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 accountability for deliverables
Reference framework for Software Product Management
Participants

Introduction

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