

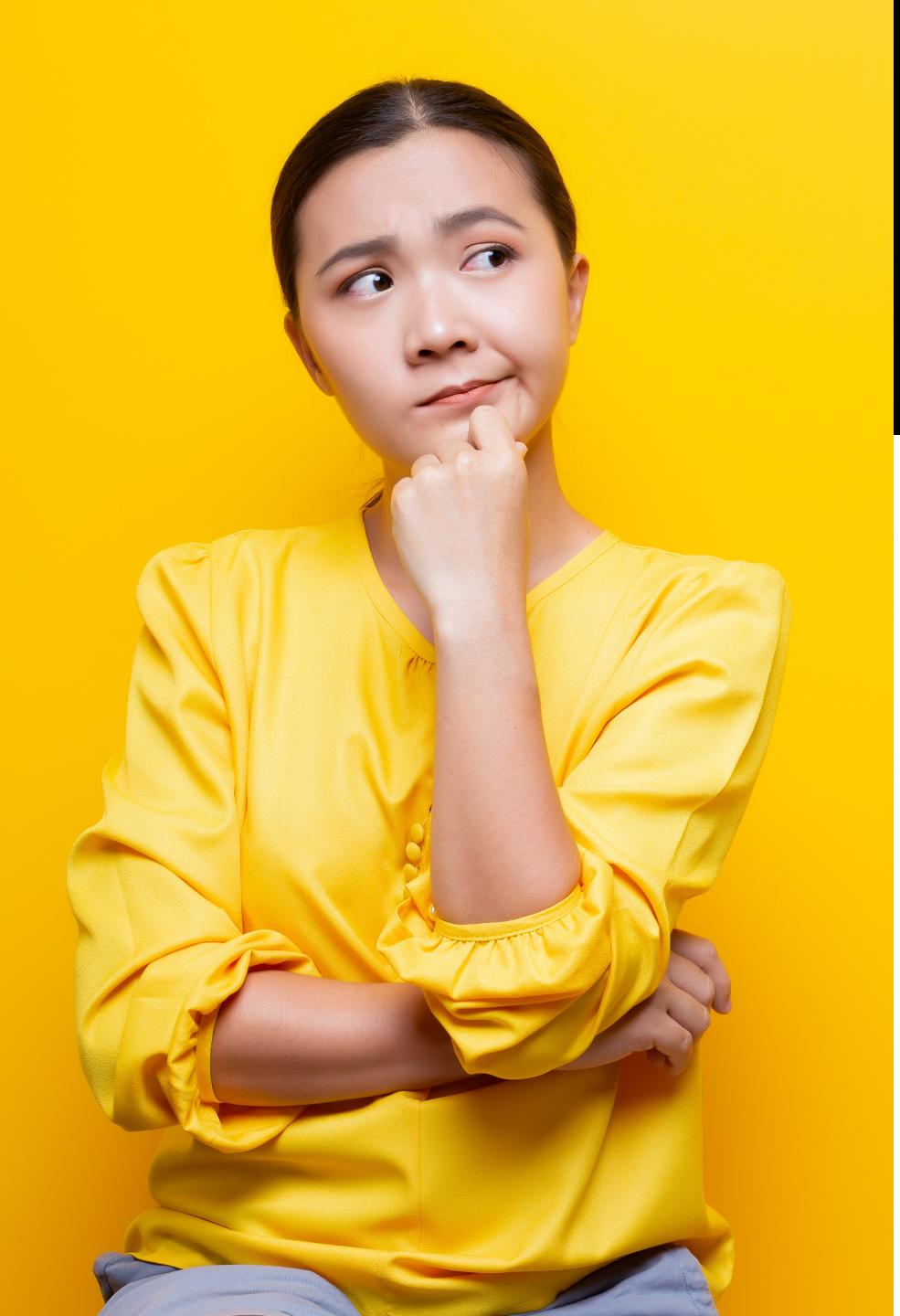


# SOFTWARE PRODUCTS

By

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# INTRODUCTION TO SOFTWARE PRODUCT MANAGEMENT

A photograph of a young woman with dark hair, wearing a bright yellow long-sleeved top. She is resting her chin on her right hand and looking thoughtfully to the side against a solid yellow background.

# PRODUCT MANAGEMENT?

**Is responsible for delivering products and services that make customers happy and drive business growth.**

# PRODUCT MANAGEMENT RESPONSIBILITIES

- Product Development
- Growth
- Maturity
- Decline
- Strategy
- Roadmap
- Feature Definition
- Product Marketing



# PRODUCT MANAGEMENT RESPONSIBILITIES (MORE)

- Forecasting
- Profit & Loss
- Sales
- Roadmap



# WHAT DOES A PRODUCT MANAGER DO?

- Breakdown Responsibilities
- Customer Research
- Competitive Intelligence
- Industry Trends
- Branding
- Advertising
- Events



# PRODUCT MANAGER SKILLS

- Analytical skills
- Communication
- Empathy
- Financial skills
- Leadership
- Presentation skills
- Project management
- Research
- Strategic thinking
- Technical skills



**What is the purpose of product management?**

**What is product management not?**

**THE BIG  
WHY?**

# **TYPES OF SOFTWARE'S**

# CATEGORIES OF SOFTWARE'S

# SOFTWARE CATEGORIES

Free software



Open source software



Copylefted software



Non-copylefted free software



Shareware



Freeware



# INTRODUCTION TO PLATFORM AND MANAGEMENT

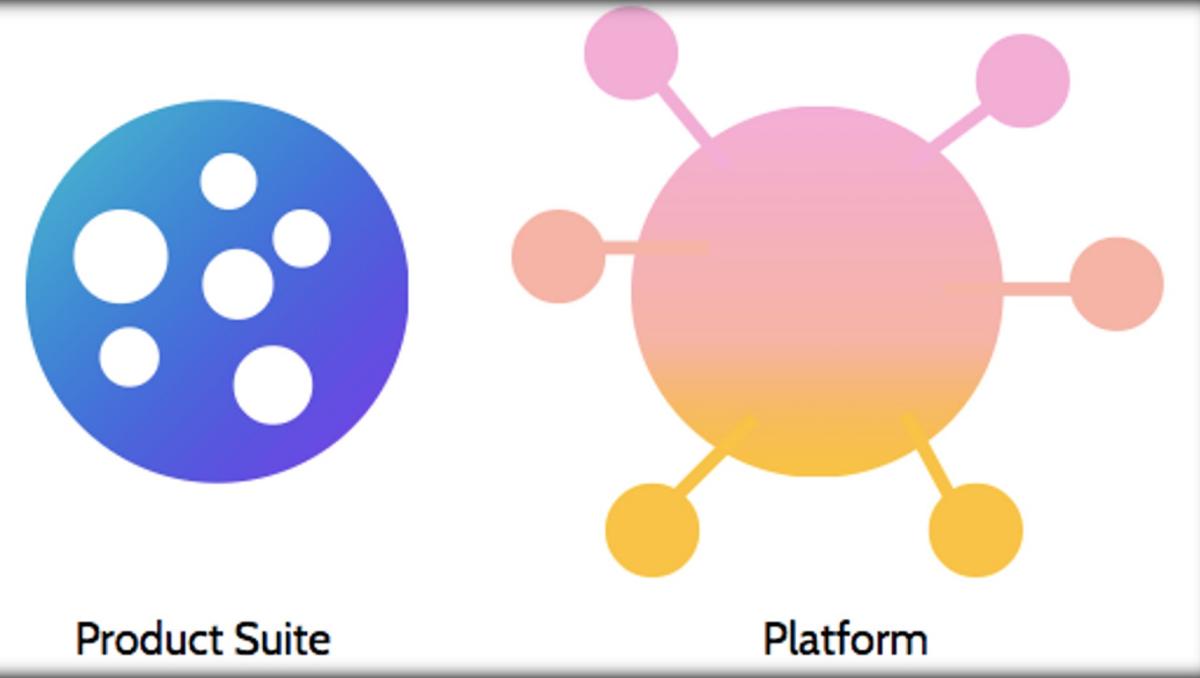
# WHAT THE HECK IS PLATFORM

A platform is a set of software and a surrounding ecosystem of resources that helps you to grow your business.



# DO I NEED PLATFORM

A platform offers a different, more straightforward approach to managing your growing business. Instead of purchasing a box of tools, a platform is more like an electrical outlet with the potential to easily plug in as many tools as you need.





# BUILDING PRODUCTS ARE COMPLEX

Does A integrate with B?

# **SUITE V/S PLATFORM**

**Suite – everything in one box from one company**

**Platform – a marketing backbone connecting products from many companies**



# CHALLENGES WITH A SUITE

Fabric Of New Marketing Is Still Being  
Woven