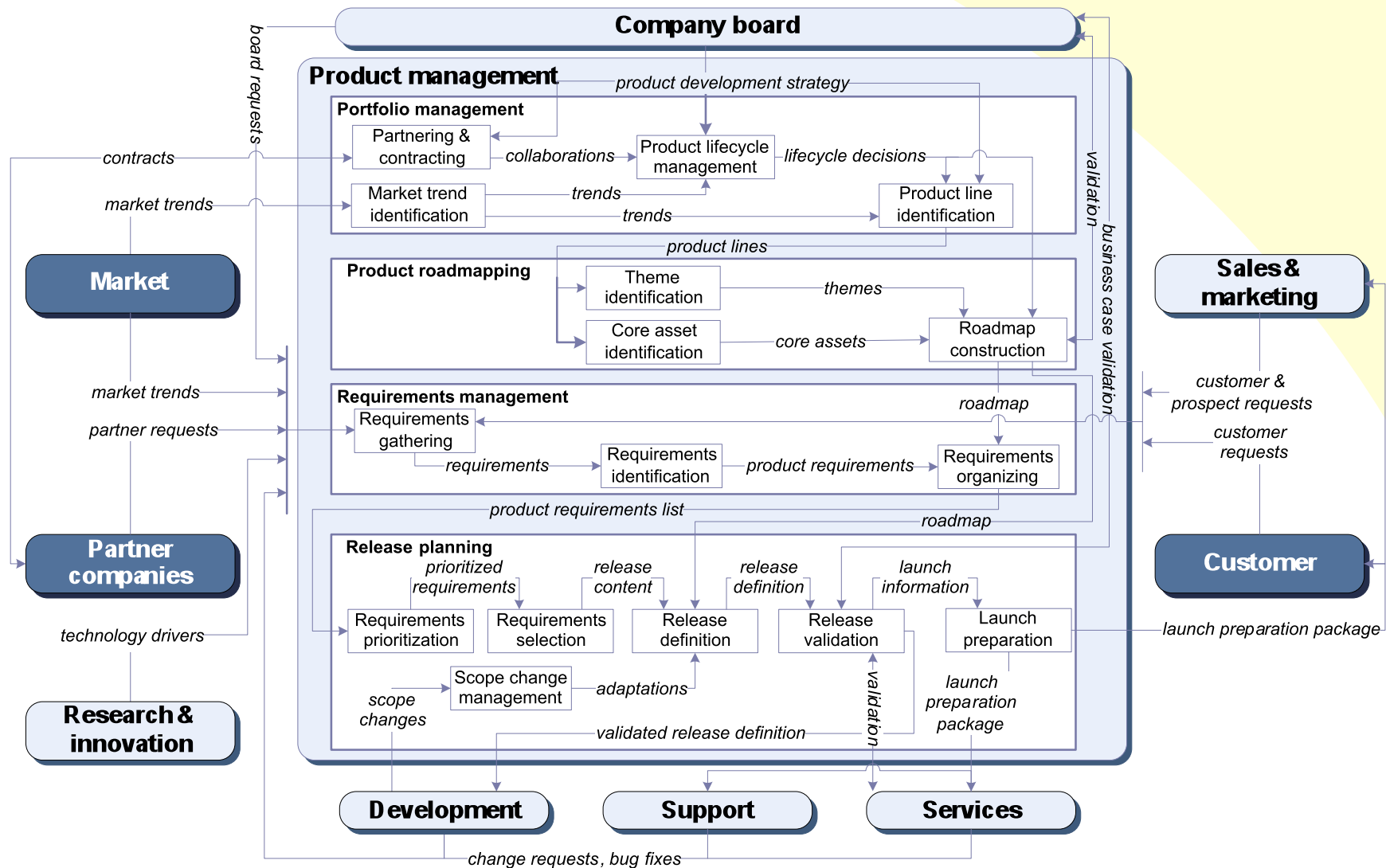
- State of the art overview: book?
- Extend body of knowledge
- Create a mixed community of industry and academia
- Plan for coming years

Framework levels



- Deliverable structure leads to business functions
- Responsibility for business function implies to accountability for deliverables

Reference framework for Software Product Management





Participants

Introduction

- Background
- Experience in SPM
- Why here?
- What to get out?

Program



09:00 **Introduction to the 2nd International Workshop on Software Product Management** - Sjaak Brinkkemper

09:15 **Mini-tutorial on Software Product Management** - Christof Ebert

10:00 ***Paper Session Product Strategy:***
Guidelines for the Analysis of IT Business Models and Strategic Positioning of IT-Products - Georg Herzwurm, Wolfram Pietsch

10:30 Coffee Break

11:00 ***Paper Session: Product and Release Planning***

Introducing Support for Release Planning of Quality Requirements – An Industrial Evaluation of the QUPER Model - Richard Berntsson Svensson, Thomas Olsson, Björn Regnell

Goal-Oriented Requirements Communication in New Product Development - Samuel Fricker, Tony Gorscheck, Martin Glinz

The Influence of Situational Factors in Software Product Management: An Empirical Study - Willem Bekkers, Inge van de Weerd, Sjaak Brinkkemper, Alain Mahieu

12:30 Lunch

Program



12:30 Lunch

14:00 ***Paper Session: Requirements Management***

Supporting the Dynamic Reprioritization of Requirements in Agile Development of Software Products - Zornitza Racheva, Maya Daneva, Luigi Buglione

Needs Oriented Framework for Producing Requirements Decision Material - NORM - Nina Dzamashvili Fogelström, Tony Gorschek, Mikael Svahnberg

New Lanchester Theory for Requirements Prioritization - Thomas M. Fehlmann

15:30 Coffee break

16:00 **Panel: How to Advance Software Product Management: Scientific and Industrial Views**

Panelists: Sjaak Brinkkemper (chair), other panelists to be confirmed

17:00 **Workshop wrap-up and closure** - Christof Ebert

17:30 **End**

Some arrangements



- Student volunteer
- Coffee breaks in North Forum at L floor
- Lunch at 14th floor
- Rooms closed during breaks
- Sheet for contact info
- Copies of IWSPM pre-proceedings on paper
- Electronic proceedings: homepage Sjaak Brinkkemper; click on Technical Reports
- Formal proceedings will be in IEEE Digital Library
- IWSPM Workshop dinner at Salsa a la Salsa, 1420 Nicollet Ave South at 8 pm (not included)

Morning program



- 9.00 Welcome and introduction of the workshop participants
Sjaak Brinkkemper, Utrecht University, Netherlands
- 9.10 Software Product Management: Practices and research challenges
Christof Ebert, Alcatel, France
- 9.30 On the Creation of a Reference Framework for Software Product Management:
Validation and Tool Support
*Inge van de Weerd, Sjaak Brinkkemper, Richard Nieuwenhuis, Johan Versendaal,
Lex Bijlsma, Utrecht University, Netherlands*
- 10.10 Can Agility be Introduced into Requirements Engineering for COTS Component
Based Development?
Kendra M. L. Cooper, University of Texas at Dallas, USA
- 10.30 Coffee break
- 11.00 Challenges of Knowledge and Collaboration in Roadmapping
Sami Jantunen, Kari Smolander, Lappeenranta University of Technology, Finland
- 11.45 Lightweight Replanning of Software Product Releases
Thamer AlBourae, Guenther Ruhe, Mahmood Moussavi, University of Calgary, Canada
- 12.30 Lunch break

Afternoon program



- 14.00 A Cost-Based Approach to Software Product Line Management
Holger Schackmann, Horst Lichter, RWTH Aachen, Germany
- 14.25 Towards Context-Aware Product-Family Architectures
Mohammed Salifu, Bashar Nuseibeh, Lucia Rapanotti, Open University, UK
- 14.50 Ten Misconceptions about Product Software Release Management explained using Update Cost/Value Functions
Slinger Jansen, Sjaak Brinkkemper, Utrecht University, Netherlands
- 15.30 Coffee break
- 16.00 Towards Comprehensive Release Planning for Software Product Lines
Muhammad Irfan Ullah, Guenther Ruhe, University of Calgary, Canada
- 16.20 Panel discussion:
Getting best practices practiced: How to address product managers?
Panellists will be announced
- 17.30 Workshop closing





Workshop closing

- Thanks for your participation
- Thanks to the speakers
- Feedback to the organizers
 - of IWSPM
 - of RE



What to do hereafter?

1. Establishing a community
 - Who wants to be involved?
 - What other networks are there?

3. Establishing a body of knowledge
 - Collecting SPM resources
 - Reviewing
 - Publicize

5. IWSPM 2007 in New Delhi, India
 - Who wants to be involved?
 - In what role?



Lots of success with all your activities in software product management in industry and academia!

See you in New Delhi!