

# The Product line Strategy Examples

This document contains several examples from past students. This includes both On the Mark and Off the Mark examples. All examples are annotated with instructor's feedback.

# On the Mark Example 1

**Product line:** Microsoft Surface

Product Line Strategy for Microsoft Surface:

**1. Position within the Company's Overall Product Group**

Microsoft Surface is a product line under Microsoft's Devices and Windows division. This division is responsible for developing and manufacturing hardware products and Windows operating systems. Microsoft Surface is a range of premium computing devices, including laptops, 2-in-1 tablets, and interactive whiteboards, designed to showcase the capabilities of Microsoft software and provide a seamless user experience with Windows.

**2. Future Direction of the Product Line**

With continuous innovation, Microsoft aims to position Surface devices as productivity powerhouses, catering to professionals, creative individuals, and enterprise customers.

**3. Path to Achieving the Vision**

To achieve its future vision, Microsoft Surface will likely focus on incorporating the latest hardware advancements, such as powerful processors, high-resolution displays, and innovative form factors, to offer top-notch performance and user experiences. Microsoft will also collaborate with third-party software and hardware developers to create a robust ecosystem around Surface devices, supporting various applications and peripherals.

**4. Factors Leading to Success**

Microsoft Surface is well-positioned for success due to several factors:

- a. Microsoft Ecosystem: Leveraging the vast Microsoft ecosystem, including Windows and Office, to create a seamless and productive user experience across devices and services.
- b. Strong Brand Identity: Benefitting from Microsoft's strong brand recognition and reputation as a technology leader in the software and hardware domains.
- c. Product Differentiation: Offering unique features, such as the detachable keyboard and Surface Pen, that set Surface devices apart from traditional laptops and tablets.
- d. Customer Focus: Addressing the needs of specific customer segments, such as professionals, creatives, and enterprise users, with devices optimized for their workflows.
- e. Enterprise Adoption: Attracting enterprise customers with robust security features, device management capabilities, and seamless integration with Microsoft 365 for business productivity.

**Why is this On the Mark?**

Captures all main components of product line strategy.

# On the Mark Example 2

**Product line:** Google Nest  
Product Line Strategy for Google Nest:

## 1. Position within the Company's Overall Product Group

Google Nest is a product line that falls within Google's broader hardware division, which includes various hardware products like smartphones, smart speakers, and other connected devices. Google Nest specifically focuses on creating smart home devices and solutions, including smart thermostats, cameras, doorbells, and displays.

## 2. Future Direction of the Product Line

Google aims to position Google Nest as a leading brand in the smart home market, providing users with seamless, secure, and innovative solutions for home automation and control.

## 3. Path to Achieving the Vision

Google Nest's product line strategy focuses on innovation, ecosystem integration, user experience, and data privacy to solidify its position as a leading provider of smart home devices. Google Nest is focusing on expanding the range of smart home devices to cater to various user needs and preferences, such as indoor and outdoor cameras, doorbells, locks, lighting, and more. Google will also focus on interoperability, ensuring compatibility and interoperability with other smart home ecosystems and devices, allowing users to integrate Google Nest seamlessly with other brands and products. Google will also prioritizing data privacy and security measures to build trust among users and address concerns related to smart home device vulnerabilities.

## 4. Factors Leading to Success:

Google Nest is positioned for success due to several factors:

- a. Google Brand and Ecosystem: Benefitting from the strong Google brand and the vast ecosystem of Google services and products, Google Nest devices are well-integrated with Google's AI technology and can leverage data insights to enhance user experiences.
- b. Cross-Platform Compatibility: Google Nest devices work seamlessly with other Google services and are compatible with various platforms, allowing users to integrate them into their existing technology setups easily.
- c. Technological Advancements: Leveraging Google's expertise in artificial intelligence, machine learning, and cloud computing, Google Nest can continuously improve and evolve its smart home offerings.
- d. Focus on Sustainability: Emphasizing environmental sustainability in device design and operations aligns with growing consumer demands for eco-friendly solutions

## Why is this On the Mark?

Captures all main components of product line strategy.

# Off the Mark Example 1

**Product line:** Adobe Creative Cloud  
The main statement of the Creative Cloud strategy is “unleashing creativity for all”. They are aiming to empower the world with content-first, task-based creativity by providing a brand new Creative Cloud Express. It will fulfill creative needs with easy task-based mobile and web solutions. And it will enable content creators to engage their audience through drag and drop social content publishing and analytics to build brand, engage audiences. And Creative Cloud will advance every creative category across desktop, web and mobile. Adobe will accelerate imaging video and design workflows through Adobe Sensei and connect designers and stakeholders with XD, Photoshop web and Illustrator web.

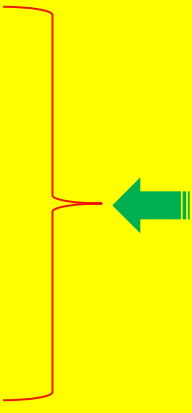
## Why is this Off the Mark?

It doesn't capture all the factors which will lead to Adobe Creative Cloud's success.

## Off the Mark Example 2

**Product line:** google Services  
**URL:** [https://about.google/products/Mobile Applications or 'Google Play, Apps & Games'](https://about.google/products/Mobile%20Applications%20or%20Google%20Play,%20Apps%20&%20Games/): The goal is to provide a developer friendly environment for quality apps across the globe. Sophisticated and open-source developer tools equalize the platform for underrepresented founders and empower them to realize their business vision through seamless app publications. Security and Privacy standards along with initiatives such as service free models and Play Pass provide a world-class environment to foster high quality mobile user experience.

### Why is this Off the Mark?



First of all, Google Services is not a product line. Student randomly chose “Mobile Applications or ‘Google Play, Apps & Games’” to write product line strategy. The product strategy captured doesn’t answer “Where does your product line fit within the company's overall product group?”, “Where is the product line going?”, “How will the product line get there?” and “Why will the product line win?”