Unlocking Momentum with Product Strategy

A fresh approach to getting unstuck

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CLOUD MARKET[1]

SaaS is growing faster than PaaS

- Enterprises prefer SaaS licensing
- Small business using SaaS in Public Cloud

Logo Logo

MARKET SHARE LEADERS

Market share leaders focusing on…

- Leader 1: market share x
- Leader 2: market share y

Our Logo

OUR MARKET SHARE: X%

- Our SaaS product is mature
- Licensing is complex
- Focused on enterprise buyers

[1] citation of market forecast

Example

Market Baseline

Product Business Summary

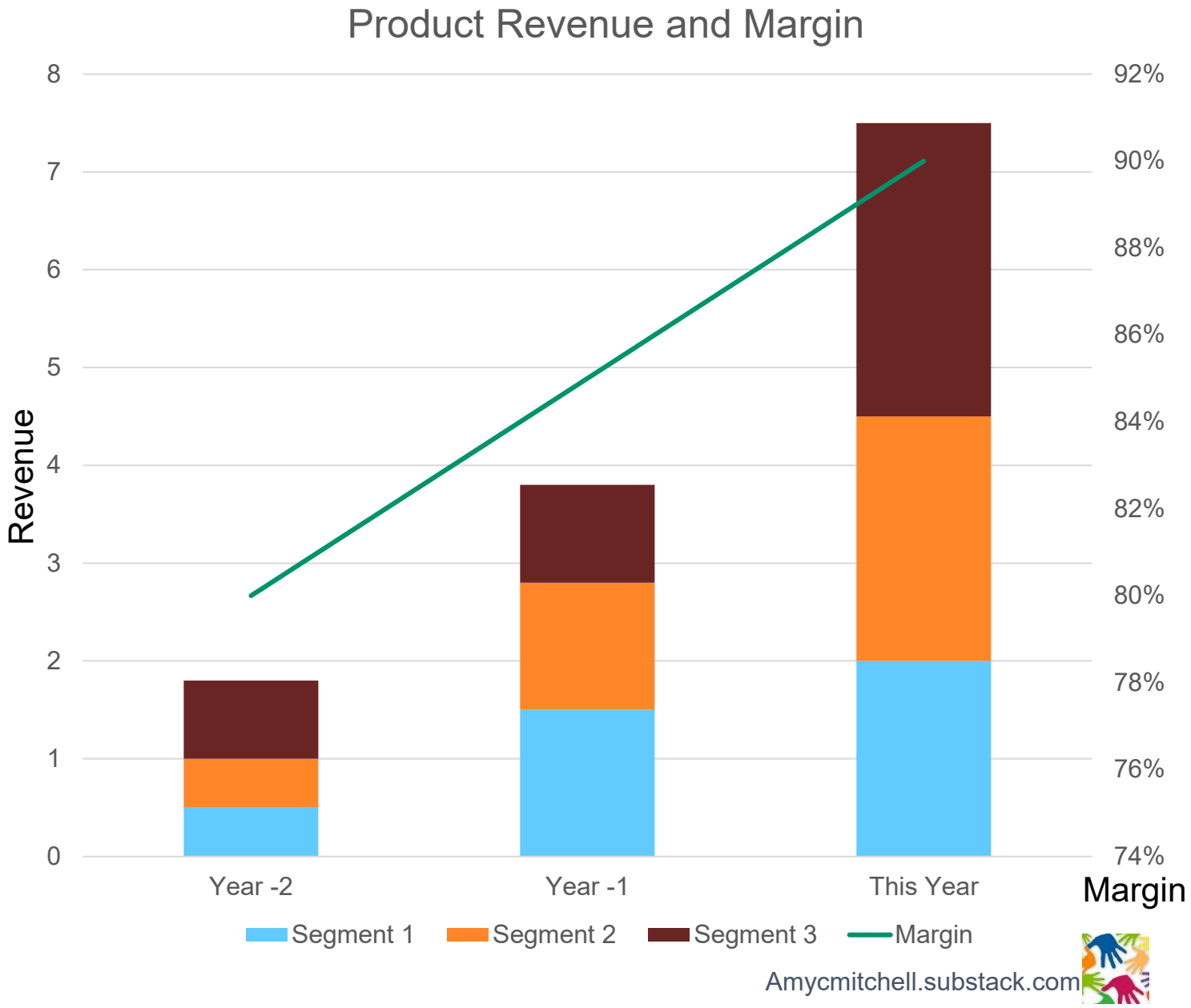
Segment 3 is focused on Enterprise

- Growth from expansions with high margin

Segment 1 for small businesses had higher discounting due to competitors

Segment 2 grew significantly from expansions due to customer growth

Example



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Characterizing the Business Opportunity

Setting the Business Baseline

"Setting the baseline demands that you have the most relevant market, financial and business data available.“

Steven Haines, Product Strategy and Roadmapping

Taking Your Product Snapshot

"Product-level performance analysis offers detailed glimpses into corporate performance. This could offer executives another vantage point from which to assess the impact of innovation or the engagement of customers with a given product.“

Steven Haines, Product Strategy and Roadmapping

Summarizing the Opportunities

"Strategic planning is akin to assembling dinosaur skeletons. It means solving a complex series of problems based on past performance, current indicators and other pertinent data.“

Steven Haines, Product Strategy and Roadmapping

Unlock Momentum with Your Product Strategy

“The development of ambitions product strategies requires product leaders who understand the entire company’s business model and have the market and business-sensing radar to consider future business opportunities.”

Steven Haines, Product Strategy and Roadmapping

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