

Product Management at a large enterprise with a vast geographic spread – a reality check

- Digital Product Management
- Large Enterprise 2.0
- Geo Model for Scale

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About us

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Vinod Subramanian

Management graduate with hands on work experience in Product Management, Digital Transformation, Project/Program Management, Business Analysis, Management Consulting, Strategic Venture Engagements, and Leading Corporate Technology Innovation initiatives. Has helped to build digital products in Retail, Insurance quote aggregator & usage based insurance platforms.

Excited about startup & intrapreneurship. Champion Product Mindset. Worked in Agile, XP, Scrum & combination of these – Xtreme Agile. Hands on experience working with global & collocated teams.

[LinkedIn](#)



Saravanan Kattabomman

More than 14 years of experience in Sales, Business Analysis, Product Management and Digital Transformation. Worked across Healthcare, Financial Services, Mortgage, E-commerce, Payments, Travel and Aerospace domain. Hands-on experience in Lean Product Management, application of Agile & Scrum methodologies and User Research in global organizations with geographically distributed product teams.

Engineering Degree in Electronics and Communication and a Post Graduate Degree in Management.

[LinkedIn](#)

Digital Product Management

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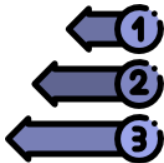
HELP CUSTOMERS
SOLVE THEIR PROBLEMS



KPI



VALIDATE ASSUMPTIONS



PRIORITIZE & ACCELERATE
VALUE DELIVERY



INFLUENTIAL LEADERSHIP



USER CENTRIC



PIVOT / PERSEVERE



MANAGING
STAKEHOLDERS



WORKING SOFTWARE PRODUCT

Digital Product Management

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A great product manager has
the brain of an engineer, the
heart of a designer, and the
speech of a diplomat.

– Deep Nishar

The value is in what gets used,
not in what gets built.

- Kris Gale

What is a Large Enterprise 2.0? (In this context)

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BEING DIGITAL

Embracing startup culture

Many years into existence
= legacy systems

GOING GLOBAL

Main business is not selling software, but they are product companies

Focus on Digitization & Digitalization

OPERATE AS ONE

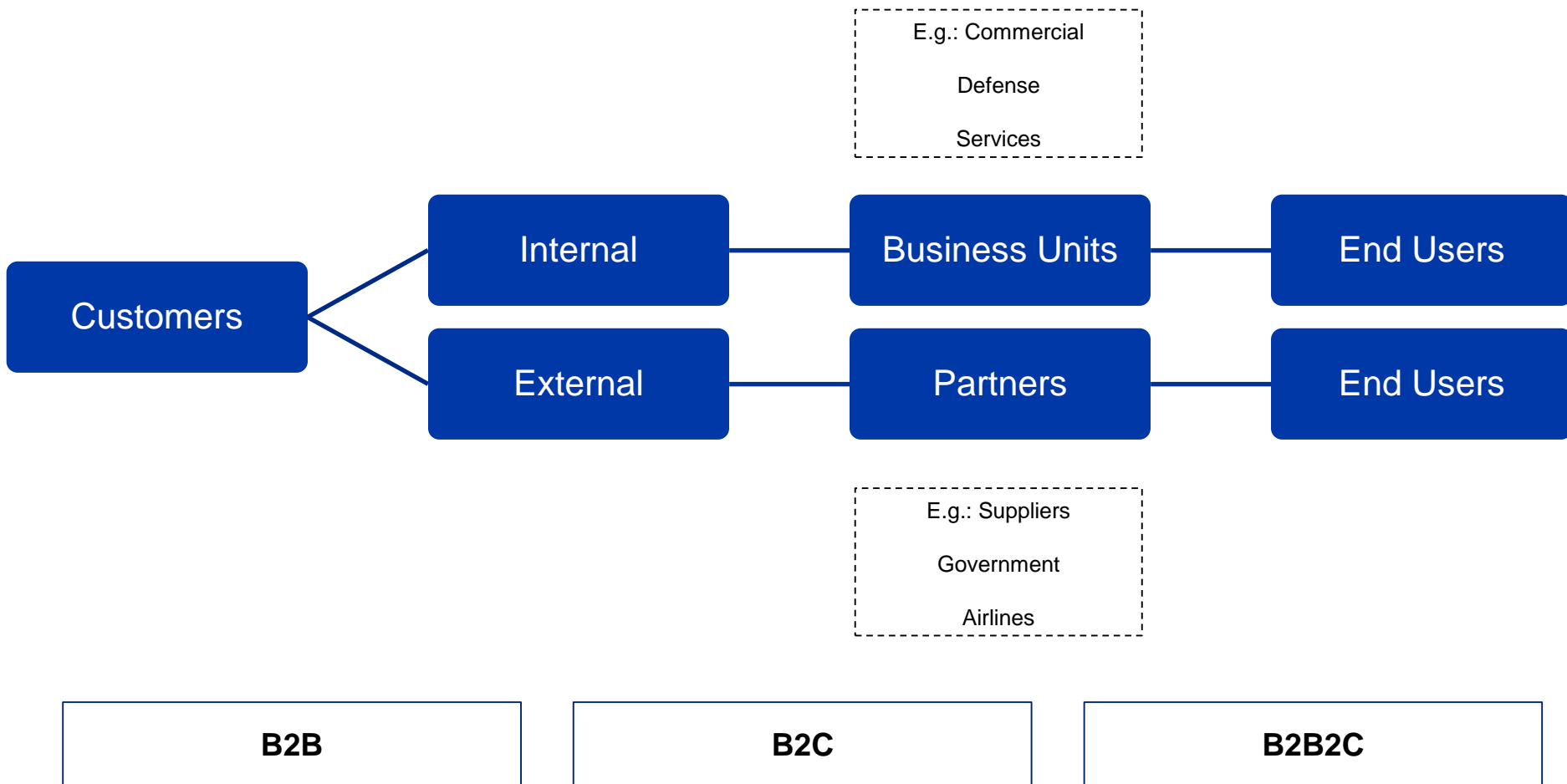
Digital products are built to deliver business value

Wide geographic presence

E.g. Manufacturing, oil & Gas, Banking, Insurance etc.

So who is the customer in a Large Enterprise 2.0?

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Digital Product Management – (Large Enterprise 2.0 Context)

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STRATEGIC

- Vision & Leadership
- Themes & Value Streams
- Problem Identification & Definition
- Lean Funding
- Outcome Focus



Value Articulation

Product Roadmap

EXCELLENCE

- Discovery & Framing
- Minimum Viable Product
- KPI/Metrics
- Being & Doing Agile
- Build – Measure – Learn Cycle



Product Backlog

Working Product

ENABLEMENT

- Communities of Practice
- Education
- People Transformation
- Sustained Practices
- Geo Model



Product Mindset

Transformed Org

Geo Model – What & Why?

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New Market
Opportunities

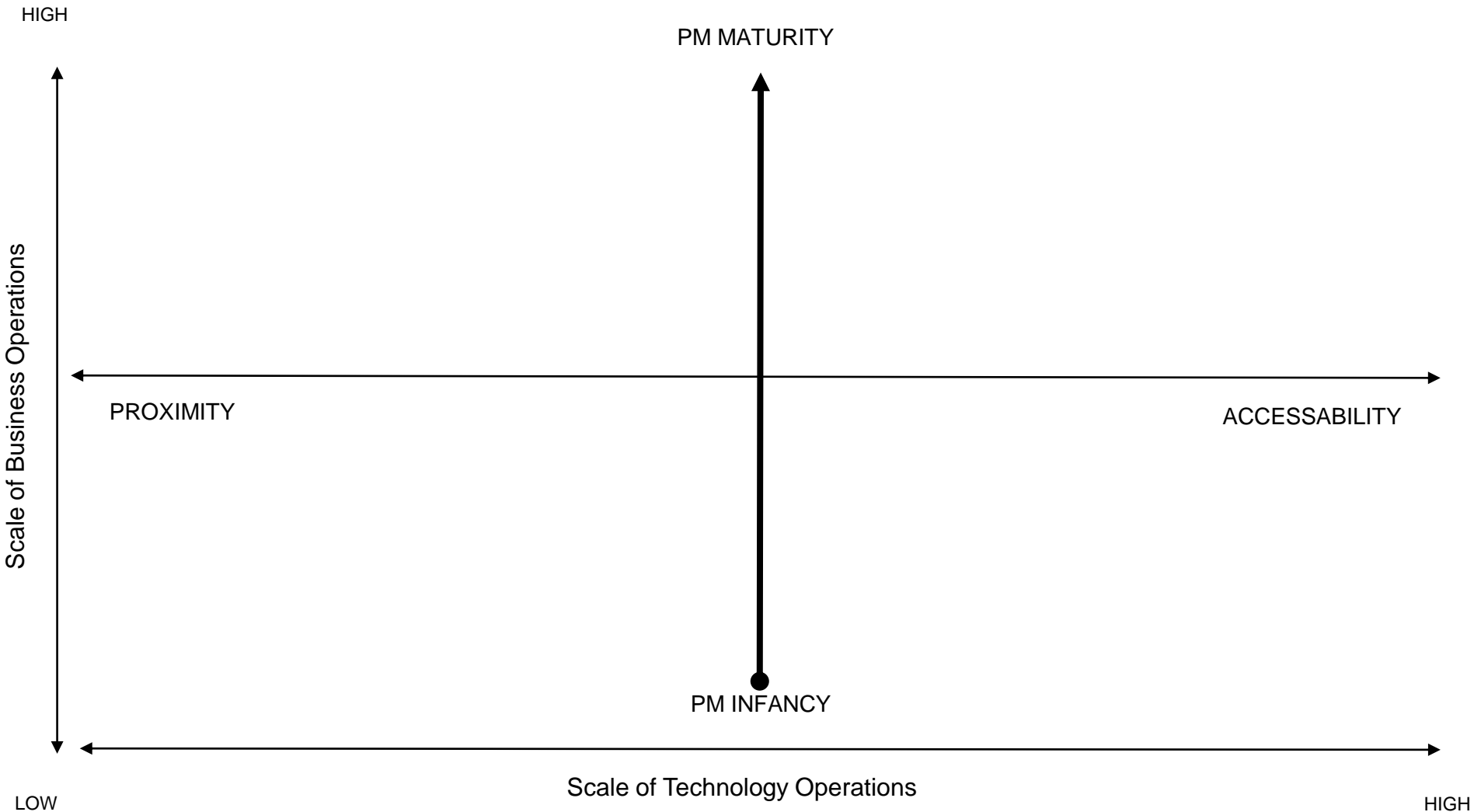
Digital
Talent & Skills

Leveraging Scale to
Transform Business

Distributed teams working on Digital Products
High level of engagement between and within the teams
Deliver value through Aggregated team outcomes

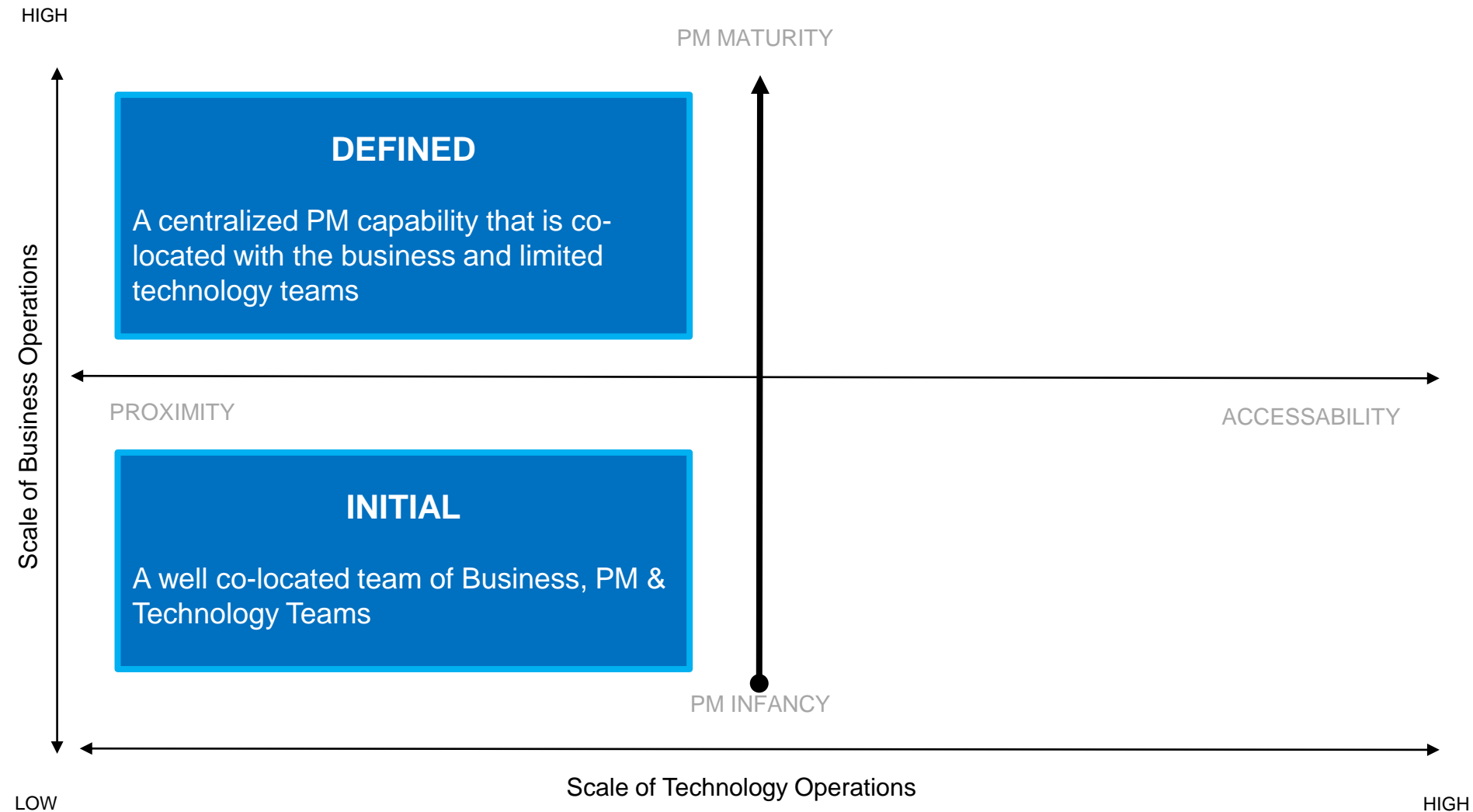
Geo Model – Product Management @ Large Enterprise 2.0

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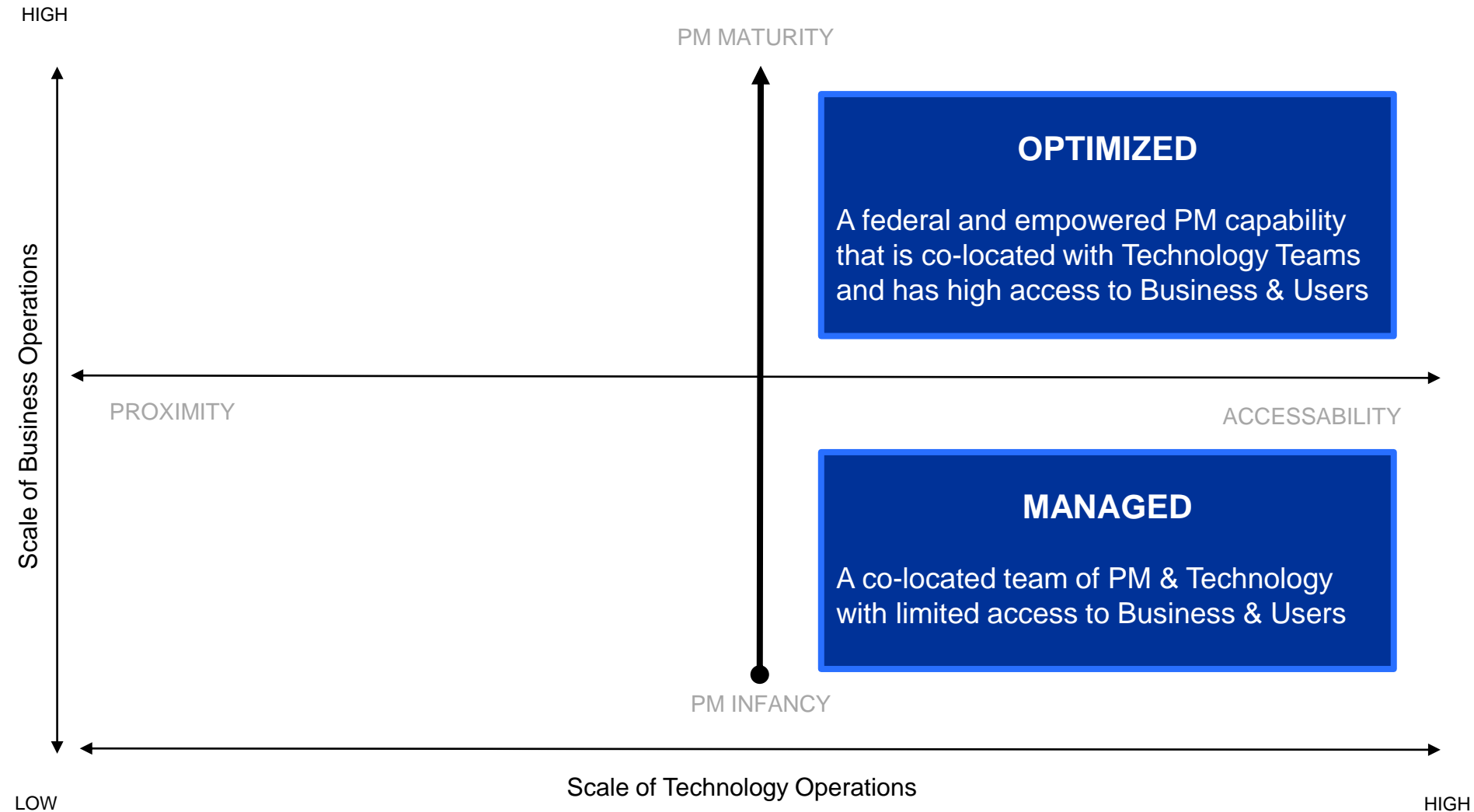
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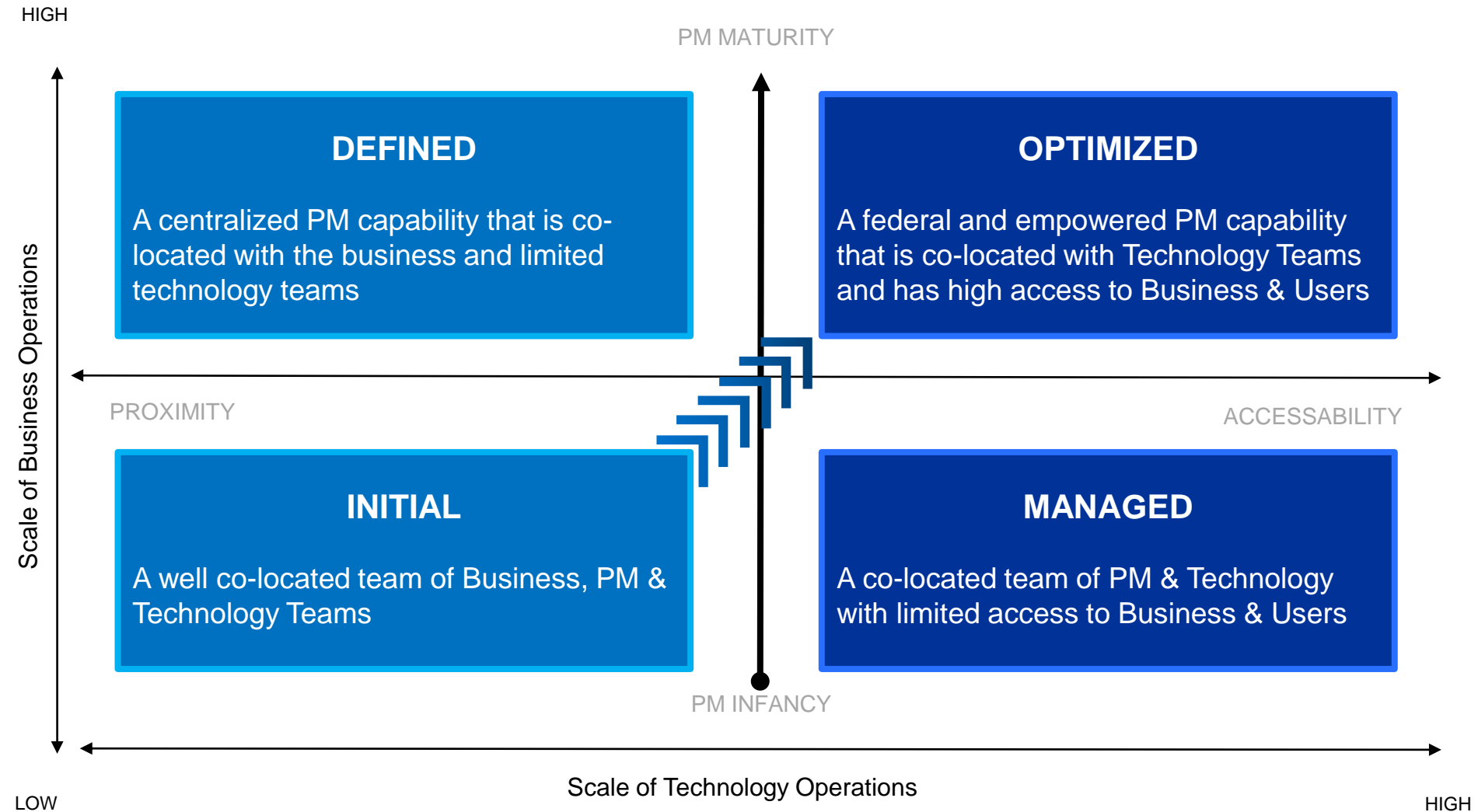
Geo Model – Product Management @ Large Enterprise 2.0

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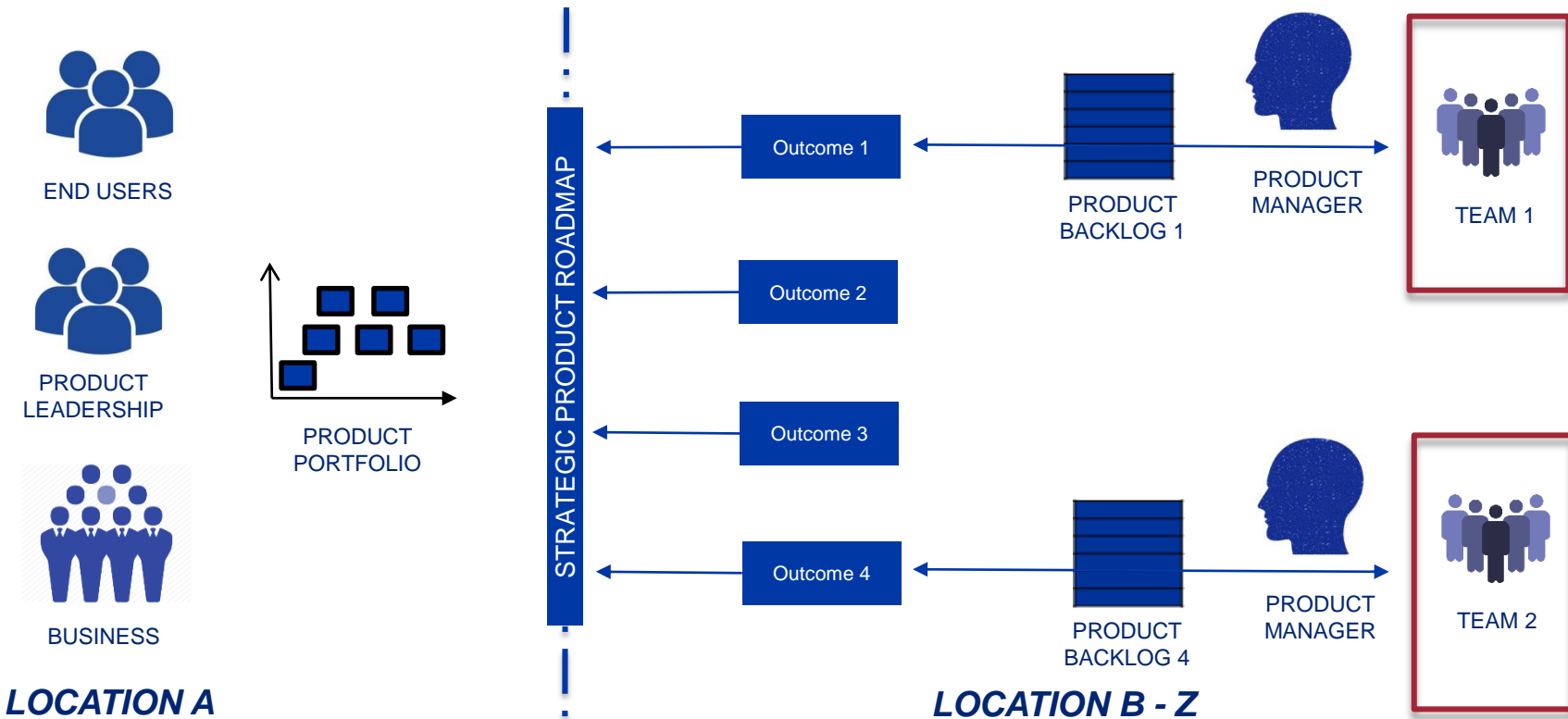
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Product Management - Optimized

Scenario 1 - Shared Roadmap & Independent Backlog

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Focus area

Independently build outcomes and integrated to other outcomes

Ceremonies

Independent ceremonies by teams such as planning, daily stand ups, retro, demo + cross team PM connect for continuous integrations

Stakeholder Management

(Transactional to Trusted Advisor)

Review roadmap & Prioritization (Once in 2-4 weeks)
Business connect & flow downs (Once in 4-6 weeks)
Review backlog & execute (1 - 2 weeks)
Demo (1 - 2 weeks)
Retro (1 - 2 weeks)
End User Interaction (1 - 2 times a month)

KPI/Metrics

Facilitate to identify, implement & measure outcome based product KPIs with respective stakeholders

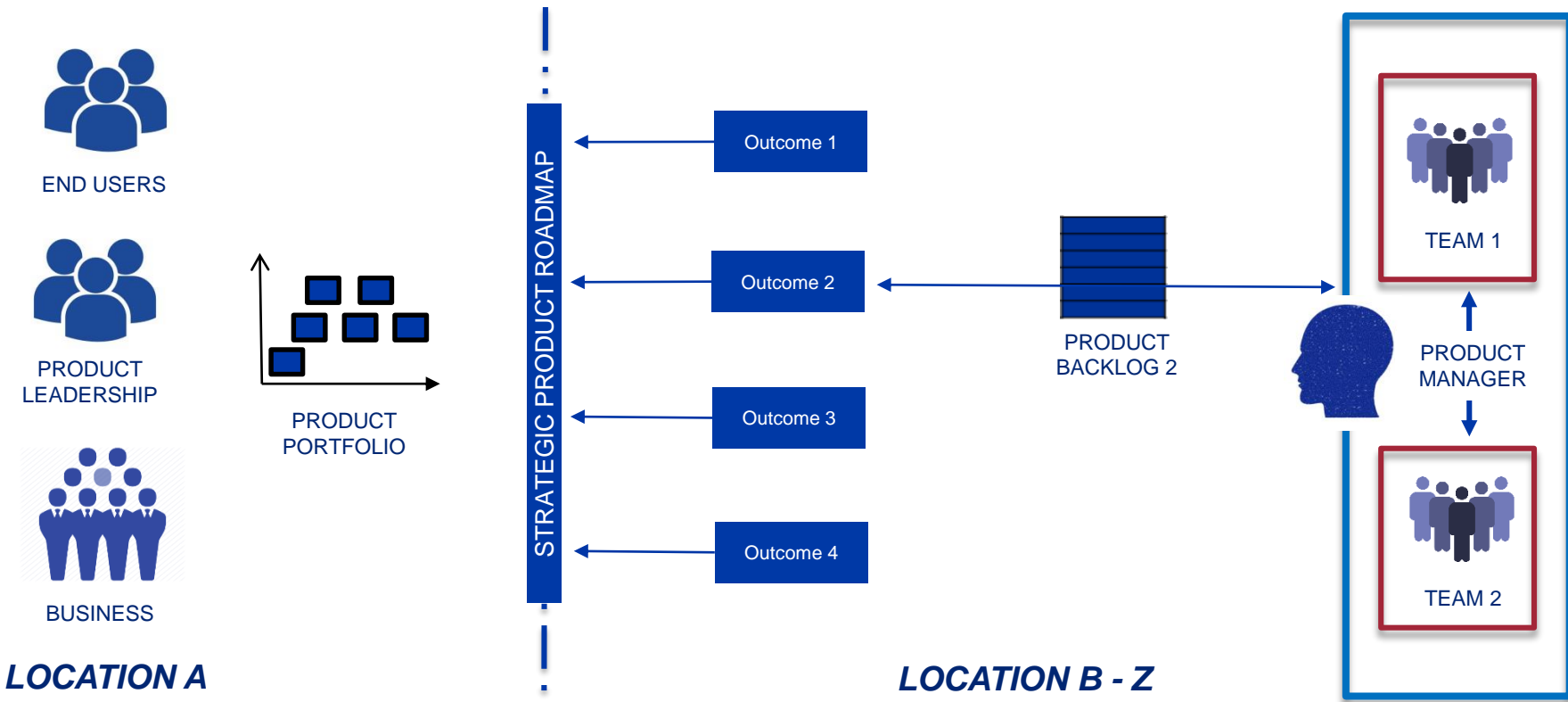
Product Manager

Dedicated by outcome teams

Product Management - Optimized

Scenario 2 - Shared Roadmap & Shared Backlog

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Focus area

Independently build outcomes and integrated to other outcomes

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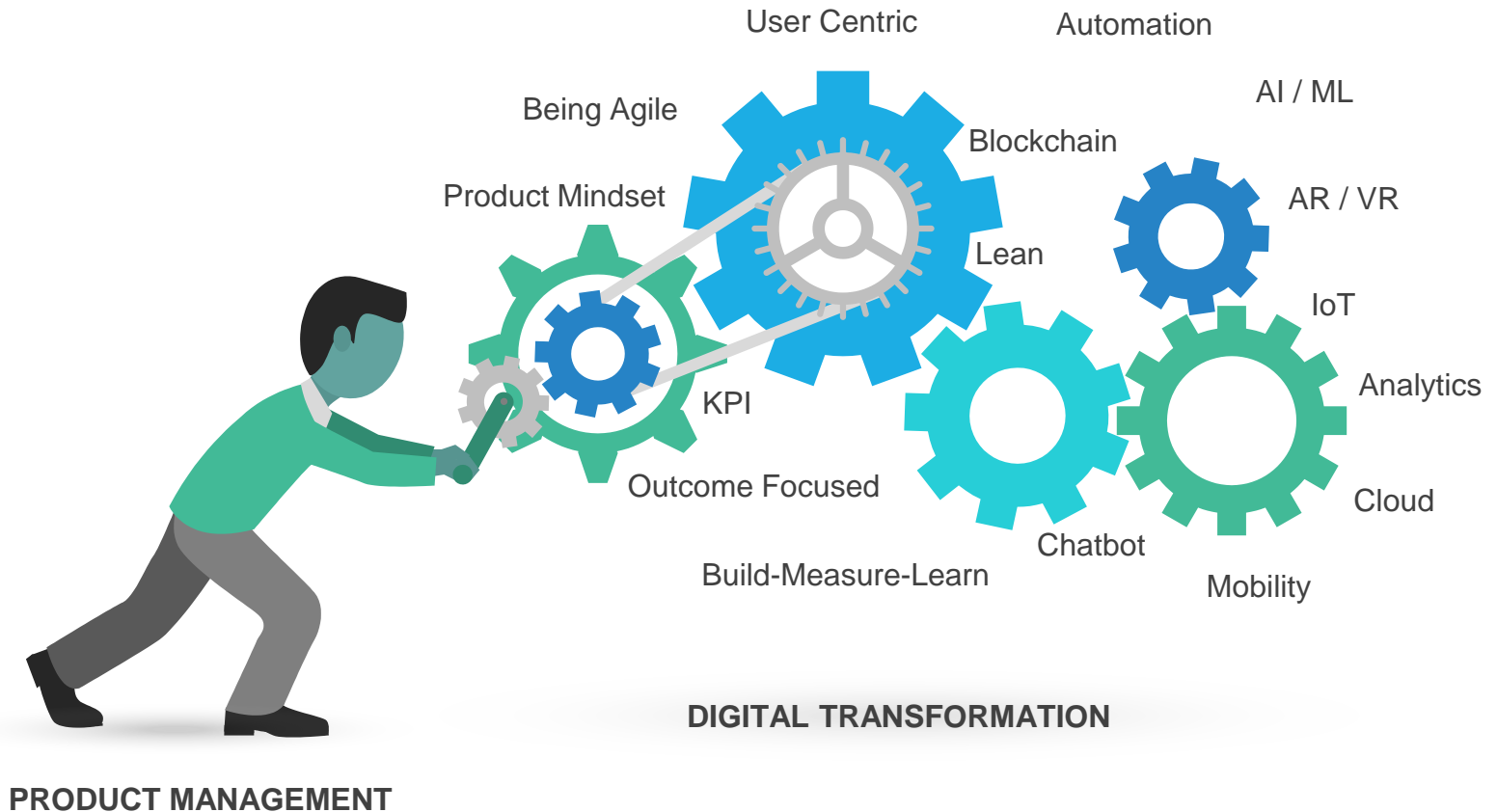
Facilitate to identify, implement & measure outcome based product KPIs with respective stakeholders

Product Manager

Grouped by capability teams

Product Management – *a key driver of digital transformation*

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What else we can answer for you?

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Q&A

Thank You

Vinod Subramanian
Saravanan Kattabomman

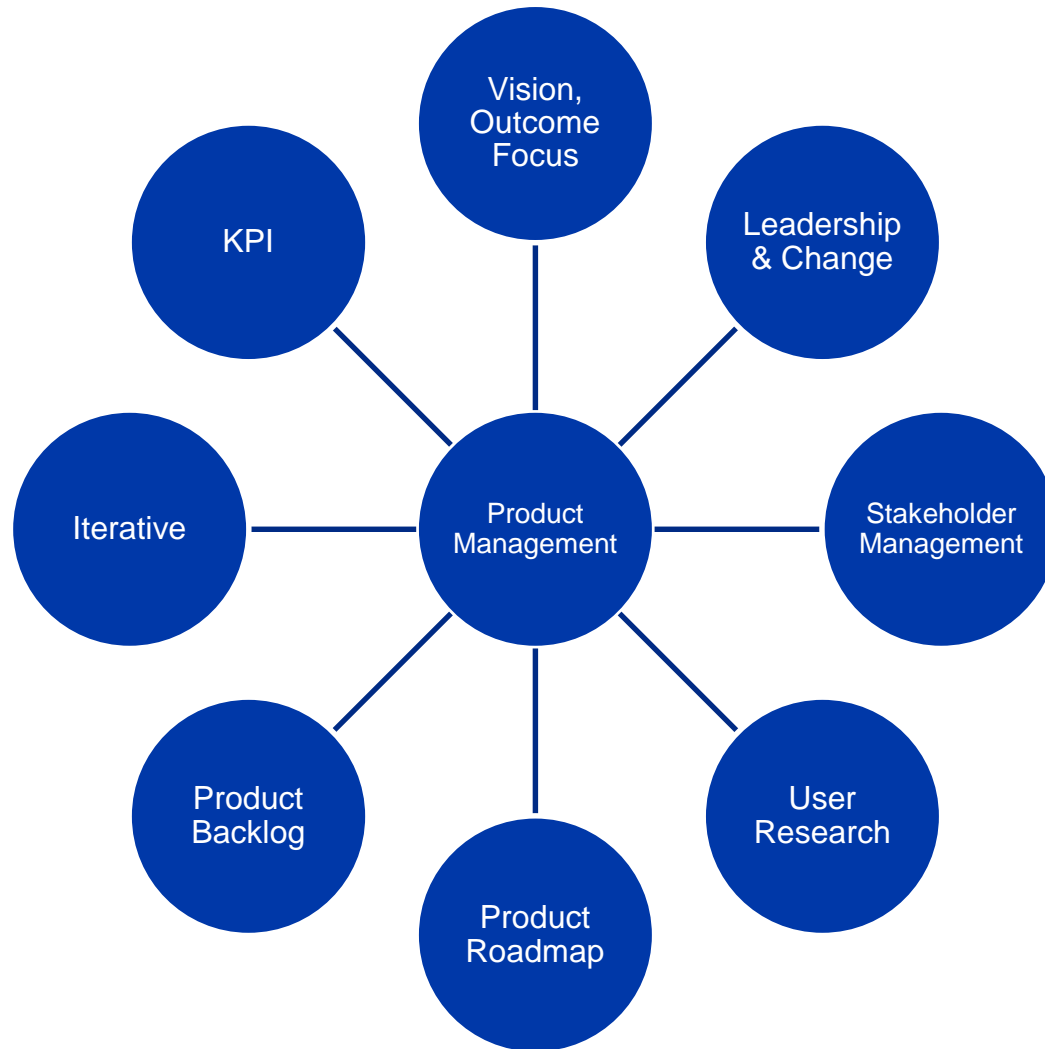
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Additional Reference Materials

Product Management in Geo Model

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Product Management @ Geo Model

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OPTIMIZED

A federal and empowered PM capability that is co-located with Technology Teams and has high access to Business & Users

Key Parameters	Scenario 1	Scenario 2
Business Team	Not in the same location	Not in the same location
Product roadmap	Shared	Shared
Product backlog	Independent	Shared
No of product Teams	2 or more	2 or more
Focus Area	Independently build outcomes and integrated to other outcomes	Independently build fraction of an outcome and integrate them to deliver value
Ceremonies	Independent ceremonies by teams such as planning, daily stand ups, retro, demo + cross team PM connect for continuous integrations	Integrated ceremonies between teams such as planning, daily stand ups, retro, demo + cross location PM connects to align priorities, dependencies & continuous Integrations
Product Manager	Dedicated by outcome teams	Grouped by capability teams
Stakeholder Management (Transactional to Trusted Advisor)	Review roadmap & Prioritization (Once in 2-4 weeks) Business connect & flow downs (Once in 4-6 weeks) Review backlog & execute (1 – 2 weeks) Demo (1 - 2 weeks) Retro (1 - 2 weeks) End User Interaction (1 – 2 times a month)	
KPI/Metrics	Facilitate to identify, implement & measure outcome based product KPIs with respective stakeholders	