



IBM Rational Software Conference 2009
As Real as It Gets!



Rational Focal Point for Product Management

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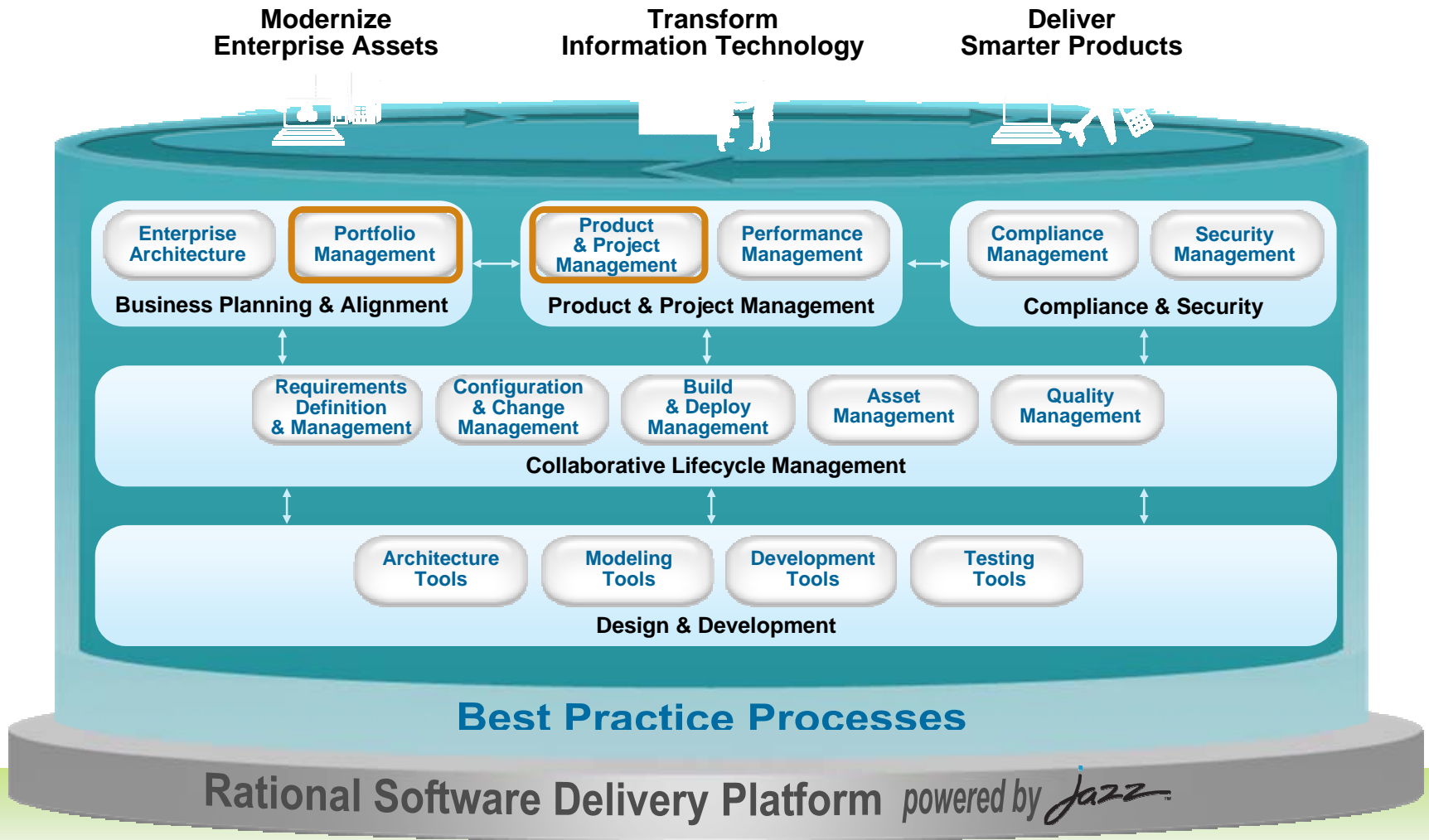
Rational. software

Gestión del Porfolio de Productos

Provide the “right” product with the “right” features to the “right” market at the “right” time



Capacidades principales de la plataforma Rational

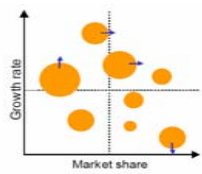
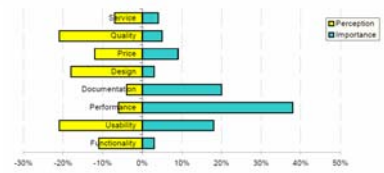
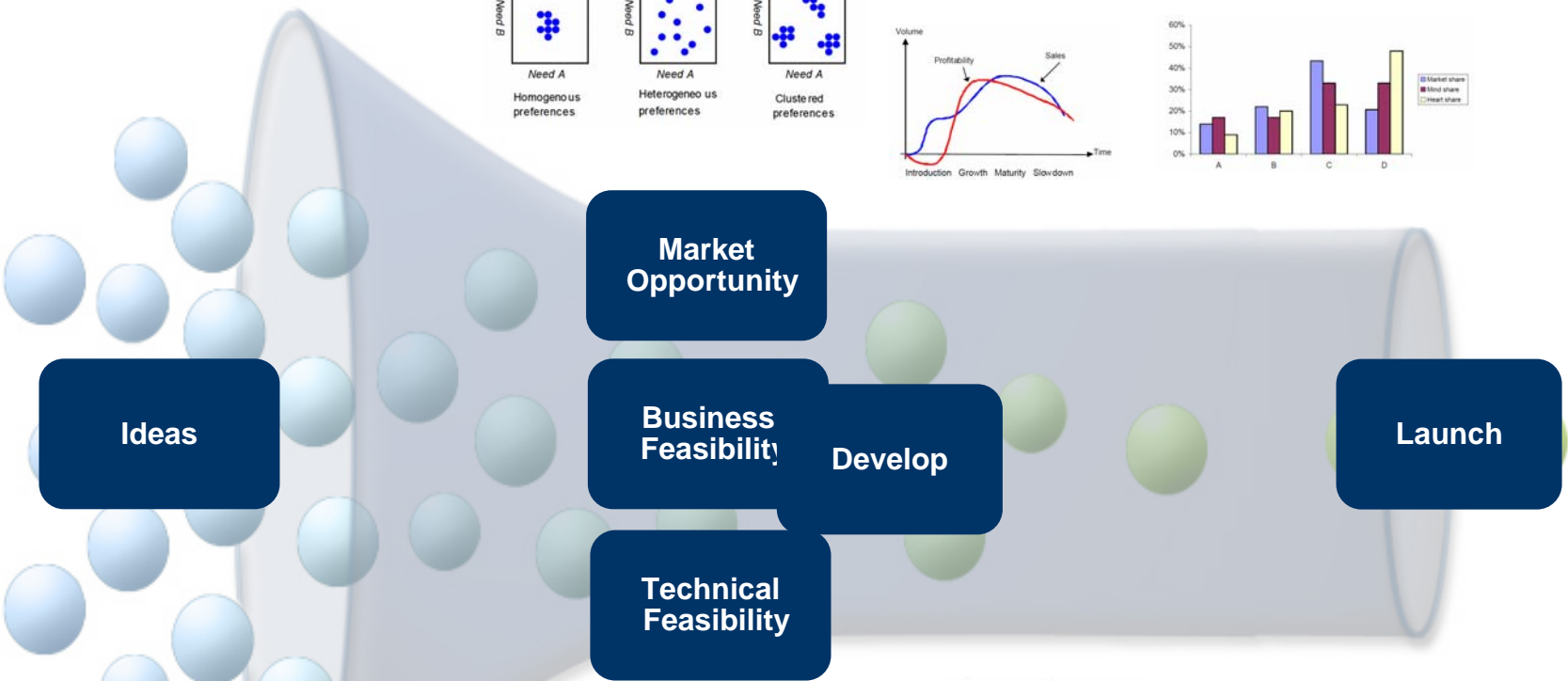
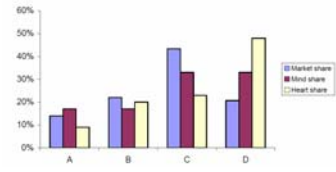
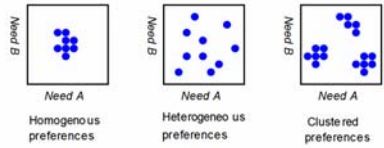


IBM and Business Partner Ecosystem



¿Qué es Product Portfolio Management?

Provide the “right” product with the “right” features to the “right” market at the “right” time

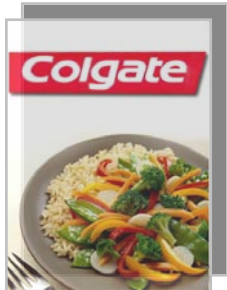


Batacazos históricos...



- Desconocimiento del valor real del producto. “A principios de los 80, Coca Cola competía con otros fabricantes de bebidas no alcohólicas. Para permanecer en el Top 1, los ejecutivos decidieron cesar la producción de la Coca Cola clásica a favor de la “New Coke”. Ante la indignación de sus clientes, Coca Cola se vio obligada a recuperar su fórmula original inmediatamente...”

- Mercado y competencia. “En 1975, Sony lanzó el sistema “Betamax” para video, un año más tarde, JVC lanzó el sistema “VHS”. Con un año de ventaja en el mercado y todo a su favor en lo tecnológico, Sony perdió la batalla...”



- Gestión de la demanda e imagen de marca. “Colgate decidió extender su mercado sacando una línea de productos alimenticios (Colgate Kitchen Entrees). Fracaso rotundo. A la mayoría de la gente un plato de nombre “Colgate” no le sugería nada especialmente apetitoso...”

- No sólo vende la tecnología. “En 1985, el Sinclair C5 se convirtió en el lanzamiento más revolucionario de la industria automovilística. Eléctrico y sensiblemente más barato que un turismo, no llegó a vender ni 12.000 unidades. Las dudas sobre su seguridad en situaciones de tráfico intenso, acabaron con el producto...”



... y triunfos incontestables

- 1000 millones de cámaras digitales vendidas en 2007, el doble que en 2006
- Productos cada vez más 'Smart' (teléfono, e-mail, mp3, navegador, cámara de fotos/video, GPS,... en un solo dispositivo)

Si en 1999 esto era ciencia ficción, imaginemos qué nos espera en 2019...

35,000 apps. And counting.



Los mismos retos, diferentes sectores

Incremento de la complejidad y cada vez mayor número de **demandas**

Generación de **productos** cada vez más innovadores para aumentar el negocio

Cumplimiento de estándares, modelos y **regulaciones** sectoriales

Reducir el **riesgo** de fracasos y retirada de productos



Gestión de la Cartera de Productos – Desafíos



¿Sabemos qué está haciendo la competencia? ¿Dónde nos está superando?

(Market Intelligence)



¿Estamos alineados con los movimientos del mercado y las demandas de nuestros clientes?

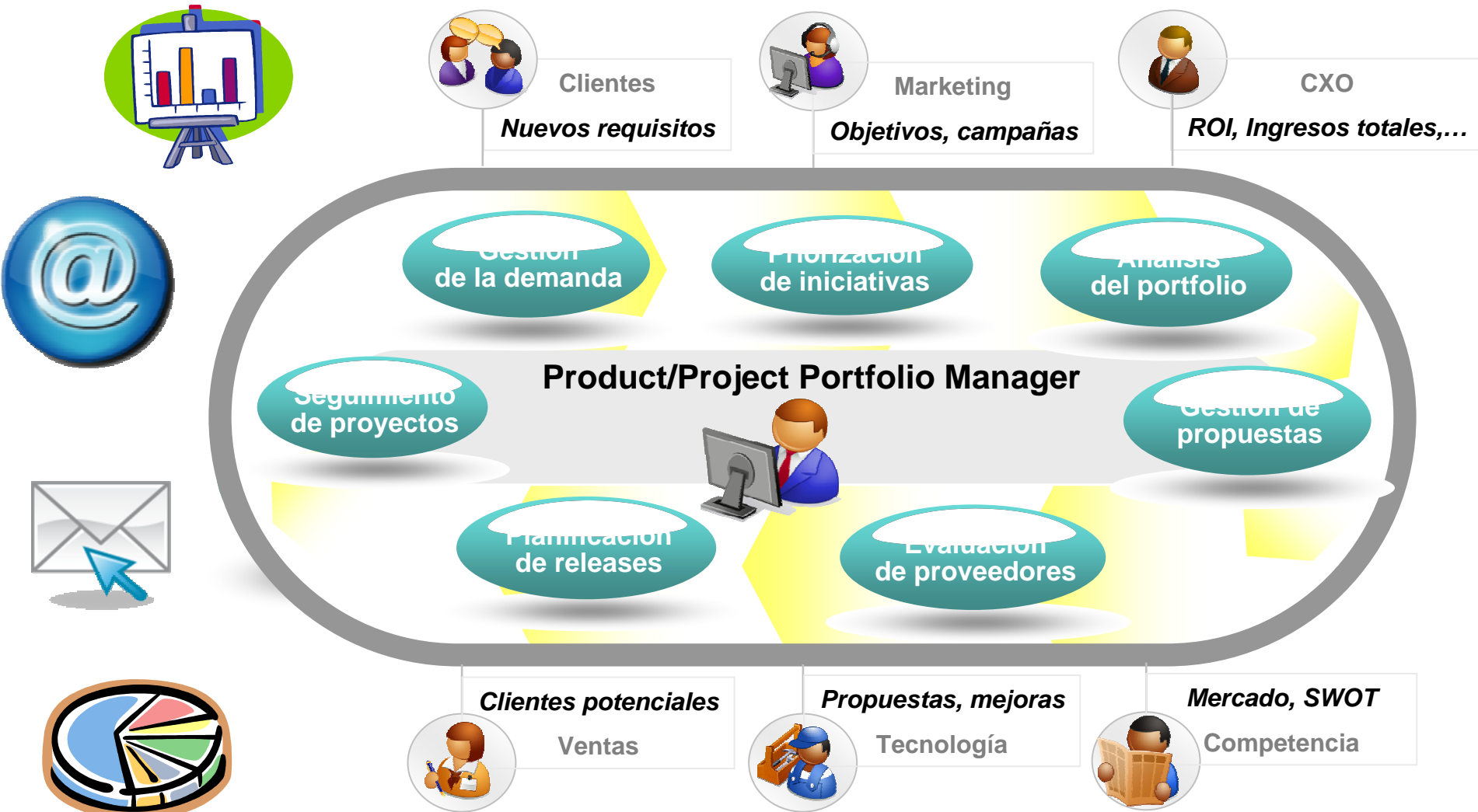
(Demand Management)



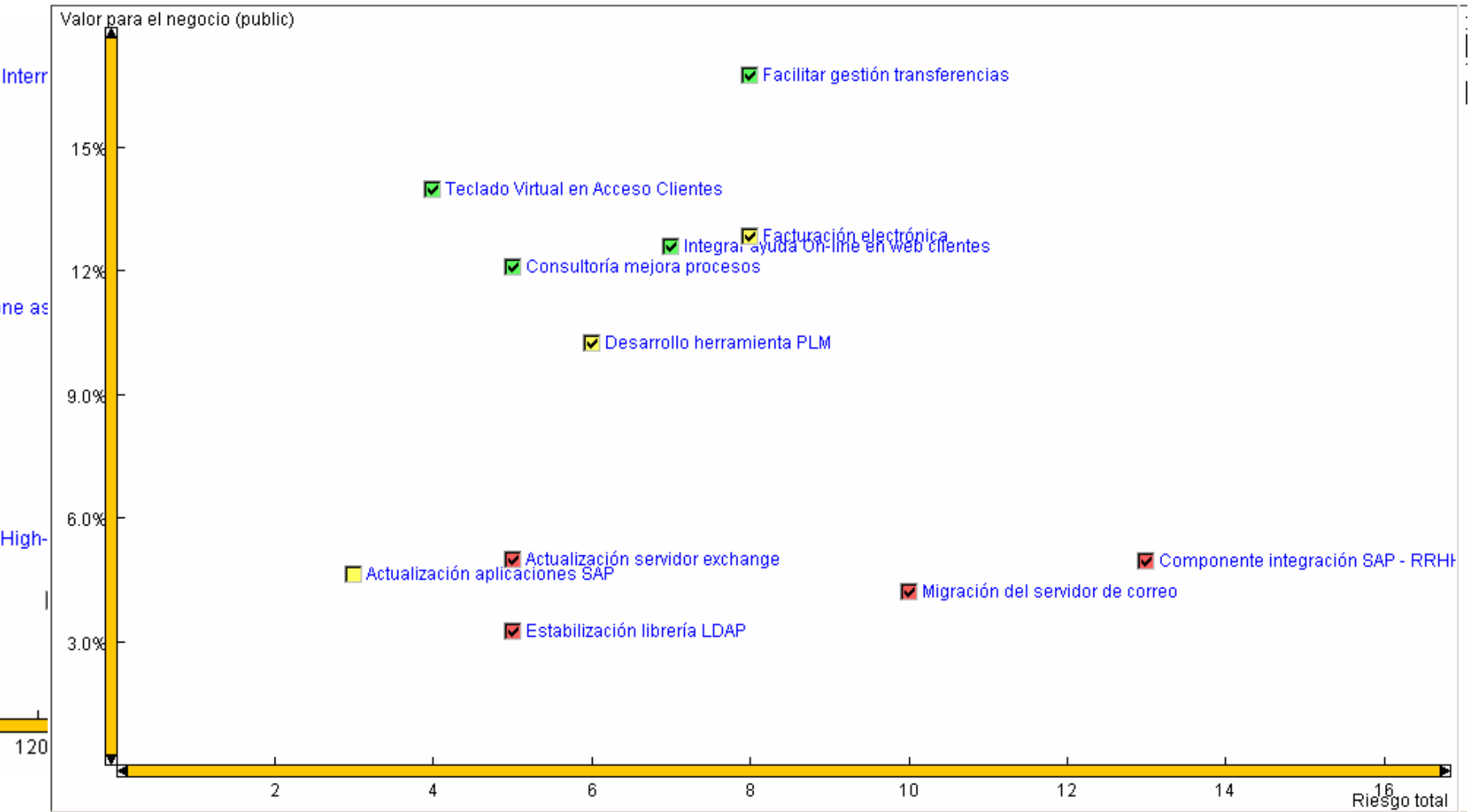
¿Qué producto ofrece mayor valor para mercados emergentes? ¿Qué inversión supone su desarrollo?

(What-if Analysis)

El día a día de un gestor (de cartera) de productos



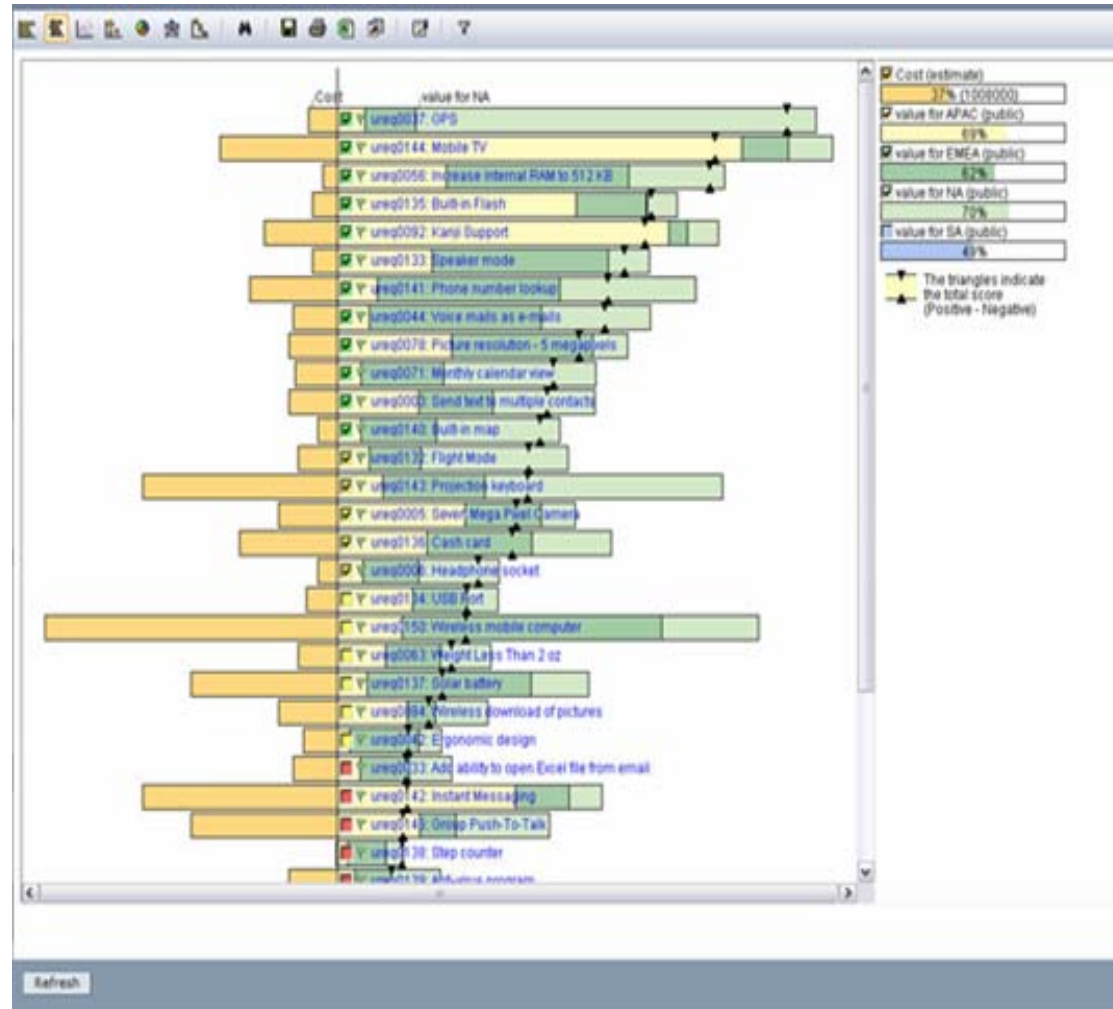
¿Cómo tomar decisiones de manera sencilla? Y sobre todas estas variables, hay que tomar decisiones importantes...



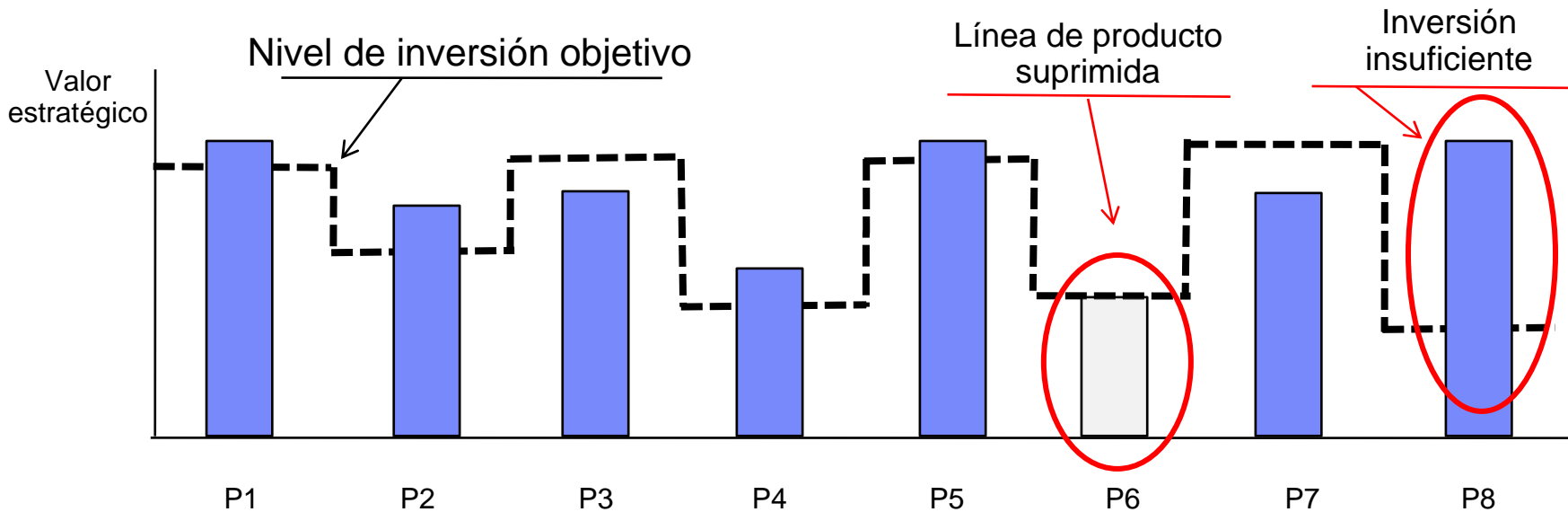
Priorización eficiente de elementos

Requisitos, productos, propuestas, proyectos, proveedores...

- Establecer criterios objetivos sobre los que analizar elementos
- Considerar aspectos de negocio (valor para el cliente) y de implementación (complejidad técnica)
- Aplicar criterios a requisitos de producto, peticiones de desarrollo, objetivos estratégicos, propuestas...
- Tener en cuenta criterios cuantificables (coste) como relativos (nivel de satisfacción)
- No tomar decisiones 'por intuición' sino 'por información'

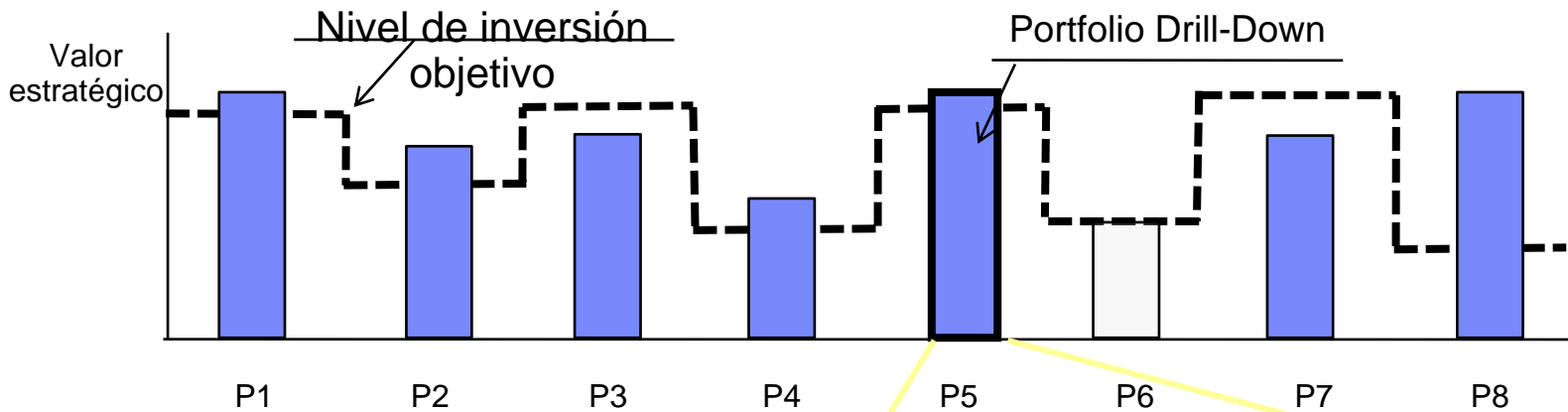


Gestionando el portfolio (líneas de producto)

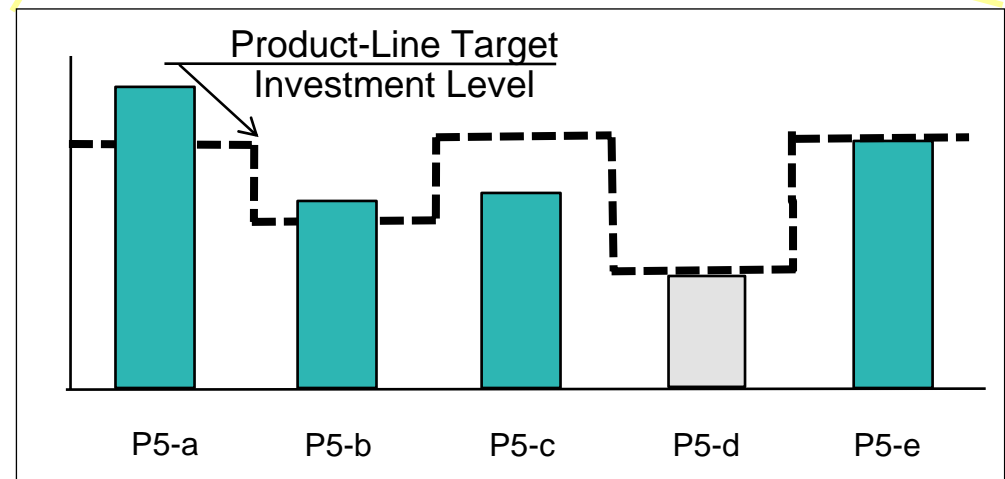


- Equilibrar el nivel de inversión objetivo a través del portfolio de productos
- El nivel de inversión para cada elemento del portfolio está en función de:
 - ▶ Alineamiento con los objetivos negocio
 - ▶ Demandas del mercado y el cliente, posicionamiento competitivo
 - ▶ Costes, ROI, etc.
- Asegurar que el portfolio cubre el mercado → nota línea suprimida

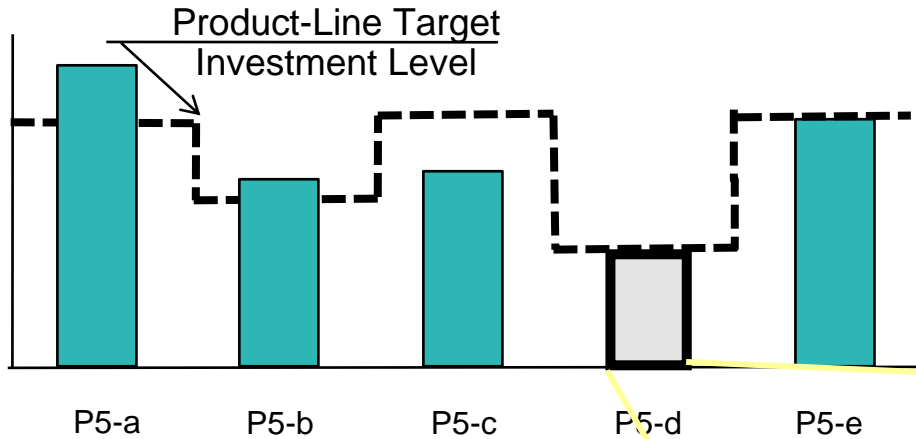
Descendiendo al portfolio de productos



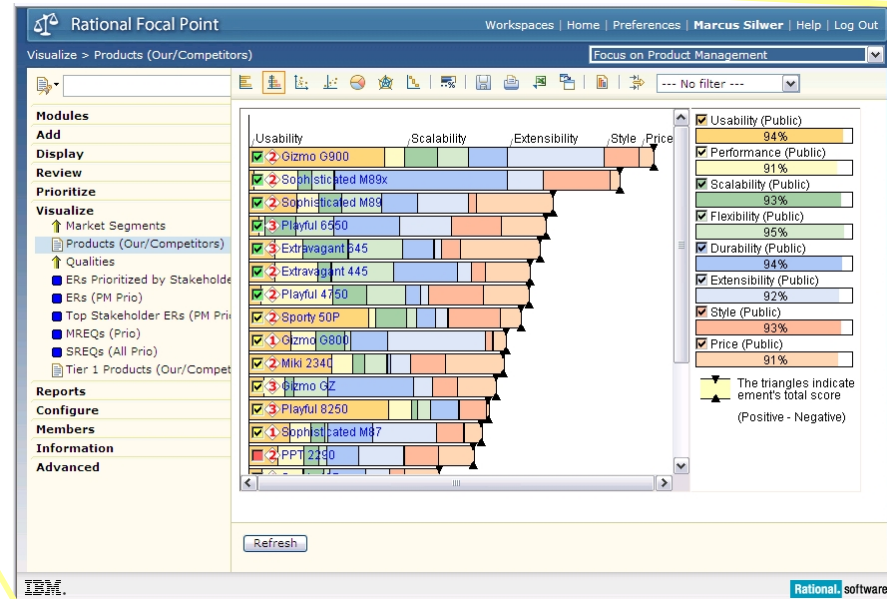
Si hacemos *zoom* sobre la línea de productos P5, analizaremos la inversión específica para cada producto/oferta individual, equilibrando nuevamente esta respecto a criterios similares



Decisiones a nivel de proyecto



Al nivel más bajo, Focal Point analizar rápidamente cómo las nuevas demandas cumplen con los objetivos previos, estudiando riesgos, costes, beneficios, esfuerzos...



Focal Point for product management

Ejemplo práctico. *Wine Point*



Wine Point

- *Wine Point* es una compañía distribuidora de vinos de calidad, orientada a clientes heterogeneos
- *Wine Point* necesita gestionar su cartera de productos desde diferentes ámbitos
 - ▶ Presentación del portfolio de productos
 - ▶ Estudio de la situación de las diferentes líneas de producto
 - ▶ Preparación de una campaña de marketing
 - ▶ Selección de las mejores propuestas (cartera de novedades)
 - ▶ Priorización, selección y asignación a la campaña de los productos elegidos



Focalizar en... los productos correctos

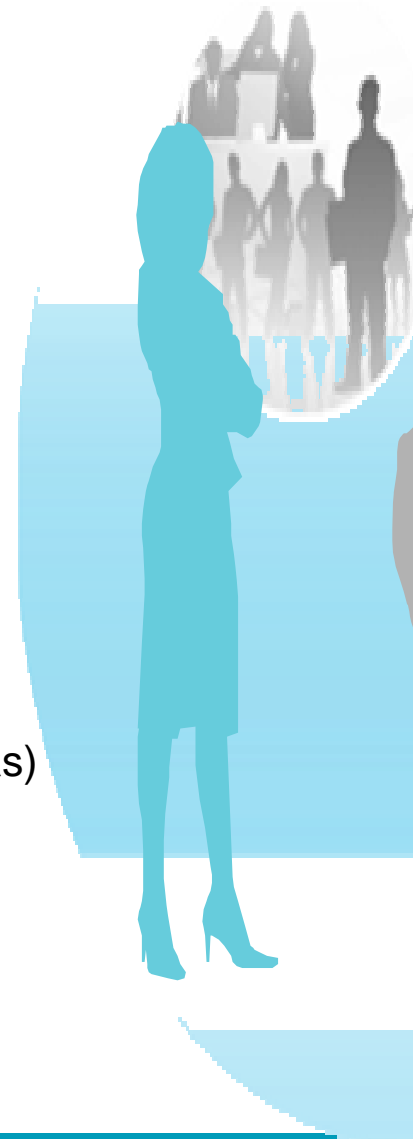
Deliver the right products not only the products right

- Visibilidad sobre los requisitos, oportunidades de mercado y prioridades del cliente
- Determinar el valor del portfolio y el rendimiento que generan los productos para en negocio
- Entender el impacto que sobre el revenue tiene una determinada planificación



Aplicaciones prácticas de Focal Point

- **Gestión de productos (tangibles o intangibles)**
 - ▶ Compañías con catálogos
 - ▶ Organización y análisis de productos financieros
 - ▶ Portfolio de servicios profesionales de una integradora
- **Proyectos/programas en el ámbito de TI/Sistemas**
 - ▶ Iniciativas de inversión en IT/Sistemas
 - ▶ Supervisión de la cartera de proyectos de desarrollo de software
- **Otros**
 - ▶ Actividades preproyecto (análisis de viabilidad, ciclo de vida de propuestas)
 - ▶ Incorporación de datos en informes 'post-mortem'
 - ▶ Evaluación de la calidad de los proveedores según criterios objetivos
 - ▶ Evaluación de herramientas y/o componentes de software a incorporar al departamento



Focal Point

Solución para Product and Portfolio Management



Market Problems

Todo aquello que no esté dirigido a solucionar problemas tendrá menor prioridad

Focus on Product Management Demo v1.0 - Focal Point - Windows Internet Explorer

http://127.0.0.1:fp/servlet/WorkspaceController?file=/common/index.jsp

File Edit View Favorites Tools Help

Focus on Product Management Demo v1.0 - Focal Point

Focal Point™ Display > Market Problems Workspaces | Home | Preferences | Search | Help | Logout

ID	Title	Description	Products	Customers	Market Plan	SREQs	Owner	Creator	Created Date	Last Changed By	Last Changed Date	Parent Folder	Weighting
001	Text messaging too difficult for senior users	Surveys have uncovered that although mobile phone users over the age of 50 would like to be able to use text messaging they often find it too difficult to use.	-	<ul style="list-style-type: none"> SKH Telecommunications Stevens Wireless Norfone Nostra Networks Fingerprint Kime Telecom Quality Communication Corp. Spring Telecomm 	<ul style="list-style-type: none"> Big in Asia 2008 Penetrate the New Zealand Market 	<ul style="list-style-type: none"> SREQ0007:Predefined messages SREQ0008:Larger keys SREQ0015:Configurable Menus 	Admin	Admin	2007-03-05	Admin	2007-11-13	Market Problems	8
002	Too many media devices	Consumers are finding that music and camera features are too limited in mobile phones and they still have to buy and carry separate devices.	-	<ul style="list-style-type: none"> SBC Comm Spring Telecomm SKH Telecommunications Norfone General Telephone Stevens Wireless ZorroFone 	<ul style="list-style-type: none"> Big in Asia 2008 	<ul style="list-style-type: none"> SREQ0009:High quality music capability SREQ0010:Camera with optical zoom capability SREQ0012:Web Site Agent Support SREQ0026:User Time Zone Selection SREQ0096:Auto Locking 	Admin	Admin	2007-03-05	Admin	2007-11-13	Market Problems	7
003	Devices too large for casual usage	This is the description for market problem 3.	-	<ul style="list-style-type: none"> Quality Communication Corp. General Telephone 	<ul style="list-style-type: none"> Big in Asia 2008 Penetrate the New Zealand Market 	<ul style="list-style-type: none"> SREQ0011:Save Default Layout SREQ0012:Web Site Agent Support SREQ0013:Navigator View SREQ0026:User Time Zone Selection 	Admin	Admin	2007-03-05	Admin	2007-11-13	Market Problems	2
004	Character input too difficult for less technical users	This is the description for market problem 4.	-	<ul style="list-style-type: none"> Fingerprint SBC Comm Kime Telecom Quality Communication Corp. Spring Telecomm General Telephone 	<ul style="list-style-type: none"> Penetrate the New Zealand Market 	<ul style="list-style-type: none"> SREQ0012:Web Site Agent Support 	Admin	Admin	2007-03-05	Admin	2007-11-13	Market Problems	10

Maximum number of elements per page: 50

Export Market Problems Update Market Problems

001:Text messaging too difficult for senior users

Internet 100%



Market Research & Planning

Desarrollar un plan de marketing (competencia, posicionamiento, SWOT,...)

Modules > Marketing Plans Workspaces | Home | Preferences | Search | Help | Logout

Marketing Plans (1/3)

- Big in Asia 2008
- Retire Gizmo G800
- Penetrate the New Zealand Market

Big in Asia 2008

General Information

ID	001	
Title	Big in Asia 2008	
Description	Asia, and primarily in China, a dominant leader has not yet emerged that addresses the needs of the market. Our plan is to be in the market leader within 3 years, and to begin that push during FY2008.	
Status	<input checked="" type="checkbox"/> Active	
Objectives	<ul style="list-style-type: none"> Increase market share to 13% of mobile devices in China by end of year Increase market share within 18-34 market across Asia to 29% 	
Go-To-Market Strategy	Introduce phones that focus on features critical to hip, young buyers. Increase awareness by parntering with hip brands and stars to showcase our mobile devices and their cool-factor.	

Market Environment

Environmental		
Technical	The consumer is technically literate and the market supports the use of high-tech devices in every day life.	
Economic		
Competitive	The market is very competitive and price is a huge issue, but the cosumer is not willing to give up too much functionality. Premium is placed on devices that have latest features - high-speed internet, high-pixel camera, wifi...	
Market Problems	<ul style="list-style-type: none"> 001:Text messaging too difficult for senior users 002:Too many media devices 003:Devices too large for casual usage 005:Multimedia capabilities drain battery life 	
Market Problem Info	<p>Market Problems</p> <p>Text messaging too difficult for senior users Description Surveys have uncovered that although mobile phone users over the age of 50 would like to be able to use text messaging they often find it too difficult to use.</p> <p>Too many media devices Description Consumers are finding that music and camera features are too limited in mobile phones and they still have to buy and carry separate devices.</p> <p>Devices too large for casual usage Description This is the description for market problem 3.</p> <p>Multimedia capabilities drain battery life Description This is the description for market problem 5.</p>	

Market Positioning

Market Milestones

Add Marketing Plan
Add Folder
Add Market Problem
Turn Into Folder
Delete
Import Marketing Plans



Competitive Analysis

Capturar detalles de la competencia para compararnos con sus productos

Display > Competitors

Workspaces | Home | Preferences | Search | Help | Logout

ID	Title	Description	Competitive Information	Pricing Information	Attachments	Products	Market Segments	Related SREQs	Owner	Creator	Created Date	Last Changed By	Last Changed Date	Parent Folder
007	Gizmo Corporation	Gizmo is a leading provider of mobile devices for a global market, with a product range satisfying all segments. Our Distinct Competence is Usability and our motto is "know thy user".		Please see Attachments.	pricing_info.xls (13 KB)	<ul style="list-style-type: none"> Gizmo G800 Gizmo G900 Gizmo GZ Sophisticated MK40 	<ul style="list-style-type: none"> ↑ EMEA ↑ NA ↑ APAC ↑ SA 	-	Admin	Admin	2007-05-10	Admin	2007-11-13	Our Company
006	ICC Corporation	Invision Cable Communications	ICC has given explicit focus to the 12-17 year old crowd, creating cell phones that are more "fun" that really useful. They have the basics - cameras, texting, etc, but they've created a brand that is focused on having fun with your phone.	Please see Attachments.	pricing_info.xls (13 KB)	<ul style="list-style-type: none"> Playful 6550 Playful 4750 Sporty 50P 	<ul style="list-style-type: none"> ↑ EMEA ↑ NA 	SREQ0042:Ergonom design						
010	Leicester Devices	From the website: "Our company is a leading provider of consumer electronics. Our Mobile Division is one of the best in the world"	LD is new to the market (last 2-3 years). They acquired a small handset manufacturer are are focused on making some of the most technologically sound mobile devices available.	Please see Attachments.	pricing_info.xls (13 KB)	<ul style="list-style-type: none"> LD 3890 	<ul style="list-style-type: none"> ↑ EMEA ↑ NA ↑ APAC 	<ul style="list-style-type: none"> SREQ0038:Display f for up to 3 time zon NEW SREQ0047:Polarizing filter option to lense SREQ0054:Increase Battery Life, Standb Time to >= 100 hou 						
013	Miki Electronics	From the website: "Our company is a leading provider of consumer electronics. Our Mobile Division is	The company is introducing some very cutting edge features. They were the first to introduce high-res cameras to	Please see Attachments.	Miki Electronics_intro 2350.ppt (10 KB) pricing_info.xls (13 KB)	<ul style="list-style-type: none"> Miki 1240 Miki 1340 	<ul style="list-style-type: none"> ↑ EMEA ↑ NA ↑ SA ↑ APAC 	<ul style="list-style-type: none"> NEW SREQ0057:Better Internet Browsing Performance SREQ0035:Self-destruction mechan 						

Maximum number of elements per page: 50

Export Competitors Update Competitors

Leicester Devices

General Information

ID: 010

Title: Leicester Devices

Description: From the website: "Our company is a leading provider of consumer electronics. Our Mobile Division is one of the best in the world"

Competitive Information

LD is new to the market (last 2-3 years). They acquired a small handset manufacturer are are focused on making some of the most technologically sound mobile devices available.

Pricing Information: Please see Attachments.

Attachments: pricing_info.xls (13 KB)

Products: LD 3890

Market Segments:

- ↑ EMEA
- ↑ NA
- ↑ APAC

Related SREQs:

- SREQ0038:Display time for up to 3 time zones.
- NEW SREQ0047:Polarizing filter option to lense
- SREQ0054:Increase Battery Life, Standby Time to >= 100 hours

Element Information



Win/Loss Analysis

Resultados de una evaluación/entrevista se incorporan y pueden analizarse

Display > Win / Losses Workspaces | Home | Preferences | Sea

Competitor Products

Extravagant 645			225,000
LD 3890	1,500,000		3,000,000
Miki 1240	1,500,000		
Miki 2340	100,000		
Playful 8250	200,000		150,000
PPT 2290	1,500,000		225,000
Sophisticated M87			3,000,000
Sophisticated M89x	100,000		3,000,000
Sophisticated MK40	200,000		5,000,000
Sporty 40P			150,000
			225,000
			3,000,000

Status

-

Win

Loss

Norfone 2007-12-14

General Information	
ID	W/L0001
Title	Norfone 2007-12-14
Customer	Norfone
Status	Win
Description	
Related Qualities	<ul style="list-style-type: none"> ↑ Performance ↑ Scalability ↑ Extensibility ↑ Style
Our Product	↓ Gizmo G800
Competitor Products	<ul style="list-style-type: none"> ↓ Playful 8250 ↓ Sophisticated MK40
Market Segments	<ul style="list-style-type: none"> ↑ EMEA ↑ Telecom
Value of Account	\$200 000
Customer Revenue	<p>Customer</p> <p>Norfone</p> <p>Total Revenue \$1 550 000</p>
Related SREQs	◆ SREQ0058: Built-in Belt Clip
Interview Template	
Element Information	



User & Buyer Personas

Documentar perfiles y público objetivo

Mountain Biker

Persona Definition

Details

ID	020
General Goal	To keep in
Persona Type	User Bu
Influenced By	Hardy:S
Top of Mind Issues	Bad weathe
Pains	Bad weathe
Needs	Robust cha
Qualities	↑ Extensib ↑ Usability ↑ Flexibilit
Problems Resolved	
Buying Habits	
Organization Size	Small
Geographical Market Segments	↑ EMEA ↑ NA
Industry Market Segments	-
Related SREQs	NEW SREQ00 SREQ00
Additional Information	
Frequency of Use	High
Level of Expertise	Medium
Education	Mixed
General Computer Proficiency	High

Asian Youngster

Persona Definition


Details

ID	015
General Goal	To express herself, and be respected by
Persona Type	User Buyer
Influenced By	-
Top of Mind Issues	Always cool
Pains	
Needs	
Qualities	↑ Durability ↑ Price ↑ Extensibility ↑ Flexibility ↑ Performance
Problems Resolved	
Buying Habits	Buys a new phone every 5 months.
Organization Size	
Geographical Market Segments	↑ APAC
Industry Market Segments	-
Related SREQs	SREQ0018:SMS Notification SREQ0034:Increase number of avail SREQ0039:Key chain carrying case SREQ0044:Voice mails as e-mails SREQ0045:Internet access support SREQ0046:Text messaging support SREQ0054:Increase Battery Life, Sta SREQ0055:Increase Battery Life, Tall SREQ0056:Increase internal RAM to :

Gadgeteer

Persona Definition

Details

Persona's Name	Earl
Title	Gadgeteer
Persona's Description	Earl is single and has a 20KUSD hifi with electrostatic speakers at home, he has a watch with 200 functions and would have a scarce social life if it wasn't for Internet. Everytime you meet him he will have a new gadget that you can't stop him from showing you and explaining all the cool features of.
Age	35
Gender	Male
Persona's Picture	

Details

ID	019
General Goal	To get his hands on a prototype phone to show off with.
Persona Type	User Buyer
Influenced By	-
Top of Mind Issues	
Pains	



Requirements Capture

Peticiones de mejora, incidencias, requisitos técnicos en un repositorio único

The screenshot shows the IBM Rational Software Conference 2009 interface for Requirements Capture. It consists of three main windows:

- Left Window (Tree View):** Displays a hierarchical tree of features. The tree is organized into folders: Existing Features (4/60), My Unique Features, Competitor Uniques Features, and Common Features. The 'Common Features' folder is expanded, showing a list of requirements such as '002:Weight <= 3 oz', '003:Weight <= 4 oz', '004:Weight <= 5 oz', '005:Weight <= 6 oz' (highlighted), '006:Weight <= 7 oz', '007:Weight <= 8 oz', '008:Style = Flip', '009:Style = Slide', '010:Style = Bar', '011:Battery Life, Talk Time >', '012:Battery Life, Talk Time >', '013:Battery Life, Talk Time >', '014:Battery Life, Talk Time >', '015:Battery Life, Talk Time >', '016:Battery Life, Talk Time >', '017:Battery Life, Standby Tin', '018:Battery Life, Standby Tin', '019:Battery Life, Standby Tin', '020:Battery Life, Standby Tin', '021:Battery Life, Standby Tin', '022:Antenna type, Internal', '025:Network: GSM', '026:Network: CDMA', '027:Changeable faceplate', and '028:Connectivity: Bluetooth'.
- Top Window (Requirement Detail):** Displays the details for a specific requirement with ID 005. The title is 'Weight <= 6 oz'. The description is 'Weight <= 6 oz'. The products listed are: Gizmo G700, Gizmo G800, Gizmo GZ, Sophisticated M89, Sophisticated M89x, and Sophisticated MK40. The status is 'Reviewed'. The user requirements are '-'. The quality is 'Usability'. The owner is 'Admin', the creator is 'Admin', the created date is '2/26/06', the last changed by is 'Admin', the last changed date is '2/28/06', and the parent folder is 'Common Features'.
- Bottom Window (System Requirements):** Displays a tree view of system requirements. The tree is organized into folders: System Requirements (5/14), 01 - New, 02 - Reviewed, 03 - Implemented, and 04 - Verified/Completed. The '04 - Verified/Completed' folder is expanded, showing a list of requirements such as '005:Display image size 2592x1', '004:Display image size 2250x1', '014:Bluetooth Synchronization', '015:Infrared Synchronization', '016:Cable Synchronization', '017:Remote Connection Synch', '018:OMA Data Synchronization', and '019:Bluetooth wireless technol'.
- Right Window (Suggest contacts):** Displays the details for a specific requirement with ID 044. The title is 'Suggest contacts'. The description is 'The phone shall list the 5 contacts that the user has recently called or received calls from.'. The document attachment is empty. The links section shows a related user requirement '0051:Redial last call'. The requirement status is 'NEW New'. The allocated to is 'Buzz BusAnalyst'. The analysis time is '0', the implementation time is '0', the implementation date is '-', the documentation time is '0', the test case is '-', the test status is '-', the test method is '-', the verifier is '-', the verification time is '0', and the verification date is '-'. The comments section is empty.



Requirements Analysis

Imputar valoraciones sobre requisitos y analizarlos

The image displays two screenshots of the Focal Point software interface. The top screenshot shows a requirements analysis view for 'Gizmo Customer Value' with a horizontal bar chart comparing requirements across four stakeholders: Zotorola, Samsung, Quality Communication Corp., and Nokio. The bottom screenshot shows a comparison tool titled 'Which enhancement request is better with the product roadmap?' comparing two requests: 'Add ability to open Excel file from email' and 'Synchronize Calendar entries'.

Stakeholder Requirements Analysis (Top Screenshot):

Requirement ID	Zotorola	Samsung	Quality Communication Corp.	Nokio
4.0009: Increase internal RAM to 512 KB	100%	100%	100%	100%
4.0006: Increase Battery Life, Standby Time to >= 100 hours	100%	100%	100%	100%
4.0048: 3-way conferencing	100%	100%	100%	100%
4.0030: Text messaging support	100%	100%	100%	100%
4.0013: Voice activated volume control	100%	100%	100%	100%
4.0052: Polarizing filter option to lens	100%	100%	100%	100%
4.0059: Add up to 6 preset radio stations	100%	100%	100%	100%
4.0005: Belt clip	100%	100%	100%	100%
4.0039: Smoother corners	100%	100%	100%	100%
4.0054: Weight Less Than 2 oz	100%	100%	100%	100%
4.0041: Reduce menu selections by 50%	100%	100%	100%	100%
4.0042: Wireless keyboard access	100%	100%	100%	100%
4.0034: Close app feature	100%	100%	100%	100%
4.0056: Internet access support	100%	100%	100%	100%
4.0046: Undo	100%	100%	100%	100%
4.0035: Voice mails as e-mails	100%	100%	100%	100%
4.004: Add USB port	100%	100%	100%	100%
4.0058: AM Radio	100%	100%	100%	100%
4.0020: Wireless download of pictures	100%	100%	100%	100%
4.0029: Configure to display high priority emails on top	100%	100%	100%	100%
4.0011: Increase Battery Life, Talk Time to 10 Hours	100%	100%	100%	100%
4.0021: Ergonomic design	100%	100%	100%	100%

Comparison Tool (Bottom Screenshot):

Which enhancement request is better with the product roadmap?

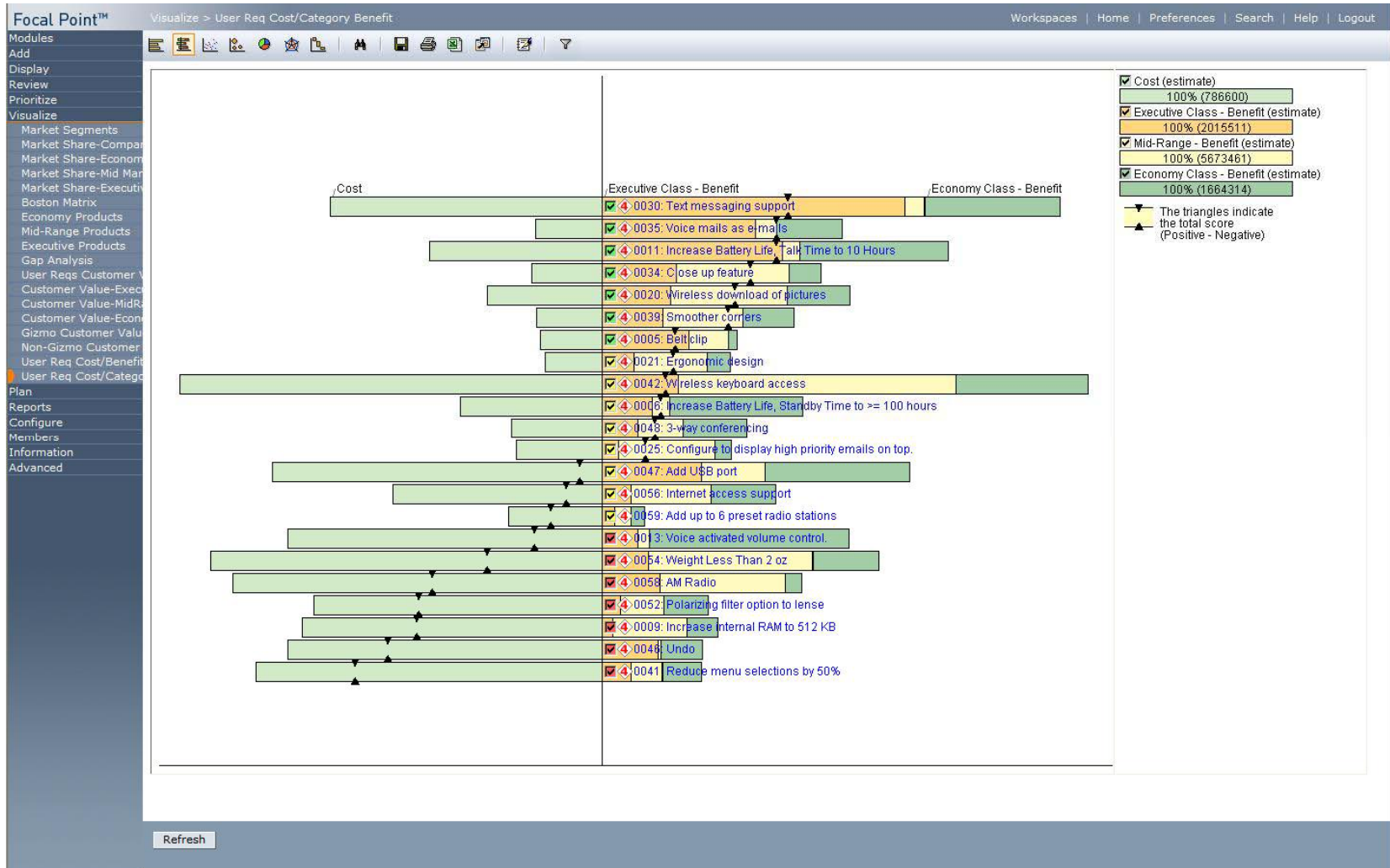
Field	Add ability to open Excel file from email	Synchronize Calendar entries
ID	33	SREQ0002
Title	Add ability to open Excel file from email	Synchronize Calendar entries
Type	Enhancement Request	Enhancement Request
Description	Many of our user receive Excel file via email. They should be able to open these files directly from their mobile phone.	Synchronize Calendar entries via blueberry.
Justification		Need to be up to date
Background Information		
Attachments		
Illustration		
Related URL		
Internal Comments	-	-
Stakeholder Comments	-	-

Completed: 9. Required: 10. Recommended: 15. Number of elements: 8. Comparison: 10.



Cost/Benefit Analysis

Evaluar productos, features o requisitos y determinar su viabilidad financiera



Release Planning

Organizar release considerando requisitos, recursos y tiempo

Plan > Gizmo G801 Plan Workspaces | Home | Preferences | Search | Help | Logout

Releases

Release	Start	End
Gizmo G801	11/13/05	3/31/06

■ Estimated to end earlier than end date
■ Estimated to end later than end date

Locked end date in current release **3/31/06**

Results

Title	Value
↑ Camera	<div style="width: 100%;"></div>
↑ Usability	<div style="width: 100%;"></div>
↑ Style	<div style="width: 100%;"></div>
↓ Duration	<div style="width: 100%;"></div>
↑ Mobile Comm.	<div style="width: 100%;"></div>
↑ Price	<div style="width: 100%;"></div>
↓ Cost	<div style="width: 100%;"></div>
↑ Performance	<div style="width: 100%;"></div>
↑ Accessories	<div style="width: 100%;"></div>

Saved plan value

User Requirements in Gizmo G801

User Requirement	Total Estimated Time	Rank
⚙️ 0010: Reduce power up time by 50%	610	2
⚙️ 0018: Do Not Disturb	680	6
⚙️ 0033: Zoom to 1.5x	145	7
⚙️ 0037: Adjust image size on capture	370	8
⚙️ 0063: Voice mail waiting indicator.	180	9
⚙️ 0012: Increase picture resolution to 5 megapixels	2440	14

User Requirements not in Gizmo G801

User Requirement	Total Estimated Time	Rank	Release

Resources

Weekly Capacity	Allocated / Total Capacity
886 h	4425 h / 17720 h

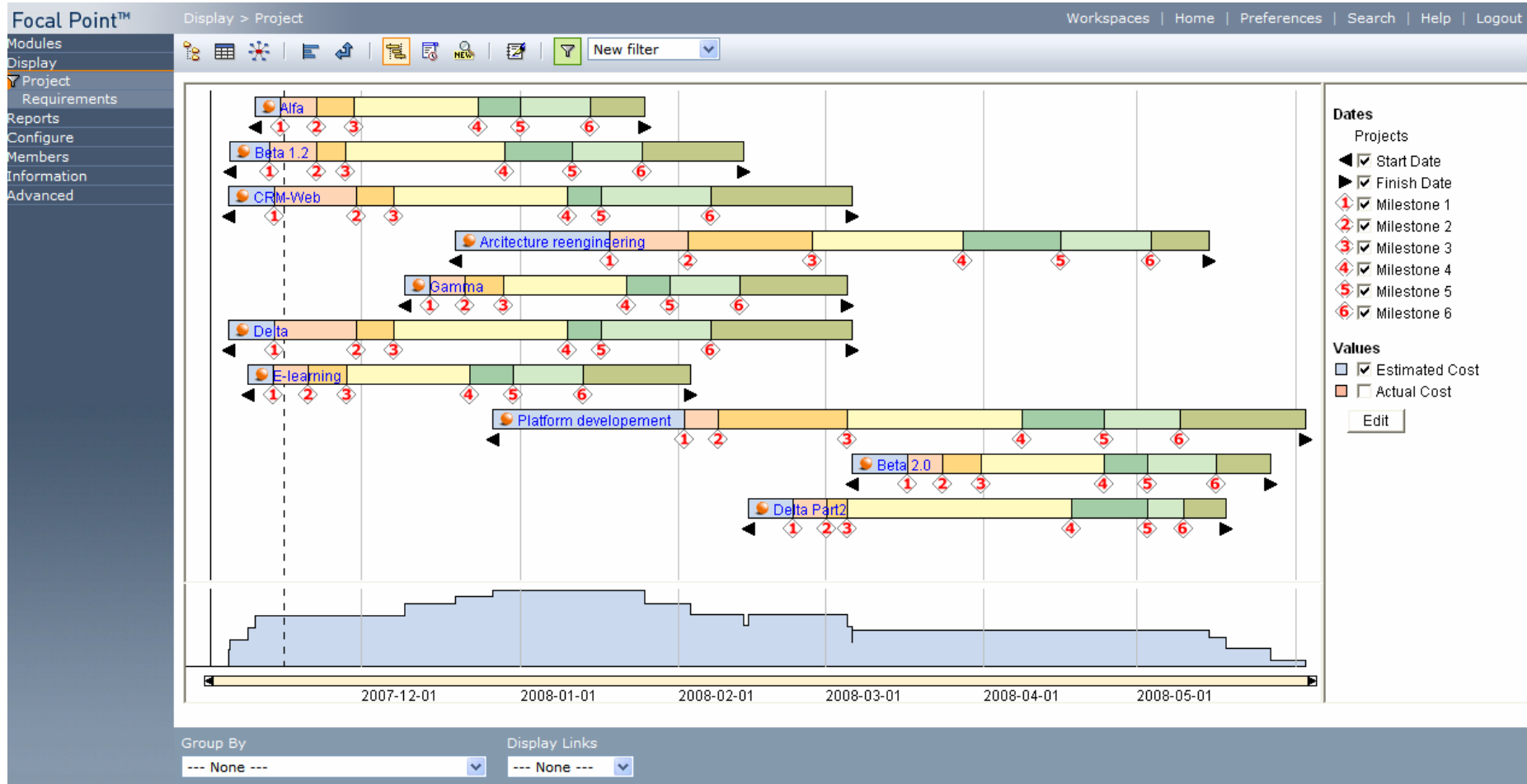
■ The resources are not fully utilized
■ The resources are over-utilized
■ There is time left in the release
■ There are more user requirements allocated than the release can hold

Auto Allocate Save Revert Clear Activate

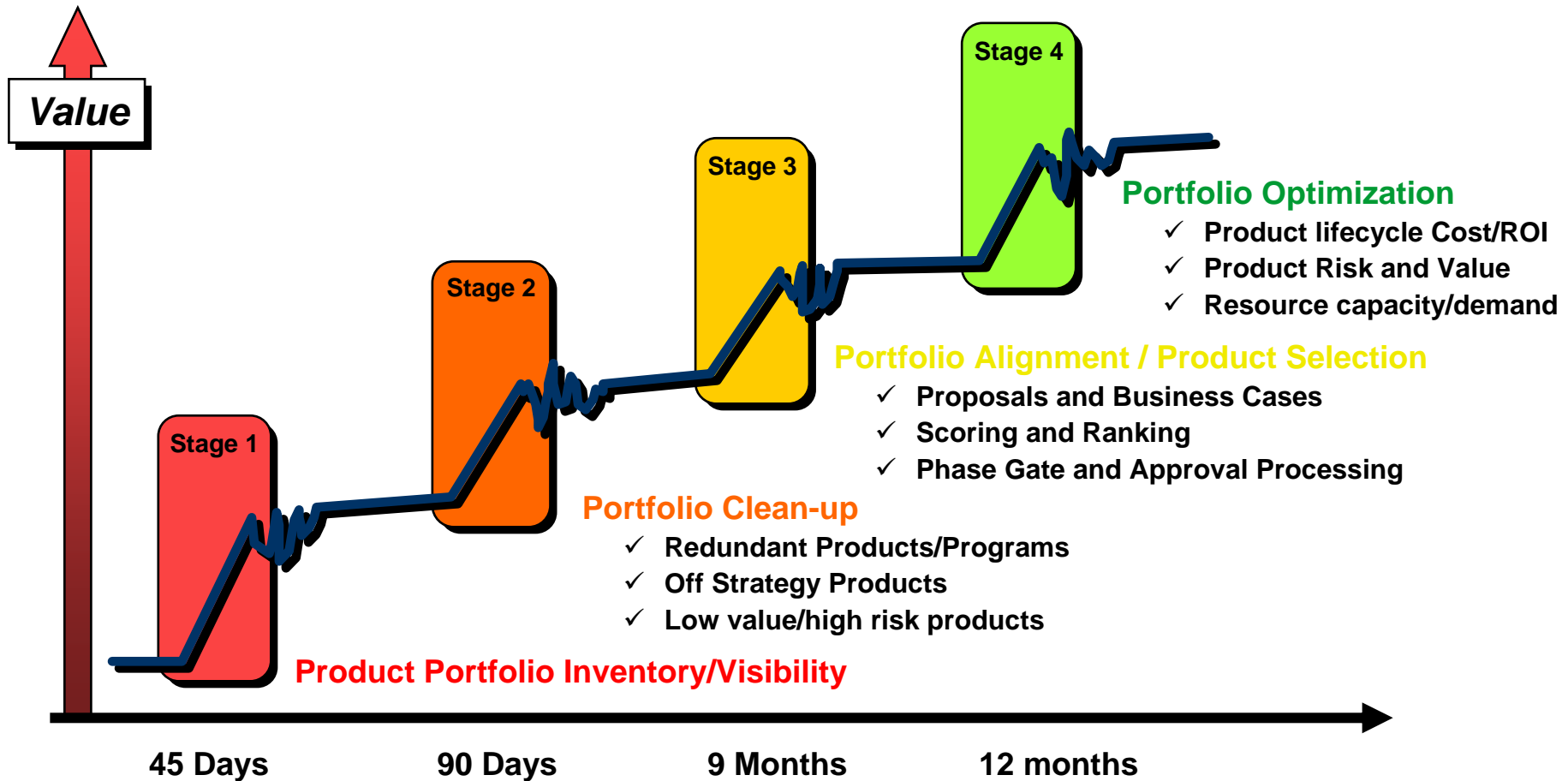


Release Milestones

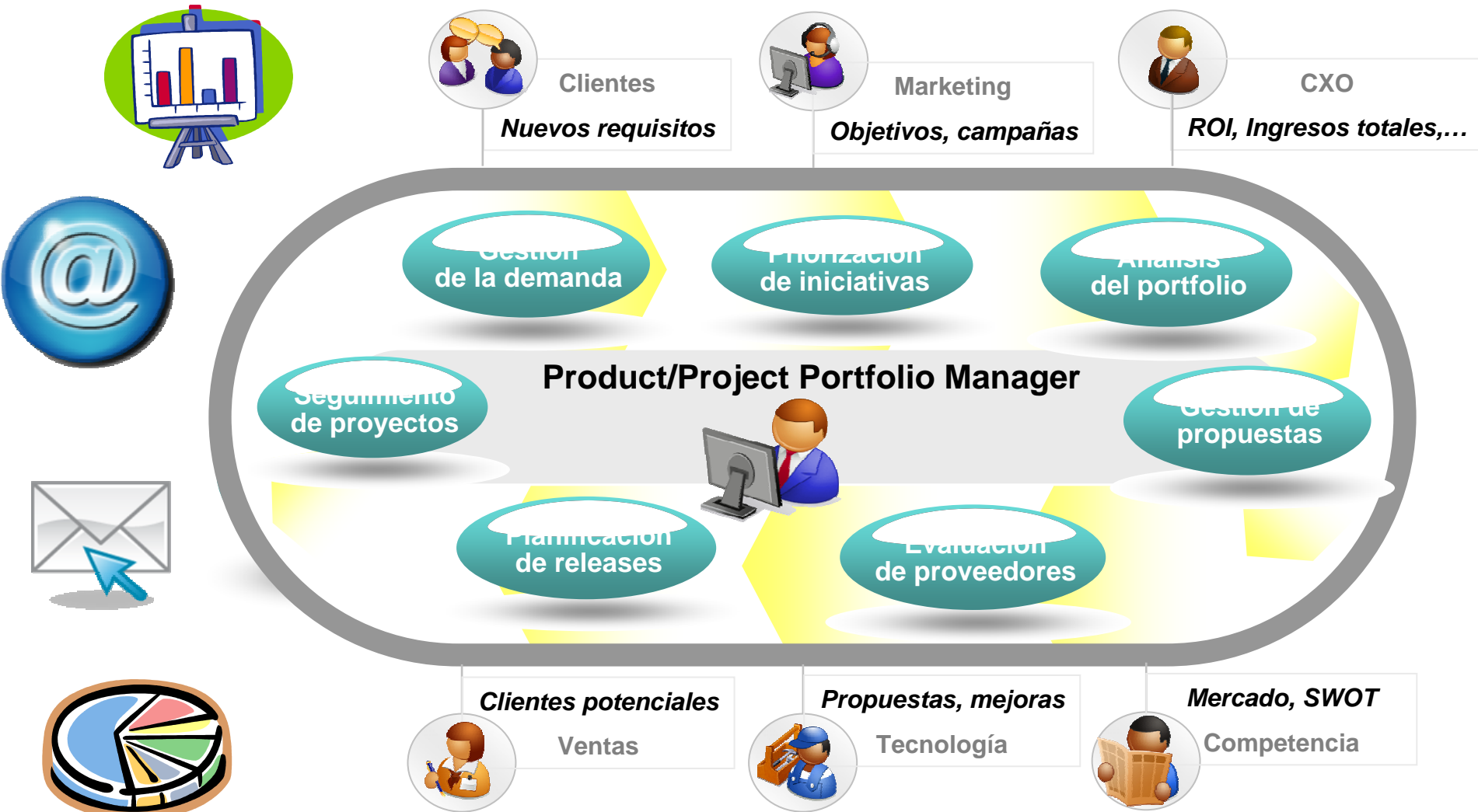
Campañas de marketing, roadmaps de producto, plan de releases, programas



Incremental Steps to Business Value



El día a día de un gestor de portfolios





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