

# Content Management - Back Office Automation

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Ξ Assignment	

## Oracle product challenge

Showcase understanding of **Back Office (automation) Content Management** requirements or **use cases** and **personas**, envision the **product offering on cloud**. It is Software as a Service (**SaaS**) addressing particular use cases or Platform as a Service (**PaaS**) offering. Make a business case for either of the offering. **Make a case for yourself (i.e. your experience delivering some of the tasks that map to PM role).**

## Oracle expectations from product manager

- Good understanding of product management
- Persona driven use cases identification
- Prioritization
- Business case creation
- Fantastic communication skills

## STEP 0: Problem exploration

First try to understand the problem

1. What is about Oracle and its Vision & Mission statement?
2. What is Content Management System (CMS)?
3. What Makes up a Content Management System?
4. What are the features of Oracle Content Management for marketers?
5. What type of content Oracle want to manager for it's enterprise customer?
6. How CMS help Oracle achieve its vision?
7. Why Oracle envision the Product offering on Cloud (only PaaS & SaaS)?
8. What should be the Oracle Content Management Systems flywheel?

9. Competitive Analysis
10. What are the back office functions Oracle want to automate for Content Management System (CMS) product line?

## 1. What is about Oracle and its Vision & Mission statement?

Oracle is a global computer technology company that has proven how impactful it can be in the world through its integrated systems. The company has recorded remarkable success, rising from the simple and local Software Development Laboratories it was in 1977 to a multinational corporation it is today, and all this due to its mission and vision statements.

- US\$40B total GAAP revenue in FY19
- 430,000 customers in 175 countries
- US\$64B spent in R&D since FY04
- US\$80B+ spent on more than 140 acquisitions
- 20,000 partners across the globe
- 136,000 employees across globe
- 12,000 customer support and service specialists, speaking 29 languages
- 19,000 implementation consultants
- Support thousands of educational institutions and millions of students in more than 120 countries.

Oracle vision is "becoming a company that helps its customers to simplify their IT environment in such a way that they are adequately equipped to grow and thrive." mission is "we foster an inclusive environment that leverages the diverse backgrounds and perspectives of all our employees, suppliers, customers, and partners to drive a sustainable global competitive advantage." core values are "integrity, mutual respect, and teamwork." The three tenets are critical for this company especially because of the impact they have on the general working atmosphere.

## 2. What is Content Management System (CMS)?

(My Assumption)

A content management system, often abbreviated as CMS, is software that helps users create, manage, and modify content on a website without the need for specialised technical knowledge.

In simpler language, a content management system is a tool that helps you build a website without needing to write all the code from scratch (or even know how to code at all).

Instead of building your own system for creating web pages, storing images, and other functions, the content management system handles all that basic infrastructure stuff for you so that you can focus on more forward-facing parts of your website.

### Content Management Lifecycle



**Content Management Addresses the Entire Content Lifecycle**

<http://www.oracleappshub.com/emerging-technologies/oracle-enterprise-content-management-a-brief-overview/>

### 3. What Makes up a Content Management System?

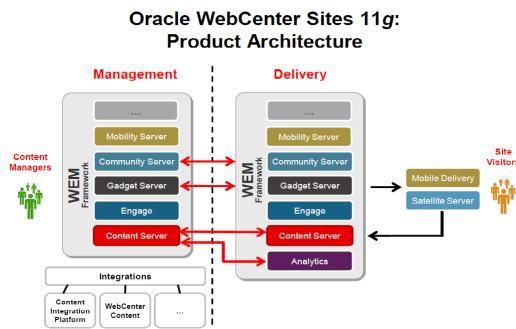
(My Assumption)

On a more technical level, a content management system is made up of two core parts:

- **A content management application (CMA)** – this is the part that allows you to actually add and manage content on your site.
- **A content delivery application (CDA)** – this is the backend, behind-the-scenes process that takes the content you input in the CMA, stores it properly, and makes it visible to your visitors.

Together, the two systems make it easy to maintain your website.

Examples: **Oracle WebCenter, Wix, Squarespace**

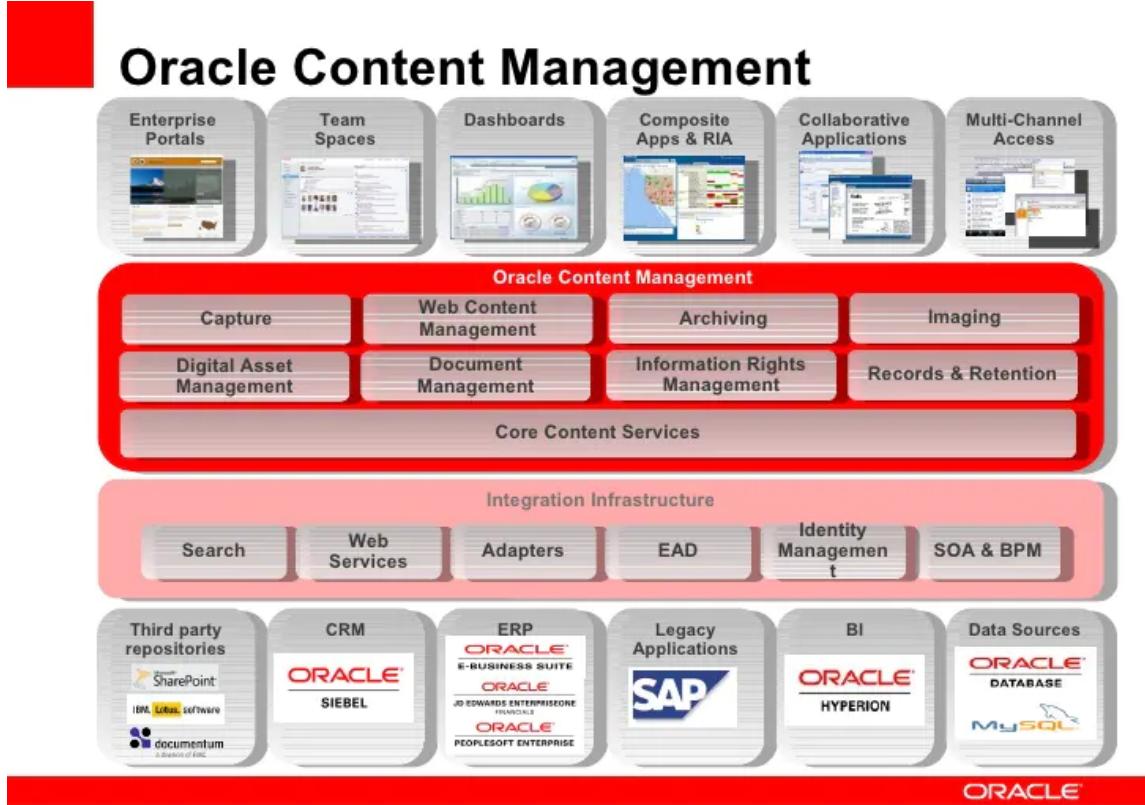


### 4. What are the features Oracle Content Management for Marketers?

Easily create, syndicate, and distribute relevant and consistent content through digital channels. Oracle Content Management is a centralised content management solution (CMS) offering video creation and digital asset management tools to **personalise customer experiences (CX)** with smart content and recommendations.

Oracle Content Management for Marketers is:

- One of the world's leading cloud content provider, offers powerful collaboration, workflow management, and development capabilities to streamline the creation and delivery of content.
- In OCE, ML, NLP, Context relevant search tools and big data combine together to deliver fast and accurate tools to search, create and modify content.
- Leaders in Forester DXP wave , Omdia reports.



## 5. What type of content Oracle want to manager for it's enterprise CMS customer?

(My Assumption)

### Structure data

Number

- Number
- Variable character
- Character
- Boolean

# Oracle Content Management

## Structured and Unstructured Content

### Structured Content



### Unstructured Content



ORACLE

#### Unstructured data

- Images
- Voices
- Videos
- Document (PDF, DOCX)
- XML
- JSON
- XLS

#### 6. How OCM help Oracle achieve its vision?

Oracle vision is "becoming a company that helps its customers to simplify their IT environment in such a way that they are adequately equipped to grow and thrive."

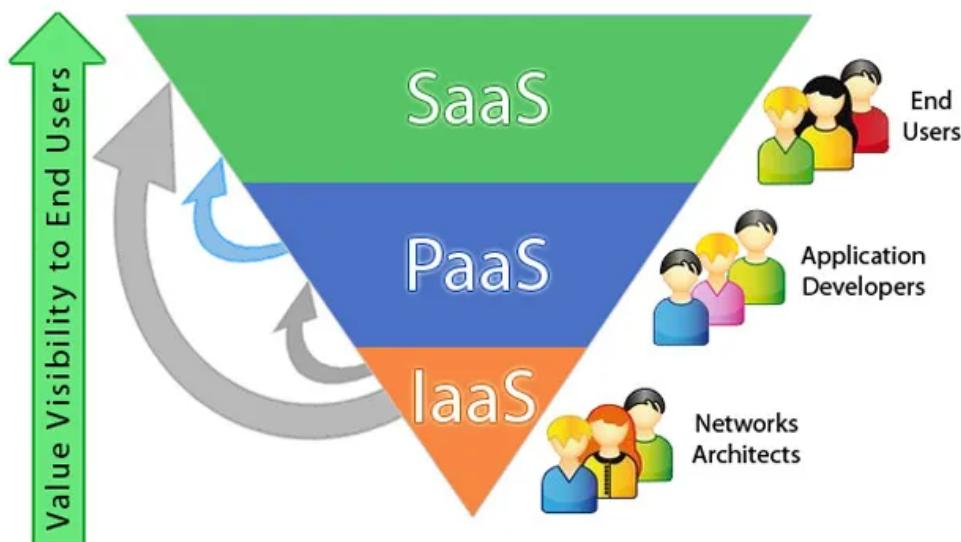
This product is accurately align with Oracle vision.

## 7. Why Oracle envision the Product offering on Cloud (only PaaS & SaaS)? <https://www.oracle.com/product-navigator/>

(My Assumption)

The increasing popularity of IaaS, PaaS, and SaaS is reducing the need for on-premise hosting. Each of these cloud computing server models give users choice, flexibility, and options that on-premise hosting simply cannot provide.

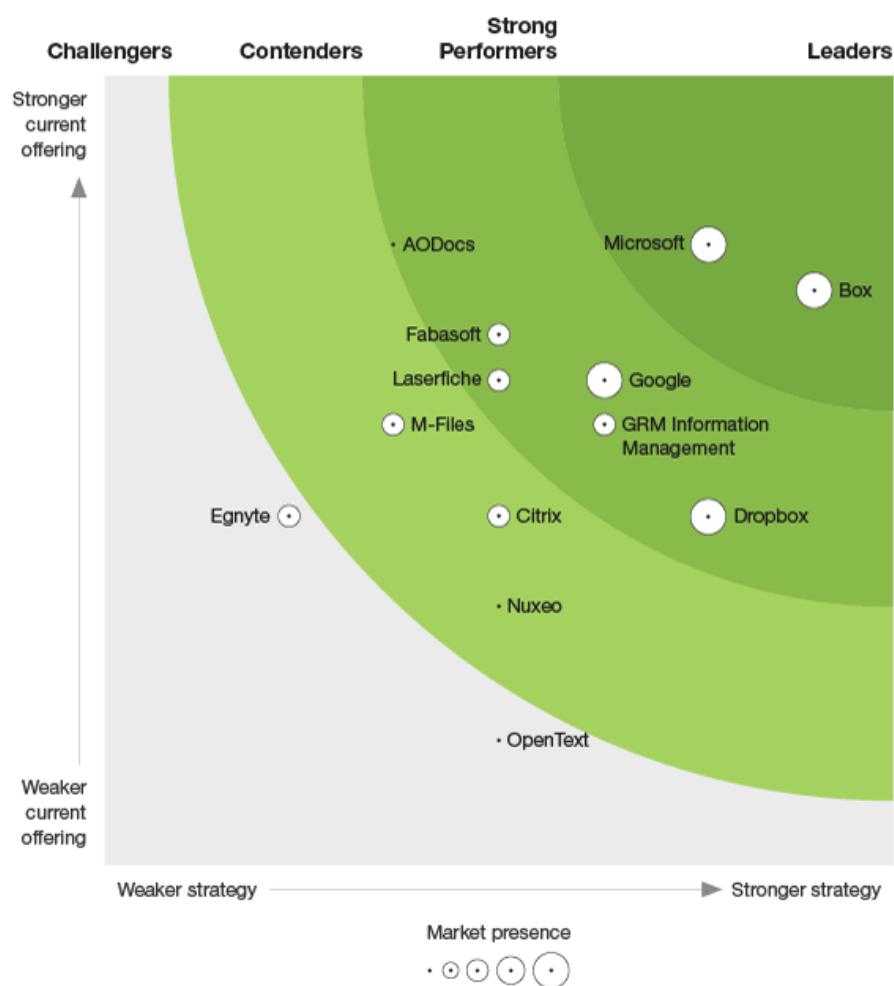
To shape the future of Digital Transformation and **enables businesses to connect information to work**, and deliver best in class **digital experiences**. Oracle's product line-up includes the WebCenter product lines (**Content, Sites and Portal**), and the **Content Management Cloud** which delivers cloud based **omnichannel content and experiences**.



## THE FORRESTER NEW WAVE™

Cloud Content Platforms — Multitenant SaaS

Q3 2019



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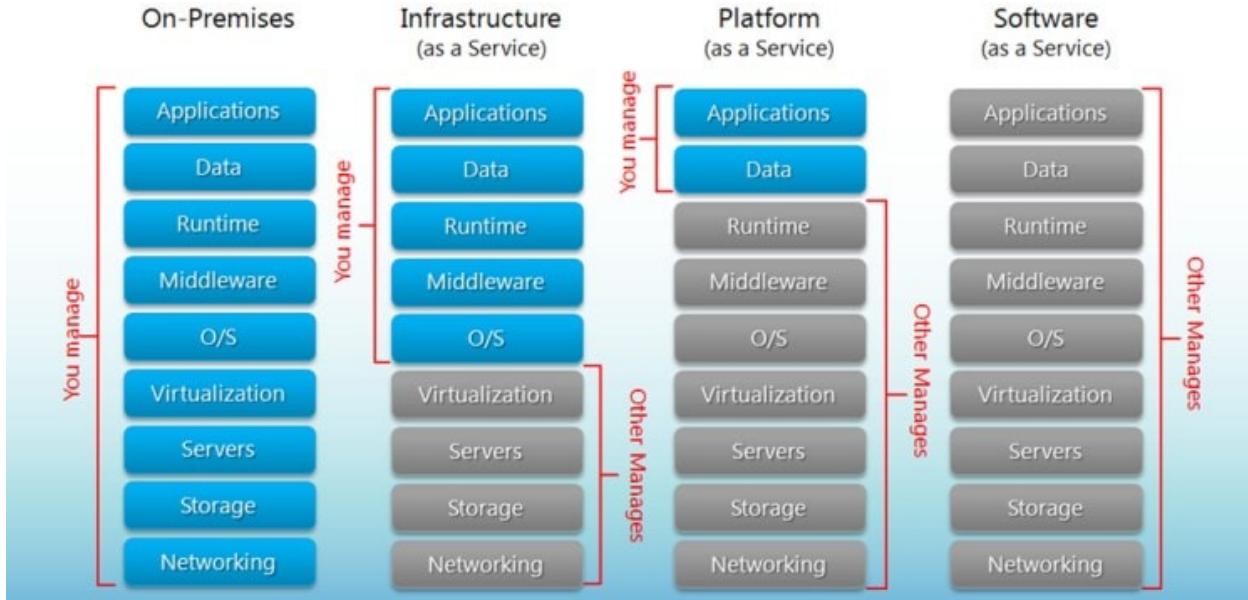
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<https://www.gartner.com/doc/reprints?id=1-24M1ECL&ct=201117&st=sb>

## What are the Key Differences

(My Assumption)



Deliver over the internet.

Examples: HPE GreenLake Hybrid Cloud

Software that's installed in the same building as your business.

Deliver over the internet.

Examples: Google Compute Engine

Maintaining on-premise IT infrastructure is costly and labor-intensive.

With IaaS, you can buy what you need, as you need it, and purchase more as your business grows.

Deliver over the internet.

Goal: To offer a foundation for your application.

Examples: Facebook, Google App Engine

PaaS is primarily used by developers who are building software or applications.

A PaaS solution provides the platform for developers to create unique, customizable software

PaaS is often the most cost-effective and time-effective way for a developer to create a unique application.

PaaS allows the developer to focus on the creative side of app development, as opposed to menial tasks such as managing software updates or security patches. All of their time and brainpower will go into creating, testing, and deploying the app.

Deliver over the internet.

Goal: To deliver on-demand computing services through applications over the internet.

Examples: WhatsApp, Google Workspace

SaaS platforms make software available to users over the internet, usually for a monthly subscription fee.

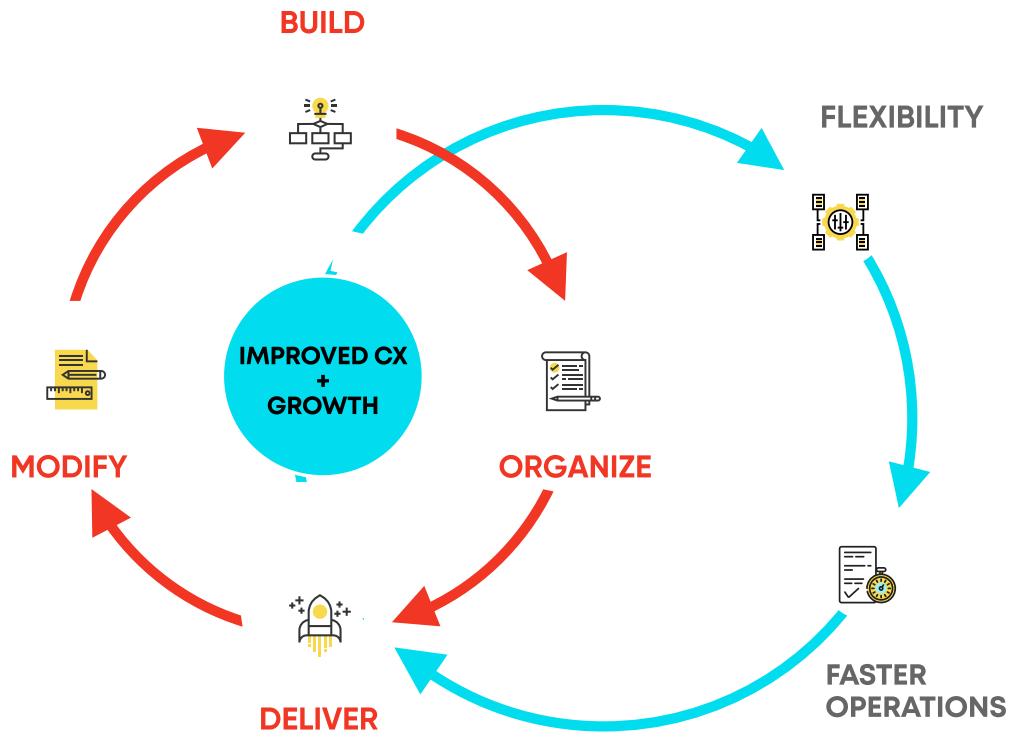
With SaaS you don't need to install and run software applications on your computer. Everything is available over the internet when you log in to your account online.

You can usually access the software from any device, anytime (as long as there is an internet connection).

The same goes for anyone else using the software. All your user will have personalised logins, suitable to their access level.

## 8. What should be the Oracle Content Management Systems Flywheel?

(My Assumption)



## 9. Competitive Analysis

<https://www.gartner.com/reviews/market/content-services-platforms/compare/ibm-vs-microsoft-vs-oracle>

## 10. What are the back office functions Oracle want to automate for Content Management System (CMS) product line?

(My assumption)

1. Enquiry (Chatbot)
2. Service catalog management
3. Request for product demo
4. Request for product trial
5. Request for quote
6. Request for order
7. Subscription
8. Provision
9. Billing

10. Customer service
  11. Document management
- 

## STEP 1: Describe the product

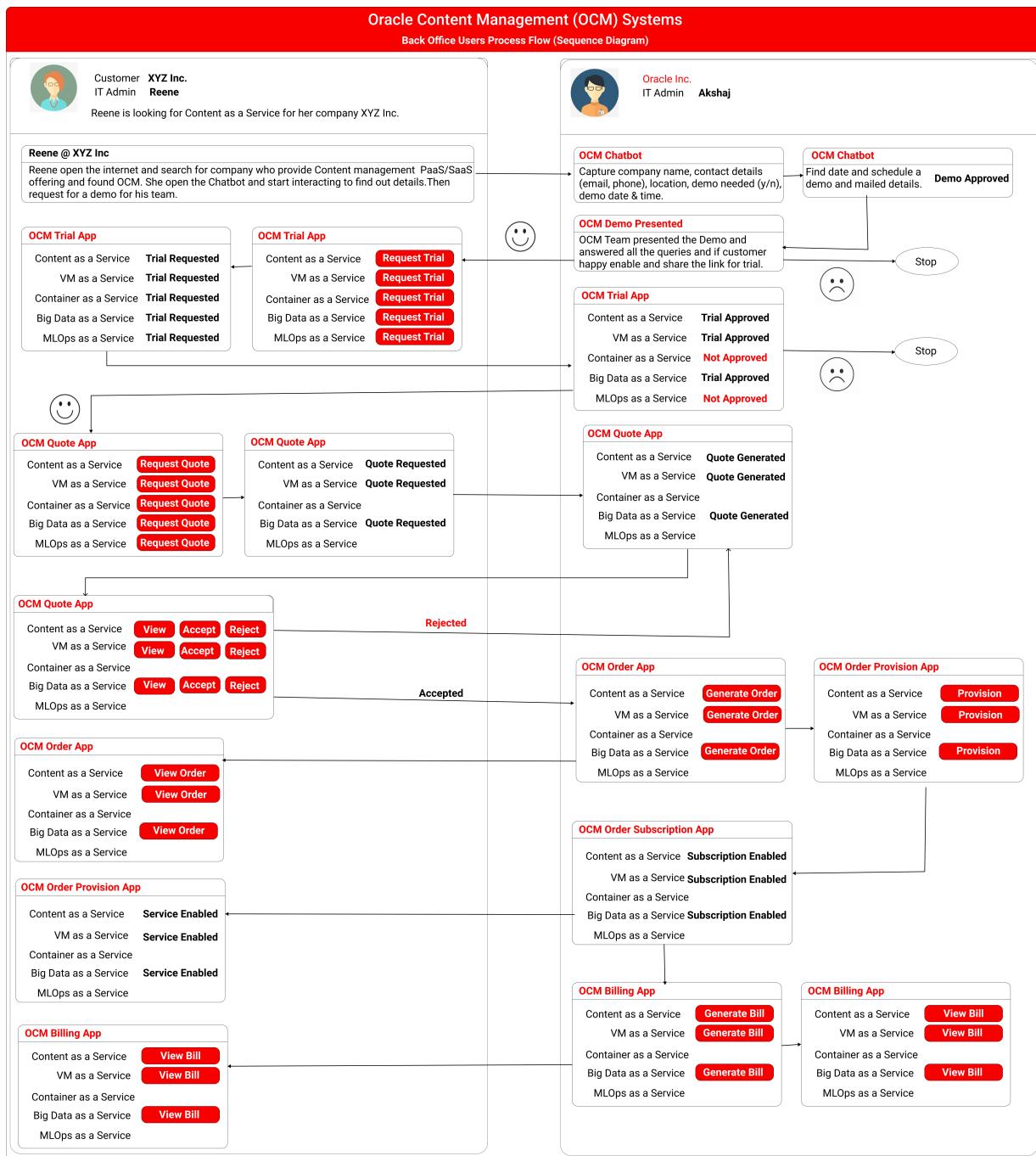
### About Product

Enterprises need right information, at the right time, right place to support decision making.

Oracle Content Management, WebCenter group focuses on enabling innovation for the Line of Business. As part of the On-Premise & Oracle Cloud Platform, this team drives the portfolio of PaaS services that enables businesses to connect information to work, and deliver best in class digital experiences. OCM product line-up includes the WebCenter product lines (**Content, Sites and Portal**), and the **Content Management Cloud** which delivers cloud based omnichannel content and experiences.

The product is **back office automation (self service)** of Oracle Content Management (OCM) product line-up includes the **WebCenter** product lines (**Content, Sites and Portal**), and the **Content Management Cloud** which delivers cloud based omnichannel content and experiences and provide all the OCM services as PaaS and SaaS offering on subscription pricing model.

## STEP 2: Back office users process flow (sequence diagram)



## State of quote

- Requested
- Processing
- Available
- Accepted
- Rejected

- Expired

## State of order

- Requested
- Approved
- Provisioning
- Available
- Accepted
- Fulfilled

## STEP 3: Personas identification

### Personas (role based)

Aa Persona	☰ Trial	☰ Quote	☰ Order	☰ Provisioning	☰ Subscription	☰ Billing	☰ Support Ticket
<u>Customer view</u>	View	View	View	Not applicable	View	View	Raise or view
<u>Customer admin</u>	Request for trial	Request for quote and approve quote	Request for order	Not applicable	View	View	Raise or view
<u>HPE view</u>	View	View	View	Not applicable	View	View	Raise or view
<u>HPE admin</u>	Approve the trial	Generate and share quote	Generate and share order and approve order	View provisioning workflow status	Subscribe the customer	Generate, update and share bill	Raise, update or close
<u>IT admin</u>	Approve the trial	Generate and share quote	Generate and share order and approve order	Create cluster, workflow or services	Subscribe the customer	Generate, update and share bill	Raise, update or close
<u>IT Support</u>	View	View	Generate and share order and approve order	Create cluster, workflow or services	View	View	Raise, update or close
<u>Sales Representative</u>	Approve the trial	Generate and share quote	Generate and share order and approve order	View provisioning workflow status	Subscribe the customer	Generate, update and share bill	Raise, update or close
<u>Product Manager</u>	Approve the trial	Generate and share quote	Generate and share order and approve order	View provisioning workflow status	Subscribe the customer	Generate, update and share bill	Raise, update or close

**Epic or Initiative:** Span to multiple releases.

**Feature:** Need to be completed within a release (one quarter).

**User**

**Story:** Must be completed within a sprint (two weeks).

#### Oracle Content Management Product Roadmap (EPIC or Initiative) (1)

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Card 1</u>						
<u>Card 2</u>						
<u>Card 3</u>						
<u>Smart content creation and recommendations</u>	Asit Piri	Quickly and efficiently assemble the right content and build highly personalized customer experiences with smart content and recommendations.		Backlog Blocked Completed In Progress In Review To Do		
<u>Smart content creation and recommendations</u>	Asit Piri	Quickly and efficiently assemble the right content and build highly personalised customer experiences with smart content and recommendations.		Backlog	Content creation	
<u>Content wizard</u>	Asit Piri	Provide a step-by-step, use-case-specific content wizard for a guided experience that streamlines the writing and publishing of articles, blogs, landing pages, emails, service/support materials, and more.		Backlog	Content creation	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Smart tagging</u>	👤 Asit Piri	Improve discoverability and eliminate content tagging errors. AI helps you understand and classify your content with image recognition and natural language processing (NLP).		Backlog	Content creation	
<u>Search</u>	👤 Asit Piri	Make it easier to find your content, including video, with relevant keywords and visual search.		Backlog	Content creation	
<u>Recommendations</u>	👤 Asit Piri	Feed audience and profile data from other applications into the Oracle Content Management recommendations engine to personalize customer experiences.		Backlog	Content creation	
<u>Team onboarding (throughout product lifecycle)</u>	👤 Asit Piri		1	Backlog	Back office automation	Q4 2021
<u>Q4 FY21: Product kick-off, product increment (PI), release planning and feature prioritisation (throughout product lifecycle)</u>	👤 Asit Piri	Product Increment (PI) planning will happen in each quarter to prioritise the initiative or epics based on market and stakeholder feedback	1	Backlog	Back office automation	Q4 2021
<u>Q4 FY21: Personas (role based), identifications</u>	👤 Asit Piri				Back office automation	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Q4 FY21: Customer journey map creation</u>	 Asit Piri				Back office automation	
<u>Q1 FY22: Request for product demo</u>	 Asit Piri			Backlog	Back office automation	
<u>Q1 FY22: Request for product trial</u>	 Asit Piri			Backlog	Back office automation	
<u>Q1 &amp; Q2 FY22: Document management</u>	 Asit Piri	Document solutions that drive productivity and profits Digital document management and workflow software with Document Manager help businesses to automate a wide range of back office processes. The back office is where tasks dedicated to running the company take place. Although the operations of a back office are seldom prominent, they are a major contributor to a business and the more efficient the systems, the more efficient the company. Document Logistic works with the Accounts, HR and Procurement departments of many organisations to help back office teams work to the best of their ability, cope with compliance		Backlog	Back office automation	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
		matters as efficiently as possible, and of course to support the front office or customer facing and sales activities of the business.				
<u><a href="#">Q1 to Q4 FY22: Service catalogs and pricing</a></u>	 Asit Piri		Backlog	Back office automation		
<u><a href="#">Q1 &amp; Q4 FY22: Customer service</a></u>	 Asit Piri		Backlog	Back office automation		
<u><a href="#">Q3 &amp; Q4 FY22: Request for quote</a></u>	 Asit Piri		Backlog	Back office automation		
<u><a href="#">Q3 &amp; Q4 FY 22: Request for order</a></u>	 Asit Piri		Backlog	Back office automation		
<u><a href="#">Q1 &amp; Q2 FY23: Request for subscription</a></u>	 Asit Piri		Backlog	Back office automation		
<u><a href="#">Q1 &amp; Q2 FY23: Request for provision</a></u>	 Asit Piri		Backlog	Back office automation		
<u><a href="#">Q3 &amp; Q4 FY23: Request for billing</a></u>	 Asit Piri		Backlog	Back office automation		
<u><a href="#">Video creation platform</a></u>	 Asit Piri	Collaborate with fans, employees, and customers around the world to create user-generated content at scale. Our mobile and desktop platform gives you the tools to build a powerful, resourceful video team so you can realize your brand's creative vision and get videos to market quickly—while reducing production costs.	Backlog	Video creation		

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Capture together</u>	👤 Asit Piri	Create a video project using a brief to describe the goals and content required, and then invite collaborators to capture, upload, edit, curate, and deliver their video content.		Backlog	Video creation	
<u>Smartphone video capture</u>	👤 Asit Piri	Create a video project, add a shot list, and then invite collaborators to capture and upload footage—all through your smartphone.		Backlog	Video creation	
<u>Collect and review</u>	👤 Asit Piri	Curate your video content collaboratively in the cloud. Easily search through the library of footage, add labels and communicate with your team to achieve high quality video content.		Backlog	Video creation	
<u>Cloud video editing</u>	👤 Asit Piri	The desktop platform and mobile app offer powerful cloud-based video editing capabilities, designed to make video creation fast and easy.		Backlog	Video creation	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Enhanced video support</u>	 Asit Piri	<p>Take your content strategy to the next level. Oracle Content Management makes it easy to create and manage videos that get your customers' attention and keeps them engaged.</p>		Backlog	Advance video support	
<u>Video tagging</u>	 Asit Piri	<p>Find the videos you need faster and easier. Smart video tagging makes it easier to discover and reuse videos.</p> <p>Tagging both the general video content as well as subjects within the video allow you to search for aspects within the video content itself.</p>		Backlog	Advance video support	
<u>Collaboration</u>	 Asit Piri	<p>Collaborate with your team to create meaningful and effective videos. Add comments and flags, and trim, crop, or edit video within the tool. Streamlined workflows help you efficiently review or approve assets.</p>		Backlog	Advance video support	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Video analysis</u>	 Asit Piri	Analyse video playback to optimize and improve your video content. See who's watching your videos, how they're accessing them, and where they're consuming your content from. The desktop platform and mobile app video creation fast and easy with robust, cloud-based video editing capabilities.		Backlog	Advance video support	
<u>Simplified omnichannel delivery</u>	 Asit Piri	Make the right content available exactly when and where customers engage within your brand. Oracle Content Management is an API-first platform that allows you to place content anywhere it needs to go—without creating more work for IT.		Backlog	Omnichannel delivery	
<u>Decoupled management and delivery</u>	 Asit Piri	Improve your management and deployment workflows by using your favorite front-end technologies while creating and reusing your best content easily.		Backlog	Omnichannel delivery	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Site building</u>	👤 Asit Piri	Launch sites and pages quickly with in-context, drag-and-drop tools designed for marketers.		Backlog	Omnichannel delivery	
<u>CX channel delivery</u>	👤 Asit Piri	Deliver more consistent customer experiences across marketing, ecommerce, sales, and service channels. Deliver digital assets and content items as fully rendered HTML for use in Oracle Eloqua-based marketing campaigns and other channels.		Backlog	Omnichannel delivery	
<u>Collaboration and workflow</u>	👤 Asit Piri	Work more efficiently within and across teams using popular creative and productivity tools and calendars connected to Oracle's centralised content hub.		Backlog	Collaboration and workflow	
<u>Annotations</u>	👤 Asit Piri	Improve the accuracy and speed of content approval and launch. In-context annotation and comments allow you to improve efficiency by moving offline approval processes online.		Backlog	Collaboration and workflow	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Workflows</u>	 Asit Piri	Accelerate speed to market and streamline content creation with flagging and approval and publishing workflows.		Backlog	Collaboration and workflow	
<u>Content scheduling</u>	 Asit Piri	Improve planning and collaboration across all content channels with an easy-to-read and easy-to-use content calendar. Stream and deliver videos efficiently to multiple channels or campaigns.		Backlog	Collaboration and workflow	
<u>Available everywhere, for everyone</u>	 Asit Piri	Collaborate with teams and agencies across mobile, web, or desktops—for all types of content—to keep projects moving forward no matter how your teams prefer to work.		Backlog	Collaboration and workflow	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Flexible integrations and scalability.</u>	 Asit Piri	Create and add content from popular applications while managing and delivering your content at scale. Integration options allow you to augment your CX content features with smart authoring and digital asset management (DAM) powered by AI and machine learning.		Backlog	Integration & scalability	
<u>Content connectors</u>	 Asit Piri	Gain easy access to all of your content in one central place using prebuilt integrations and connector frameworks to existing repositories such as Dropbox.		Backlog	Integration & scalability	
<u>App and desktop integrations</u>	 Asit Piri	Do your creative work in the application you're familiar with, such as Adobe Creative Cloud or Microsoft Office 365, while managing your content in a centralised hub.		Backlog	Integration & scalability	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>CX integrations</u>	 Asit Piri	Extend your existing Oracle CX application's content features with full digital asset management and AI-driven smart authoring capabilities.		Backlog	Integration & scalability	
<u>Generation 2 Cloud</u>	 Asit Piri	Access the latest updates automatically and ensure fast content delivery using Oracle's Generation 2 Cloud.		Backlog	Integration & scalability	
<u>Oracle Eloqua Marketing Automation integration</u>	 Asit Piri	Deliver digital assets and content items as fully rendered HTML for use in Oracle Eloqua-based marketing campaigns and other channels.		Backlog	Integration & scalability	
<u>Universal Asset Hub</u>	 Asit Piri	Spend more time creating outstanding content and less time searching for what you need. Oracle's Universal Asset Hub gives you a centralised solution to create, manage, and distribute any content or asset type.		Backlog	Universal asset hub	

Aa Name	Assign	Description	# Priority	Status	Subject Area	Timeline
<u>Any content, anywhere</u>	Asit Piri	Access and organize any type of structured or unstructured content from any source with Oracle's mobile and desktop integration.		Backlog	Universal asset hub	
<u>Headless experiences</u>	Asit Piri	Have the flexibility to consume content from any application using complete and open APIs to connect your systems.		Backlog	Universal asset hub	
<u>Video management</u>	Asit Piri	Stream engaging videos that maintain the consistent look and feel of your brand.		Backlog	Universal asset hub	

## STEP 5: Identified product evaluation matrix

Product evaluation matrix (1)

Aa #	SaaS	PaaS
1	Churn	Time and effort to create new application environment
2	Activation rate	Time to redeploy application
3	Monthly recurring revenue (MRR) / annual recurring revenue (ARR)	Time to promote application into a new lifecycle phase
4	Cost of acquiring a customer (CAC)	Ability to dynamically right-size infrastructure and elastic scalability
5	Customer lifetime value (CLV or LTV)	Ability to re-use existing platform services and business services from resource pool instead of re-building solution stack
6	Expansion revenue	Time and effort required integrating business process, event processor – creating a complex app.
7	Net Promoter Score (NPS)	Time and effort required to apply policy across tenant(s)
8		Cost to operate application per user or transaction measured against the value provided by the application or transaction.

## Oracle Expectations from Product Manager role

- Good understanding of product management (**Experienced**)
- Persona driven use cases identification (**Experienced**)
- Prioritisation (**Experienced**)
- Business case creation (**Experienced**)
- Fantastic communication skills (**Experienced**)

## Job Description

Come join a growing **Oracle Content Management, WebCenter team** that will shape the future of Digital Transformation. As an innovative and customer focused product manager, you will transform how businesses engage their customers. With a strong focus on business results and effective technical skills, you will deliver **technical assets** to support the growth our growing **portfolio of cloud services**.

## **Business Group**

Our group focuses on enabling innovation for the Line of Business. As part of the **On-Premise & Oracle Cloud Platform**, our team drives the portfolio of **PaaS** services that enables businesses to connect information to work, and deliver best in class **digital experiences**. Our product line-up includes the WebCenter product lines (**Content, Sites and Portal**), and the **Content Management Cloud** which delivers cloud based **omnichannel content and experiences**.

## **Position Overview**

As part of the Oracle Content Management, WebCenter team, you will be proficient and independent to lead **product areas**. On the product side there are various avenues to grow the product:

1. You could smoothen WebCenter **customer journey to cloud**.
2. Transform Digital channels with the **adoption of our cloud services**, enrich Oracle Content Management with new age Content Services capabilities by working closely with WebCenter & Content & **Experience Engineering teams**.

## **Job Responsibilities**

1. Own roadmap, strategy for the product areas under ownership and evangelize internally. (**Experienced**)
2. You would need to prioritise, design and implement projects and enhancements. (**Experienced**)
3. You would need to leverage data to make more informed product decisions. (**Experienced**)
4. Develop technical assets and training material to educate our technical field, partners and customers. (**Experienced**)
5. Identify solution opportunities through interactions with customers, sales, pre-sales, partners and industry business groups. (**Experienced**)
6. Define, build and deliver compelling demos and solutions to showcase our products and services. (**Experienced**)
7. Work closely with our partners to develop cloud-based solutions. (**Experienced**)

8. Answer Customer and Sales queries on WebCenter & OCE positioning and roadmap.
9. Communicate key aspects and benefits of our portfolio to prospects, customers, and partners. (**Experienced**)

## Special Skills

1. Managing and Leading Teams. (**Experienced**)
  2. Demonstrated ability to gather and analyse usability requirements. (**Experienced**)
  3. Experience designing cloud applications a plus. (**Experienced**)
  4. Technology platform services or product experience. (**Experienced**)
  5. Business proposal creation and presentation. (**Experienced**)
- 

## My Fitment for this role

- 8 plus years of experience in IT industry. (**Experienced**)
- Background in Technical Product Management is preferred. (**Experienced**)
- Team management experience is preferred. (**Experienced**)
- Strong creative, user experience and design skills to build compelling demos and assets. (**Experienced**)
- Superior technical acumen to build demos and solutions that solve customer problems. (**Experienced**)
- Technology understanding ranging from native cloud architecture, application servers, UI frameworks, Content repositories, AI/ML, OCR etc (**Experienced**)
- Excellent written and oral communication and interpersonal skills. (**Experienced**)
- Demonstrated drive to get things done, leadership, accountability, problem-solving skills, enthusiasm, and work ethic. (**Experienced**)
- Team-oriented: candidate must enjoy collaborating with a globally distributed team and be able to both lead and participate in projects. (**Experienced**)
- Must be a self-starter and is self-motivated. (**Experienced**)
- Expertise in WebCenter or OpenText, Filenet, Liferay, WebSphere would be a plus.
- Expertise in Kubernetes, Dockers and understanding of cloud native requirements would be a plus.

## My Profile

# Asit Piri - Senior Digital Product Manager

Email: asit.piri@gmail.com | Mobile: +91 9538933669

## Key Skills

- Product Management (Business Design, Product Design, Competitive Analysis, Product Strategy, Agile)
- User Research (Need Finding, Rapid Prototyping, Interviewing, Usability Testing)
- UIUX Design (Wireframing, Prototyping, Aesthetics, Design Critique, User Interface, Usability Testing)
- Data Science (AI/ML, Data Governance & Stewardship, Competitive Programming, DSA, Big-O Notation)
- Software Engineering (Cloud As a Service, CICD, DevOps, MLops, APIs, Databases)
- Product Marketing (Marketing strategy, Brand management, New product launches, Digital marketing)

## Soft Skills

- Thought Leadership (Executive Presence, Emotional Intelligence, Growth Mindset, Expressive)
- Design Thinking (Design Thinker, Empathy, Logical Inference)
- People Skills (Soft Influence, Consensus Building, Negotiation, Meetings, Stakeholder Management)
- Communication (Presentation Zen, Blogs, Story Telling, Engagingness)
- Empathy (Customer Obsession, Business Alignment, Engineering Affinity)
- Likability (Trustworthiness, Respectability, Humanity, Sense of Humor)

## Experiences

- Hewlett Packard Enterprise, Bangalore (2010 - 2020)
- Cappgemini Consulting, Bangalore (2008-2010)
- HCL Technology, Delhi NCR (2007-2008)
- CDAC, Delhi NCR (2004-2007)
- SQL Star International, Delhi NCR (2003-2004)
- ER&DCI, Delhi NCR (2000-2003)

## Educations

- Executive MBA in Product Leadership (2020-2022)
- Executive PGDM in Business Analytics (2012-2014)

## Certifications

- IDF UX Design for Product Manager & Executive
- Become a Product Manager from LinkedIn Learning
- Google UX Design from Coursera
- Become a Thought Leader from LinkedIn Learning
- Become an Agile Project Manager from LinkedIn
- Become a UX Designer from LinkedIn Learning
- Become a Leader from LinkedIn Learning
- AI & Data Science using Python from Coursera
- MLops Engineering for Production from Coursera
- Julia Scientific Programming from Coursera
- Data Management Certification from CBIP/TDWI
- Data Warehousing Certification from CBIP/TDWI
- SQL Certification from Oracle University

## Experience Summary

I am a technologist turned **Digital Product Manager** with proven skills in **agile, tech, data, design & strategy** and passionate about building products that customers love to buy. I enjoy continually raising the bar on **functionality, flow, consistency, usability** and **simplicity** while building the product from ideas. **Passion, rigour** and **compassion** are few attributes that I believe helped me to grow as an awesome digital product leader.

I look for opportunities to meet customers, understand their problems and needs and build solutions from customer insights and share my learning with my product community. My two decades of solid diversified experiences helped me understand the **co-dependence of tech, data, design, strategy, culture, and product management** in business to solve customer's problems on a large scale.

My two decades of solid diversified experiences helped me understand the co-dependence of **technology, data science, cognitive automation, user experience design, effective business communication, compassionate leadership, and product management** in a business context to solve customer's problems at a large scale.

**+ Customer Insights:** Great companies don't give customers what they want, they give customers what they don't know they need yet. This is where I like to understand the day-to-day experiences and pain points of customers and brainstorm solutions for the identified issues. In essence, I help companies by being the unvocal & hidden voice of the customer.

**+ Lateral Thinking:** There are lots of ideas out there that are already implemented for different business use-cases. I like to assess and apply ideas from different industries and bring them in to discuss expanding the company's offerings.

**+ Data Science & AI:** In today's fast-paced and highly competitive world, data-driven decisions making with innately intuitive reasoning and cognitive automation skills are key for success, I am data-driven from the core with a strong analytical and problem-solving mindset which I acquired through a design thinking approach.

**+ Product Management:** Translating product strategy and vision in real, tangible deliverables by closely coordinating with the product, design & technology teams.

**+ Cross Functional Collaboration:** Collaborate with the customer and cross-functional teams (senior leadership, engineering, design, product marketing, sales, customer support, finance, hr) to expand and grow and delight external as well as internal customers help to expedite approval process **from months to week**.

**+ Agile:** Break down complex problems into epics, features & user stories, create release plans, execute sprints, release features and conduct critical agile ceremonies .

**+ Digital Product Development (IaaS, PaaS, SaaS):** Lead multiple teams and work closely with leadership, engineering, data science, design, marketing, sales and customer support teams to build products from scratch. GreenLake help HPE to transform as Hybrid Cloud as a Service Organization and offering that brings cloud-like flexibility to data centers and other locations, such as satellite and remote offices. This **enables HPE to future ready to earn billions in B2B space by helping its customer in their digital transformation journey through pay as you go subscription pricing model**.

- Product Trial & Quote to Cash (Quote, Order, Fulfillment, Subscription, Billing)
- Service configuration and provisioning
- Server, Storage & Compute (HPC) as a Service
- Virtual Machine as a Service
- Container as a Service
- MLops - AI (Algorithm) as a Service etc.

Reference: <https://www.hpe.com/us/en/greenlake/featured.html>

**+ Volunteering:** I am an active volunteer who cares for the causes like environment, children, education, health, science, and technology.

## My SOAR Analysis for Digital Product Manager Role

# Asit Piri's SOAR Matrix Analysis

For Senior Digital Product Manager Role

## Strength (Awareness)

### What skills and expertise I have for Digital Product Manager role?

1. Master in Business Analytics from CMR Institute of Information Technology.
2. MBA in Product Leadership from Institute of Product Leadership.
3. Experience in B2B / Enterprise markets. Deal with both highly technical and non-technical role model and communicate the value as needed.
4. Understand the co-dependence of technology, data science, design, product, strategy, and culture in business context to solve user's problems on a large scale.
5. 10+ years of experience in conceptual, logical, physical data modeling and database design, deployment and optimization.
6. 10+ years of experience in translating complex business and technical challenges into logical data models.
7. 10+ years of experience in Scrum Agile/SAFE methodologies and practices including.
8. Agile and prioritization skill: Break down complex problems into epics, features & user stories, create release plans, execute sprints, release features and conduct critical agile ceremonies .
9. Ability to create collateral to articulate strategy of complex concepts into simple solutions.
10. Multiple domain expertise supply chain and inventory management, e-commerce, retail, telecom, Finance, marketing, sales, customer support.
11. Customer Insighting skill: Great companies don't give customers what they want, they give customers what they don't know they need yet. This is where I like to understand the day-to-day experiences and pain points of customers and brainstorm solutions for the identified issues. In essence, I help companies by being the unvocal & hidden voice of the customer.
12. Lateral Thinking skill: There are lots of ideas out there that are already implemented for different business use-cases. I like to assess and apply ideas from different industries and bring them in to discuss expanding the company's offerings.
13. Product Management skill: Translating product strategy and vision in real, tangible deliverables by closely coordinating with the product, design & technology teams.
14. Cross Functional Collaboration skill : Collaborate with the customer and cross-functional teams (senior leadership, engineering, design, product marketing, sales, customer support, finance, hr) to expand and grow and delight external as well as internal customers help to expedite approval process from months to week.

## Opportunity (Desire)

### What are the expectations from this role?

1. Resourceful, resilient, self-motivated and able to be successful in a non-traditional entrepreneurial team-based environment.
2. Comfortable working with all levels of management and be approachable to team members and comfortable working with international virtual teams
3. Ability to take people on the journey to ensure they understand and feel part of the vision.
4. Look beyond the team you work with and build influential relationships with other parts of the organization.
5. Strong understanding of Data, Analytics & Reporting principles, cutting-edge technologies, best practices and market trends.
6. Ability to distill customer requests and market needs into an innovative product vision, roadmap and set of themes
7. Work with globally distributed, remote, and cross-functional teams.
8. Ability to distill customer research data and present insights as clear and useful business information.
9. Familiarity with Agile approaches, design, engineering and testing methodologies.
10. Ability to proactively engage in continuous process improvement.
11. Structured problem solving and facilitation approaches.
12. Ability to listen and communicate clearly with different areas of the business and customers
13. Clarity of verbal and written communication to unambiguously define goals and plans
14. Experience in B2B / Enterprise markets.
15. Ability to manage multiple parallel initiatives and stakeholders.
16. Ability to work with User Experience teams, and have empathy for good design.
17. Ability to work with incomplete information, and comfortable with uncertainty.
18. Previous experience with SaaS product development.
19. Practical knowledge of web-based technologies.
20. Tertiary qualifications in Business or similar. MBA Preferred
21. Develop key relationships with Product Strategy / Management, User Experience team, Engineering, Support Service, Clients /Customers/Users, Industry Peers, Sales and Client Operations, Marketing & Sales.

## Aspiration (Knowledge)

### What do you care deeply about and how you will make a difference?

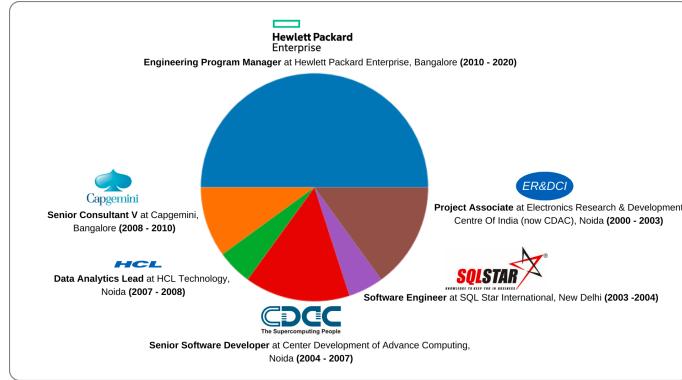
1. Data Science & AI skill: In today's fast-paced and highly competitive world, data-driven decisions making with innately intuitive reasoning and cognitive automation skills are key for success, I am data-driven from the core with a strong analytical and problem-solving mindset which I acquired through a design thinking approach.
2. Strong experience of Data, Analytics & Reporting principles, cutting-edge technologies, best practices and market trends.
3. Create and deliver Data Value Chain through Minimum Viable Architecture Product (MVAP) incrementally by using agile methodology in every two to four weeks sprint.
4. Use IT4IT Reference Architecture, a standard of the Open Group, is a powerful tool for aligning and managing a Digital Enterprise is useful for companies addressing many of todays' challenges, whether it be moving to the cloud, deploying Agile, MLOps, DevOps, undergoing a digital transformation, moving to a product centric operating model. With a focus on information needed to manage IT and the flow of data between IT management systems, IT4IT is process agnostic and useful for businesses of all sizes and industries (<https://www.opengroup.org/t4it>)
5. Use design, data science, strategy and data story telling collaboratively to understand, brainstorm, create, deliver and communicate value to various stakeholders through simple solutions.
6. Having goode experience in data value chain including Product Management and architectural frameworks such as IT4IT, TOGAF and Zachmann.
7. Volunteering: I am an active volunteer who cares for the causes like environment, children, education, health, science, and technology.

## Results (Ability)

### How do you translate your vision of success into tangible outcomes and how do you know that you are achieving the goals?

1. Digital Product Development (SaaS) skills: Lead multiple teams and work closely with leadership, engineering, data science, design, marketing, sales and customer support teams to build products from scratch. GreenLake help HPE to transform as Hybrid Cloud as a Service Organization and offering that brings cloud-like flexibility to data centers and other locations, such as satellite and remote offices. This enables HPE to future ready to earn billions in B2B space by helping its customer in their digital transformation journey through pay as you go subscription pricing model.  
# Product Trial & Quote to Cash (Quote, Order, Fulfillment, Subscription, Billing)  
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# Virtual Machine as a Service  
# Container as a Service  
# MLOps - AI (Algorithm) as a Service etc.  
Reference: <https://www.hpe.com/us/en/greenlake/featured.html>
2. Through user research, brainstorm, identified, designing the created building blocks for various granular components.
3. Lead cross-functional engagement to define problem statements, collect data, build models and make recommendations.
4. Create Epic, Features, user-stories and conduct all critical agile ceremonies including team retrospective will help to groom the team and achieve the goals.
5. Worked with a cross-functional team to define KPIs and measurable success criteria.
6. Break down complex problems into simple solutions and find opportunities to focus on data-driven approaches to accelerate team velocity.
7. Strengthen my data science, user experience design, strategy and product leadership skills including understanding how human behaviour are formed (neuroscience, cognitive science and behaviour science).

## My experiences



## My educations



Interaction Design Foundation (2021 to Present)

- UX Design



Institute of Product Leadership (Oct'20 to Present)

- Executive MBA in Product Leadership



Coursera (2020 to Present)

- Artificial Intelligence (Deep Learning/Machine Learning)



Linkedin Learning / Lynda.com (2016 to Present)

- Leadership



CMR Institute of Management Studies (2012 to 2014)

- Executive PGDM in Business Analytics



DOEACC -  
vt. of India, New De

DOEACC (2006 to 2007)

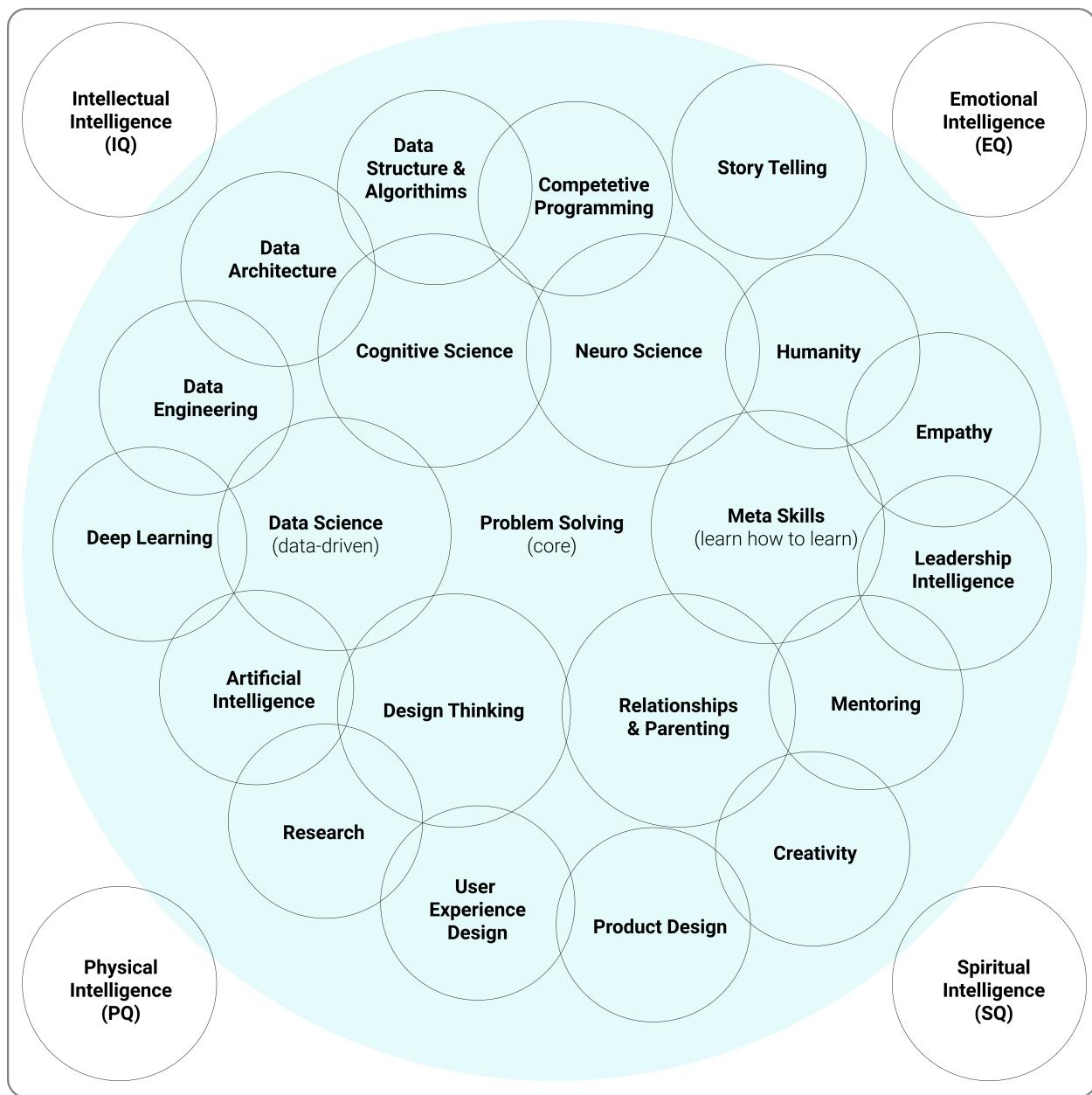
- Post Graduate Diploma in Computer Application



Utkal University (1994 to 1997)

- Bachelor of Science

## My circle of competency



**My value map**

Value Map (Asit Piri) - true north to my life

