

## Building Effective Product Roadmaps

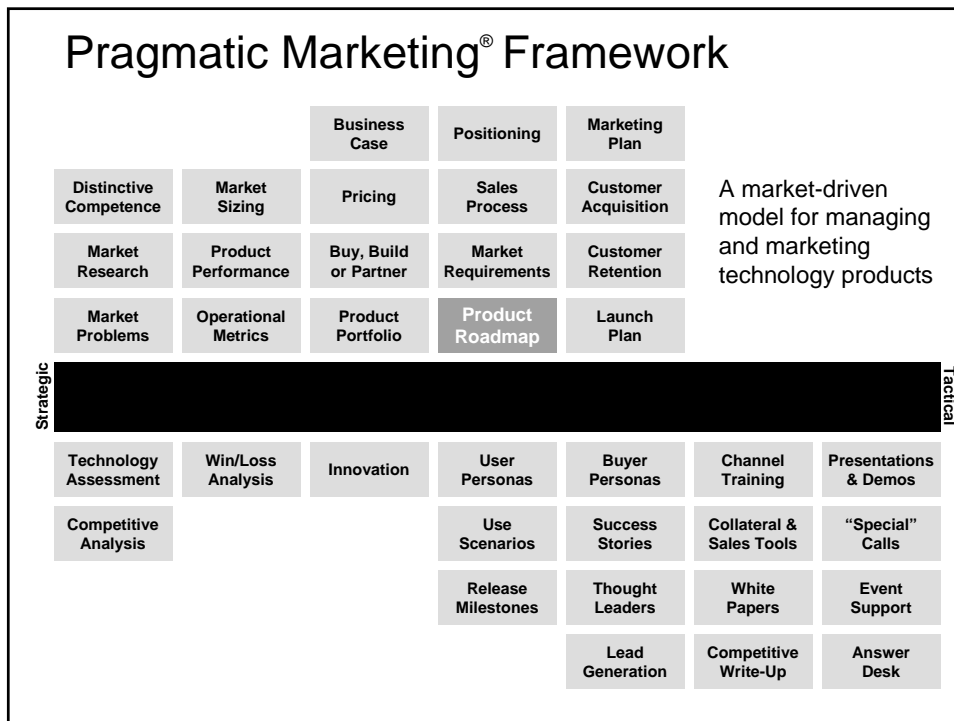


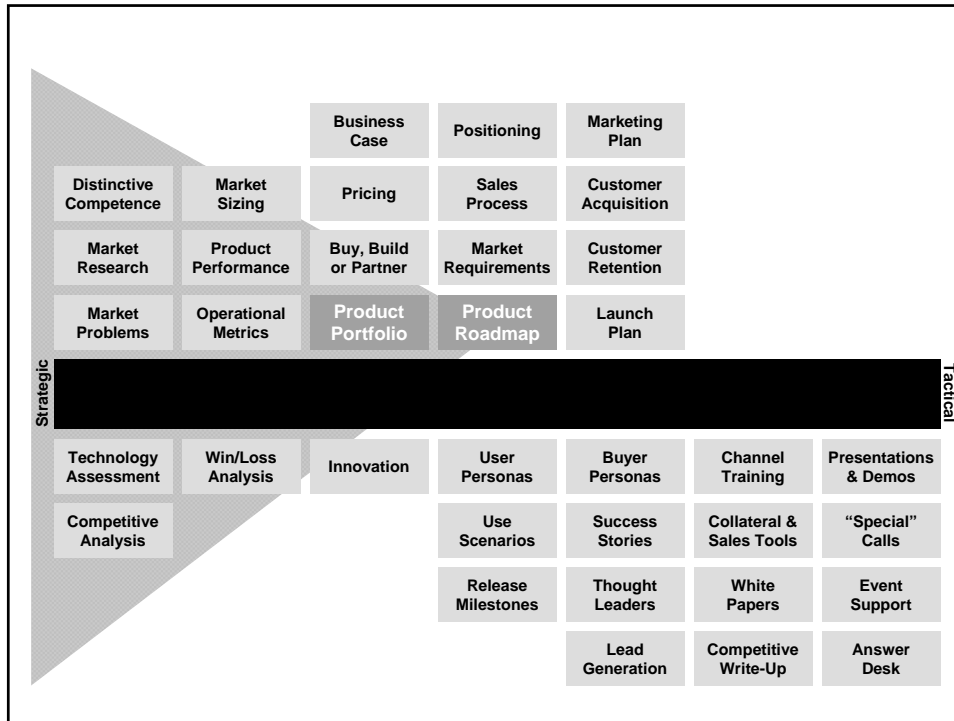
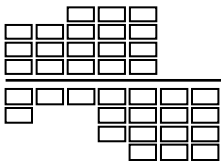
Rich Nutinsky, [rnutinsky@pragmaticmarketing.com](mailto:rnutinsky@pragmaticmarketing.com)

**Conference call:** (605) 772-3434  
**Access code:** 536-587-120

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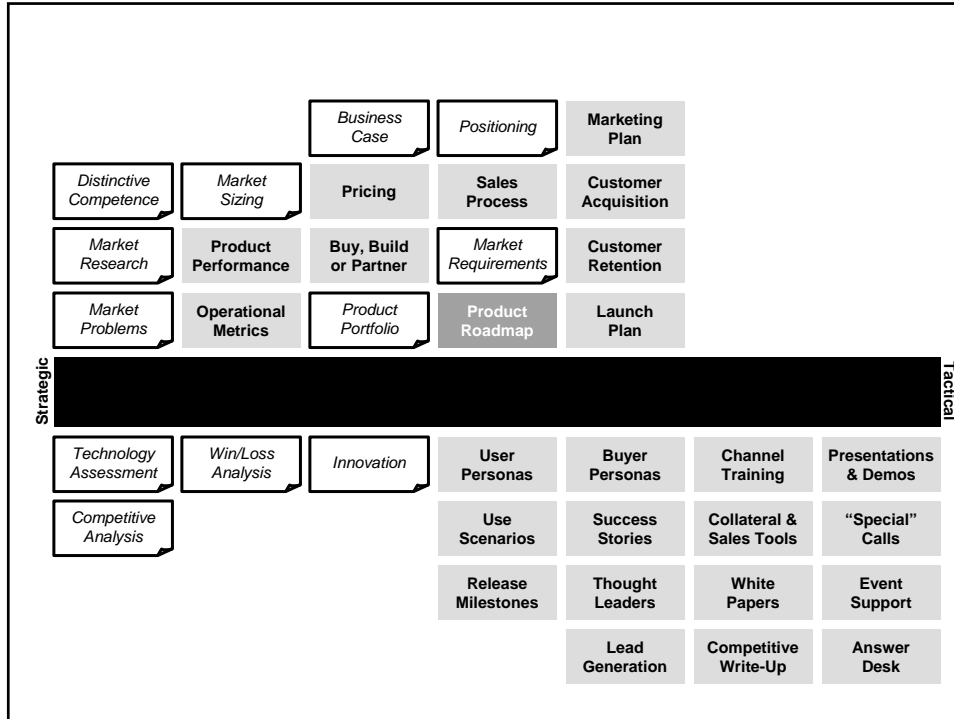
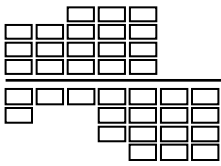
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## Why build a roadmap?

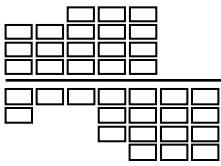
- Product and portfolio planning
- Alignment
  - ▶ Gain internal alignment
  - ▶ Reduce short-term mistakes
- Communication
  - ▶ Give internal and external audiences a product vision for the future
    - A **possible** destination
  - ▶ Help customers and partners integrate your product plans into their long-term strategies
  - ▶ Show progress



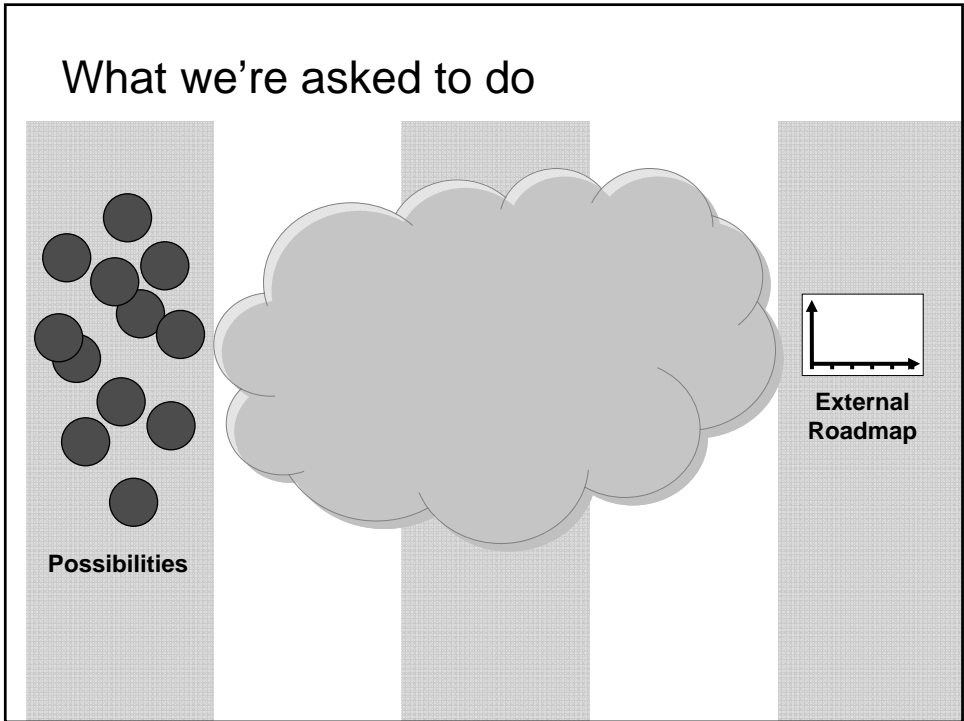
## Roadmapping considerations

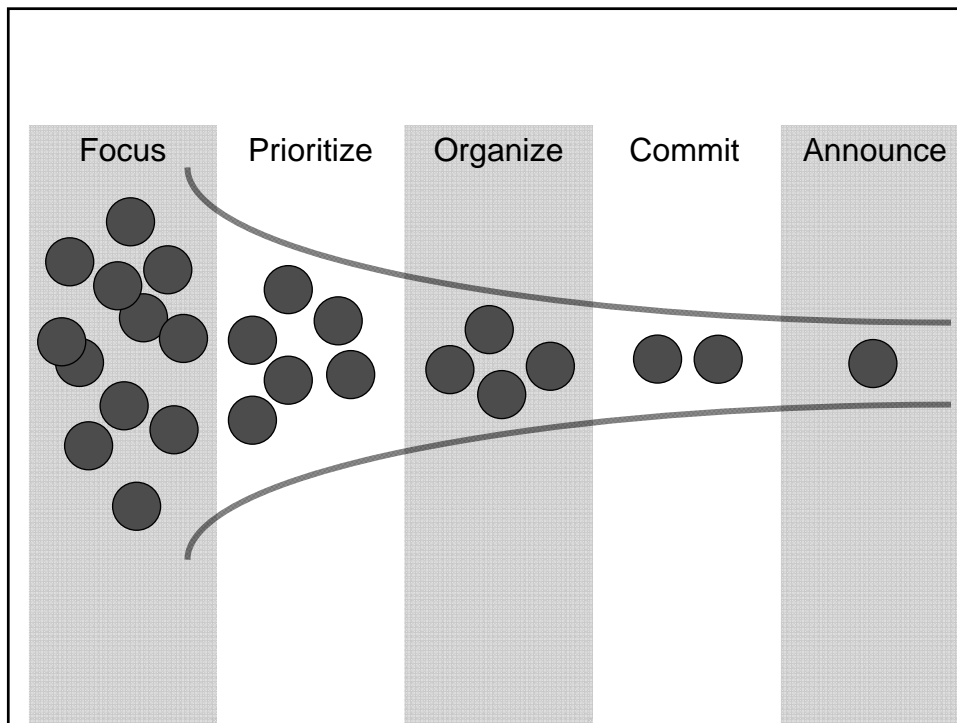
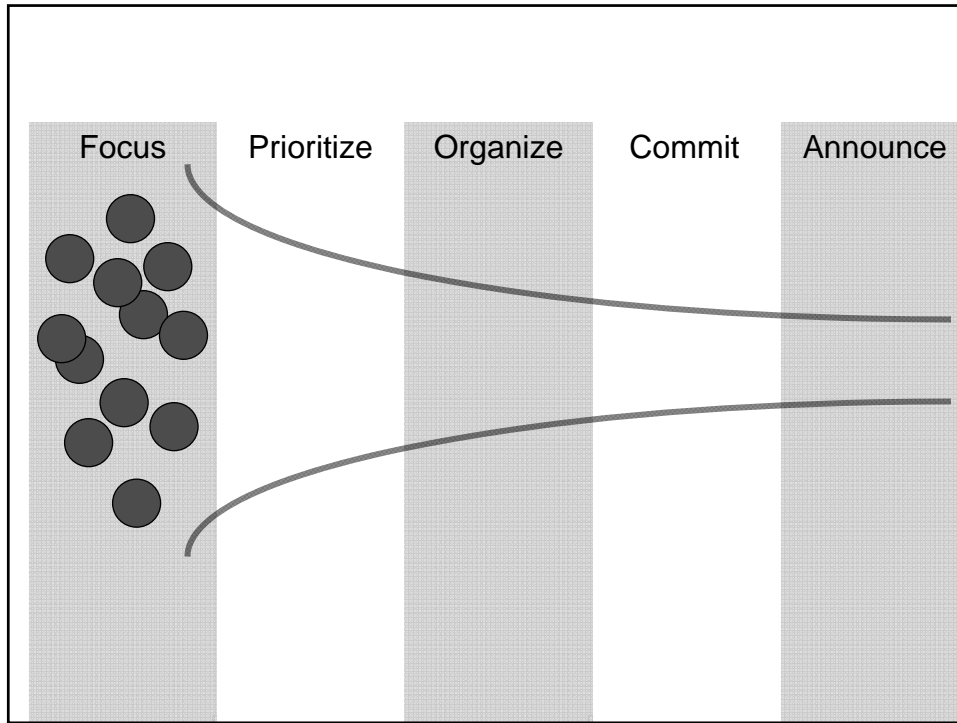
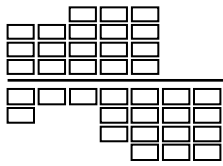


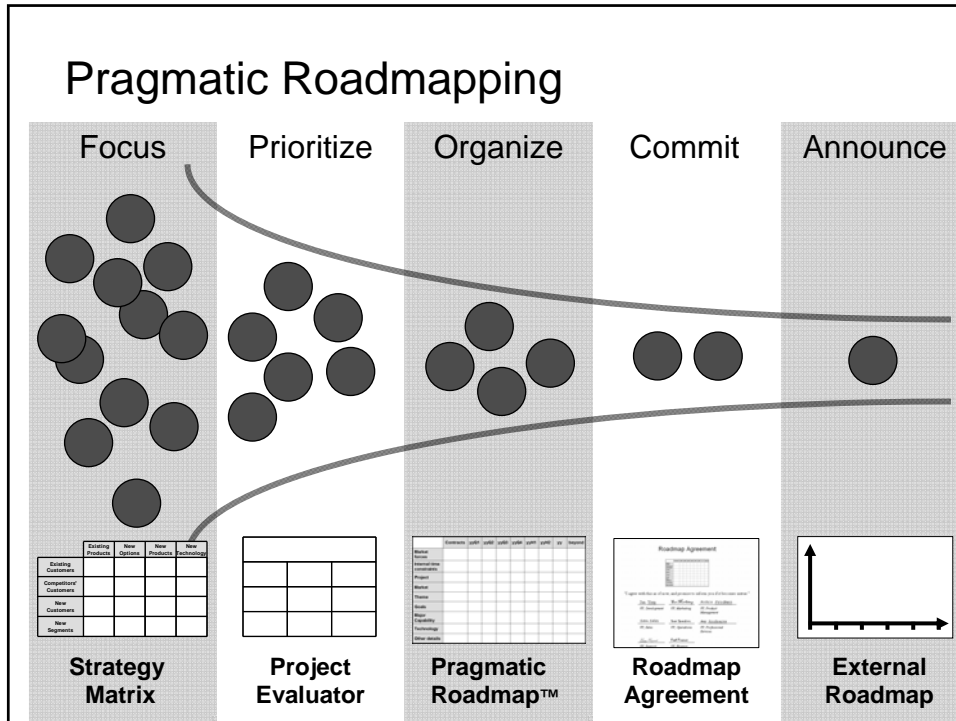
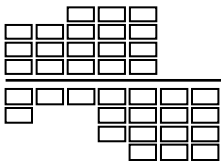
- Your detailed project plan is not a roadmap
- Are we on the right road?
- When will we get there?
- If you deliver part of the solution, can you still make money while you finish the rest?



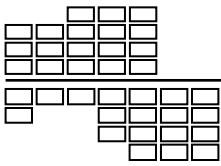
Roadmapping:  
a strategic process of  
prioritization and alignment  
that results in a series of  
artifacts tailored for different  
audiences.



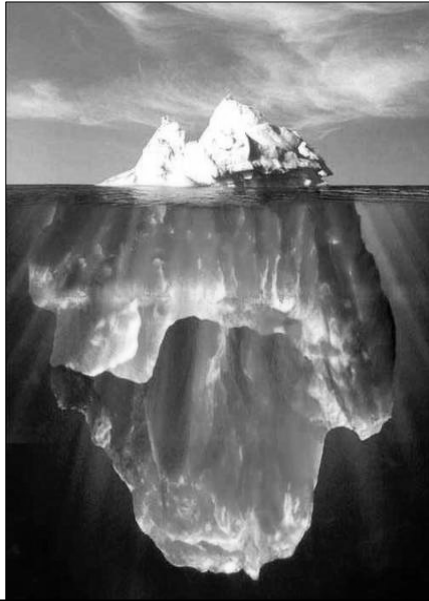




A roadmap is the result of a strategic process; it's not the reason for the process.



## Roadmap detail varies by audience



Less



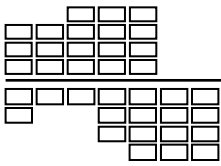
- ✓ Analysts
- ✓ Investors
- ✓ Customers
- ✓ Evaluators
- ✓ Indirect Sales
- ✓ Direct Sales
- ✓ Mktg. Communications
- ✓ Sales Engineers
- ✓ Dev Partners
- ✓ Executives
- ✓ Operations
- ✓ Project Management
- ✓ Development

More



## Audience requirements

- Identify audiences
- Define requirements by audience
  - ▶ Communication purpose
  - ▶ Internal or external
  - ▶ Communication risk
  - ▶ Technical versus business
  - ▶ Details to communicate
  - ▶ Frequency to communicate



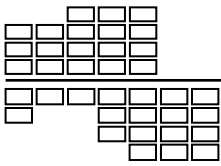
## Roadmap content depends on purpose

<b><u>INTERNAL</u></b>	<b><u>EXTERNAL</u></b>
Project Funding	Completeness of Vision
Future Requirements	Ability to Execute
Other Services or Products	Increase Interest
Competitive Threats	Close a Deal
Internal Plan Alignment	Partner Plan Alignment

## Internal roadmap template

	Contracts	1Qyy	2Qyy	3Qyy	4Qyy	1Hyy	2Hyy	yyyy	beyond
Project									
Theme									
Market									
Goal									
Client									
Server									
Platform									

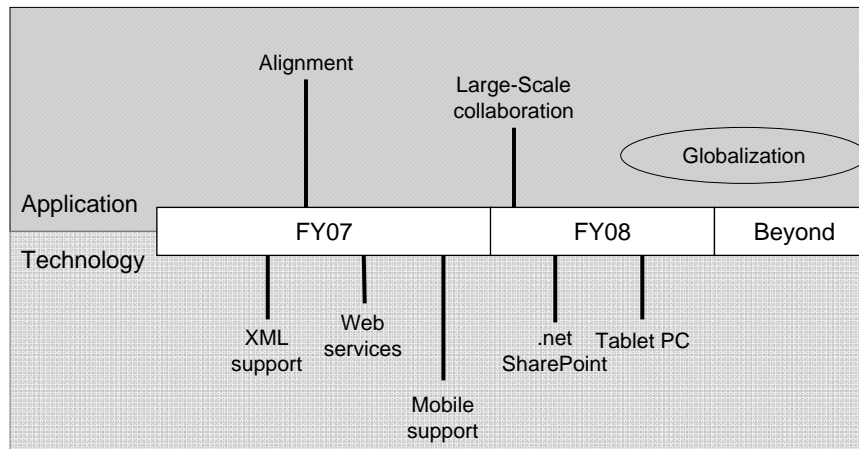


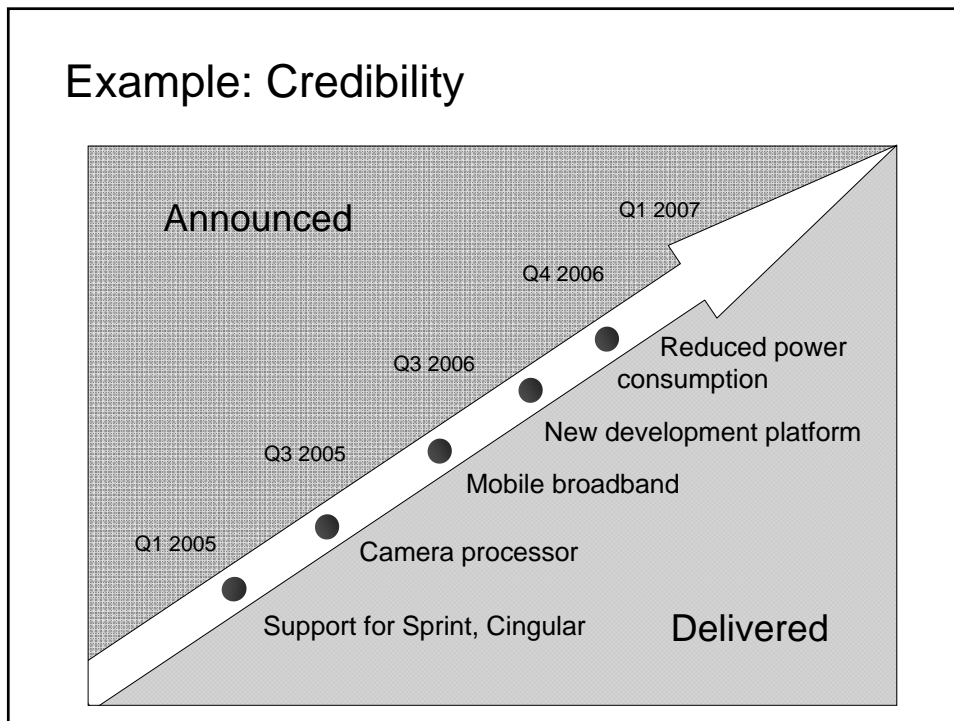
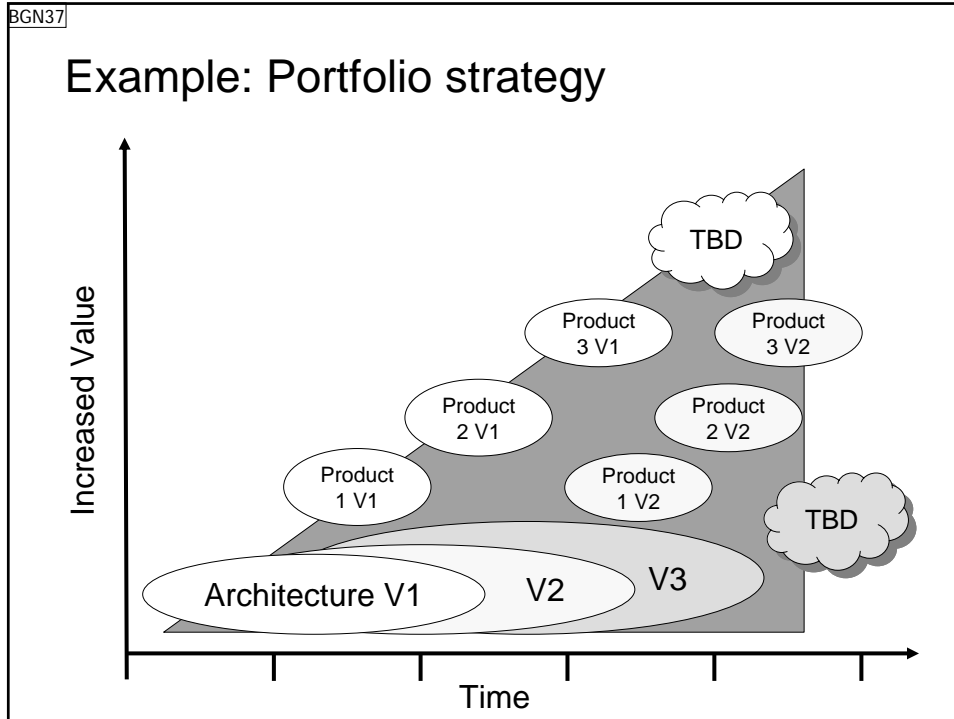
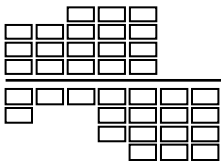


## Example: Sales Force Automation

	Contracts	1q07	2q07	3q07	4q07	1h08	2h08	beyond
<b>Project</b>	ABC Co XYZ Co	SP1	Burger	Salmon	Steak			
<b>Theme</b>			Alignment		Large scale collaboration	Globalization		
<b>Market</b>		Small SW	US, Can	US, Can	Large SW	Europe	Asia	Latin Am
<b>Goal</b>			Use Sales Tools Org Self Org Team/Terr	Be Informed Inform Others	Pipeline Visibility	Localize for Monique, Rolf, and Charles	Localize for Yin Lee & Jon-san	Localize for Jose
<b>Client</b>			Browser support			ILS	DBCS	
<b>Server</b>			Web services Security	Alert Engine	Doc Mgmt	ILS	DBCS	
<b>Platform</b>		Windows XP sp3		Palm OS Windows CE WAP	.net Share- point	Tablet PC		Windows Vista (formerly Longhorn)

## Example: External roadmap





## Slide 19

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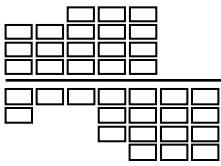
**BGN37** different colors

architecture V1 goes with product V1

architecture V2 goes with product V2

V3

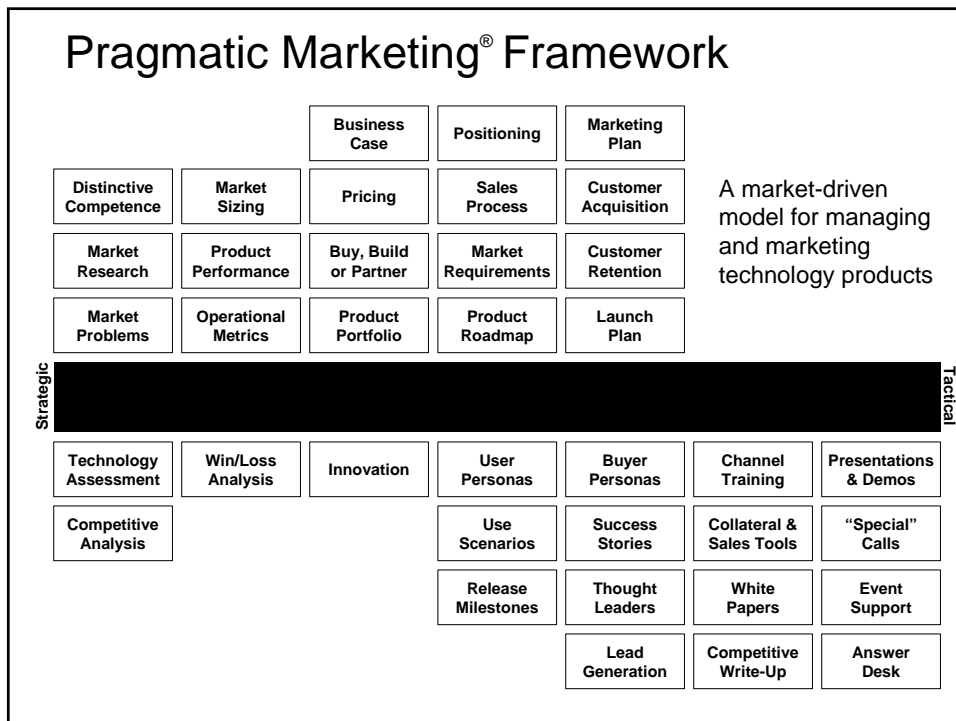
Barbara Nelson, 9/13/2007

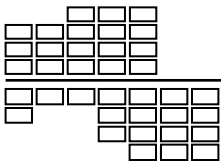


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BGN2

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Questions?

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## Slide 23

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**BGN2** new slide replaces multiple slides at end  
Barbara Nelson, 8/24/2007