

PORTGENIE

PORTGENIE is a best practice framework for planning new products (NPD) and managing in-market products.



INTRODUCTION & MOTIVATION

Good management of product has never been as important as it is today and can be the difference between success and failure for a business. However, for businesses developing and marketing more than one product, the challenges to solve are even harder:

- Understanding how customers select between products
- Building a consistent and well structured product offering
- Planning and managing when products are renewed/retired
- Establishing and managing priorities between products
- Driving efficiencies through the use of product platforms
- Planning & defining product ranges to deliver strategy and fight competition

However help is at hand. *PORTGENIE* has been created to assist companies operate their product business as close to its full potential as possible by addressing the challenge of Product Portfolio Management.



PORTGENIE AND THE ART OF PRODUCT PORTFOLIO MANAGEMENT

Product Portfolio Management is the business process which links together strategy, marketing, development, sales and operations and therefore can be the most important decision leverage point within the business. Some businesses try to use ad-hoc methods to manage their product portfolio, but this approach is likely to result in firefighting, with only some of the portfolio challenges being addressed for some of the time.

Businesses need ways of working that can deliver sustainable success; PORTGENIE addresses this by providing a well functioning 'product system'. While there are processes and frameworks built for managing Portfolios of Projects, PORTGENIE has been specifically developed to manage a Portfolio of Products. Businesses can therefore short cut the learning curve of developing a best practice Product Portfolio Management system.

“Maximise the benefits achieved from the organisation capabilities and resources.. by managing the product portfolio”

BENEFITS OF GOOD PRODUCT PORTFOLIO MANAGEMENT ENABLED BY PORTGENIE

The benefits of a good implementation of PORTGENIE include:

- Better market fit, the product portfolio is designed for the market environment and capable of rapid adjustment to change. The business opportunity is therefore optimised and company resources are used effectively.
- Strategic linkage by design, crafted space for innovation in the portfolio – better long term business performance and balancing of risk/reward. Designing balance into the portfolio maximises the long term business opportunity and avoids short term business failure.
- Better decision making enabled by the availability of relevant information at critical points in time. The opportunity to leverage all that great business domain knowledge and experience.
- Improved organisational commitment and communications created by integrating key stakeholder functions into a common process



“Better decision making enabled by the availability of relevant information ..”

HOW ALL ABOUT THE PRODUCT CAN HELP

The team at All about the Product have decades of experience in delivering global product portfolios and have created PORTGENIE, in order to help businesses implement best practice Product Portfolio Management.

All about the Product understand the unique nature of any business and therefore PORTGENIE has been built as a flexible framework, which can be customised to integrate within existing business processes. This eases adoption and retains the benefits of any well working business processes.

With the support of All about the Product the implementation of PORTGENIE can significantly accelerate the improvement of product activities and bring the associated business benefits.

WHAT PORTGENIE PROVIDES...

In order to deliver these important benefits PORTGENIE provides:

Process: A predictable way to make critical decisions, create important artefacts/frameworks, create cross functional fusion and track progress.

Information

Elements: These are key enablers for clearer decision making as well as providing means of communication and can include Roadmaps, Risk Maps and Market Opportunity plots.

Organisational

capabilities: Product Portfolio Management requires a way of working to make potentially complex issues much simpler to understand and act upon. Understanding the means to abstract these business problems coupled with good market and product knowledge.