ISPMA:
The first international standard for education and certification of software product managers

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Product Management in the Business of Software
Challenges of Project-Driven Development

• Strategic decisions are already made before the project, and not during the development project
• The release is delivered, but with little consideration of maintenance and evolution
• Software is documented in many deltas, making it difficult to innovate
The product manager is responsible for the software product across development projects, from inception to phase-out.

- Vision, business model, development, distribution, operation, service
- Strategy, Planning, Development, Launch, Service
- Execution
- Product management (covers several projects, no time limits)
- Software project (defined time and scope)
- Maintenance project (defined time and scope)
Contents

• Vision of a unified body of knowledge (SPMBoK)
  • What is Software Product Management (SPM)?
  • How ISPMA works – an overview?

• International Software Product Management Association (ISPMA)
  • Curriculum and certification
  • Opportunities for participation
Product Management (Simplified and Stylized)

- Goals
- Requirements
- Ideas

Select

- Evolution and Service
- Sales and Distribution
- Marketing
- Development

Feedback and Learning

Predict

Use

Revenue

Customers

Software
Product Management:
- manage a product from inception to phase-out
- maximize business value through e.g. the selection of the „right“ features and quality in the „right“ time to the „right“ target groups
Project Management: Development

- deliver a product release
- Meet functional aspects, time, budget, and quality requirements

Feedband and Learning

Predict

Goals
Requir-ements
Ideas

Use
Revenue
Customers
Software

Development

IdeeS
PM A
Project Management: Customer Projects

- deliver a product release
- Meet functional aspects, time, budget, and quality requirements
Marketing Management:
- determine how to “sell” a product
- ensure business success
Product Management

Goals

Requirements

Ideas

Select

Feedback and Learning

Predict

Evolution and Service

Use

Sales and Distribution

Revenue

Marketing

Customers

Development

Software
Product Management Competence Development

- **Basic (e.g.)**
  - Apply Skills and Techniques
  - Feature Focus
  - Write Business Case...

- **Advanced (e.g.)**
  - Optimize SPM Efficiency and Effectiveness
  - Product Focus
  - Sell Business Case, Negotiate...

- **Expert (e.g.)**
  - Facilitate Product Management
  - Product-Line, Portfolio Focus
  - Monitor and Influence
The People Certification Approach

• Curriculum
  • Partition body of knowledge (BoK) in learning units
  • Agree on learning objectives

• Training
  • Present BoK in a learnable form
  • Accompany learning process

• Examination
  • Prepare criteria, indicators, and standards
  • Perform assessment in a repeatable manner
• Vision of a unified body of knowledge (SPMBoK)
  • What is Software Product Management (SPM)?
  • How ISPMA works – an overview?

• International Software Product Management Association (ISPMA)
  • Curriculum and certification
  • Opportunities for participation
ISPMA Direction

• Vision
Foster software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry

• Mission
Establish, disseminate and maintain a certifiable body of knowledge on SPM (SPM BoK) that is recognized as the premier source on SPM by all stakeholders
International Software Product Management Association (ISPMA)

- Academia
  - Universities:
    - Universiteit Utrecht
    - Blekinge Institute of Technology

- Industry
  - Companies:
    - Vector
    - zühlke
    - Software Process Management
    - INNOtivum
    - exibri
Differences to Other SPM Trainings

• Approach:
  Non-proprietary, international, non-profit, based on experts from both academia and industry
• Contents:
  Clear separation between SPM and Marketing due to different time horizons
• Certification:
  Clear separation between training providers and certification agencies
⇒ Higher value of certificate
Partition SPM BoK in Learning Units

<table>
<thead>
<tr>
<th>Strategic Management</th>
<th>Product Strategy</th>
<th>Product Planning</th>
<th>Development</th>
<th>Marketing</th>
<th>Sales and Distribution</th>
<th>Evolution and Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio management</td>
<td>Positioning and Product Definition</td>
<td>Product Life-Cycle Management</td>
<td>Project management</td>
<td>Marketing mix optimization</td>
<td>Customer relationship management</td>
<td>Technical support</td>
</tr>
<tr>
<td>Corporate Strategy</td>
<td>Delivery model</td>
<td>Product Requirements Engineering</td>
<td>Engineering management</td>
<td>Marketing planning</td>
<td>Sales strategy and planning</td>
<td>Marketing support</td>
</tr>
<tr>
<td>Innovation Management</td>
<td>Sourcing</td>
<td>Release Planning</td>
<td>Project requirements engineering</td>
<td>Product launch</td>
<td>Channel preparation</td>
<td>Sales support</td>
</tr>
<tr>
<td>Resource Management</td>
<td>Business Case and Costing</td>
<td>Roadmapping</td>
<td>Quality management</td>
<td>Customer analysis</td>
<td>Sales management</td>
<td>Services preparation</td>
</tr>
<tr>
<td>Market Analysis</td>
<td>Pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Analysis</td>
<td>Performance and Risk Management</td>
<td></td>
<td></td>
<td></td>
<td>Opportunities management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ecosystem Management</td>
<td></td>
<td></td>
<td></td>
<td>Operational distribution</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Legal and IPR Management</td>
<td></td>
<td></td>
<td></td>
<td>Services provisioning</td>
<td></td>
</tr>
</tbody>
</table>

SPM reference architecture v 1.0
Curriculum

ISPMA Expert SPM
- ISPMA AL: Coordination of Functional Units
- ISPMA AL: Product Strategy
- ISPMA AL: Product Strategy
- ISPMA/RE AL: Product Planning
- RE AL: Other

ISPMA Foundation Level
- Product Managers

RE FL
- Requirements Engineers
How the ISPMA works: Step-wise process

1) Review topic-specific literature (books, state-of-the-art)
2) Define learning objectives (Understand vs. Know)
3) Assemble into syllabus with other learning units
   → Continuous input and reviews from partners (industry + academia)

(Example Release Planning)

**Syllabus: Product Requirements Engineering – Advanced Level – Contents**

- **EU6** - Product Release Planning
  - Release Planning Process and Release Plan Structure
  - Requirements Prioritization Criteria, Methods, and Visualization
  - Win-Win Release Negotiations

www.ispma.org/certification/ → Product Planning
Perform Assessment in a Repeatable Manner

• Established Certification Networks and Bodies
  • Future Network Cert, iSQI, SAQ, etc.

• Typical forms of examination
  • Multiple-Choice
    • Class-room examination
    • Online examination
  • Expert review of
    • Work results
    • Work report

A number of criteria are used to determine development priority. Which three of the following criteria are likely to be most useful for selecting features for a new high-end variant of an existing software product?

Status of competitors with respect to the feature
Support for education and training
Cost and benefit of implementing the feature
Impact on the current product's architecture
Volatility of the feature
Issuer of the feature
Status

- SPM Reference Architecture V. 1.0 available
- SPM Foundation Level Syllabus V. 1.0 available
- Certification will be available in early 2012
- First trainings based on ISPMA will be conducted in Stockholm, Zurich, Utrecht, Copenhagen, Cologne
- Work on SPM Advanced Level Syllabi under way
- Growing number of members
Training and Certification Volumes
ISPMA Membership

Board | Extended Board

Personal Member
(Contribute, Be visible as a professional)

Delegated

Individual Member | Company Member

Supporting Members
(get first-hand information,
Be visible as an actor in SPM education)
Contact

To get further information or request participation:

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