

25 Product Portfolio Harmonisation

Industry	Transport (Airport)	Client	Domodedovo Airport (DME)
Role	Enterprise Architect		
Key Result	The product portfolio was harmonised, reducing the number of products from 4600 to 1200 without compromising profitability, and a product development process was established that decreased Time-to-Market by 3 times.		

Situation	Task	Action	Result
The product portfolio at Moscow Domodedovo Airport was inefficient, with no detailed classification, duplication, functional overlap, outdated products, and a lack of analytics. There was no product strategy or roadmap, and the product management and regulatory systems were outdated.	Maximising the profit-per-product indicator increased product portfolio efficiency. This involved harmonising the portfolio, eliminating inefficiencies, and creating a structured approach to product development and management.	<ul style="list-style-type: none">Conducted a comprehensive analysis of the existing product portfolioDeveloped a detailed classification system to organise the product portfolioEliminated duplication and functional overlap by streamlining product offeringsUpdated and modernised the product management and regulatory systemsCreated a robust product strategy and developed roadmaps for future product developmentImplemented advanced analytics to support data-driven decision-making.	<ul style="list-style-type: none">Harmonised the product portfolio, reducing the number of products from 4600 to 1200 without compromising profitabilityIncreased the Profit-per-Product indicator significantlyCreated a product development process and system, decreasing Time-to-Market (TTM) by 3 timesEstablished a product portfolio analysis system.