



## Solving the Product Development Puzzle: *Who, What, Why, Where, When and How*

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As the leader of a product development, management, or marketing organization, you know all too well that it isn't easy to prioritize product requirements under shrinking market windows and budgets. To make matters worse, you operate in an environment where the only constant is change. How do you effectively stay on top of "who, what, why, when, where, and how" from concept to launch while navigating through complexity, diversity, and uncertainty?

Collaborative product development (CPD) brings pieces of the puzzle together through business strategy, work process, and software applications. Today, you see a broad spectrum of collaborative software ranging from email, wikis, content management systems, to cloud-based collaborative tools being used as part of the CPD process. Cloud-based solutions are gaining popularity as internal functional groups find it easy to work with one another as well as with partners and customers on the development of a product in real time – from any location.

So, here are three ways to help you increase efficiency and effectiveness as you manage products from concept to launch.

### **#1: Stay Current and Understand the Impact of Change**

How often do you attempt to keep all your stakeholders current on product requirements, priorities, issues, and discussions while changes continue at various levels of your organization?

Perhaps you are wondering if there's a more efficient way than using spreadsheets to track requirements and changes while using email to update stakeholders.

Or, perhaps you are a wiki or content management system user, and you are

### *The Product Development Puzzle*

- *Who is working on what, and who is notified when a requirement is changed?*
- *What is the impact of change on product/project scope, schedule, and the various stakeholders' objectives?*
- *Why is one requirement prioritized over another?*
- *Where are the files, issues, and discussions related to a specific requirement?*
- *When do you involve partners and customers in the development process and what information are they permitted to see?*
- *How do you evaluate a requirement and its impact on revenue?*

looking for a more effective way to share with your stakeholders the most up-to-date insight into how changes impact the project and objectives.

There is a systematic method to increase your product development efficiency and effectiveness – one which helps you gain visibility and control over every step of the process, from product definition and planning to execution.

As a starting point, stay current on your stakeholders: their roles, access rights, activities, and interactions. Stay current on every requirement and the contextual information (e.g., documents, notes, and discussions) as it relates to each requirement. By having the ability to view the evolving status of each requirement in real time and all the related content in context, you are empowered to make informed and timely product decisions by knowing how to answer questions like:

- How does each product or feature benefit customers, and what percent of the customer base will benefit from it?
- Does the product align with the overall corporate strategy?
- Do these product features provide a competitive differentiation?
- What trade-offs are we making by putting one product or a specific set of features ahead of the others?

## **#2: Keep Everyone on the Same Page**

Connectedness is key to keeping everyone on the same page at all times. It is about keeping stakeholders, requirements, updates, files and discussions connected – in context – throughout the product development process. If you are able to stay connected anywhere, anytime, you will have the most current, relevant knowledge to make the right product and requirement decisions.

Keeping stakeholders connected through real-time collaboration will provide you with instant and continuous feedback on the strategic value of your product vis-à-vis customer needs and corporate objectives. Based on that insight, you and your organization are better informed to make decisions on requirement prioritization and product launch timing.

Keeping requirements and related artifacts connected – also called traceability – gives you a complete upstream and downstream perspective of the product. With the ability to connect product requirements back to stakeholders' rationales and forward to corresponding design artifacts, use cases, test cases, and even defects, you have the full-spectrum capability to perform change impact analysis, compliance verification, regression test selection, and requirements validation. Through trace relationships you and your stakeholders can quickly assess change impact downstream and manage risk by minimizing errors and costly rework.

## **#3: Build a Secure Knowledgebase and Keep it Up-to-date**

You don't need to reinvent the wheel every time you create a product. Instead, build a knowledgebase that aggregates your stakeholders' collaborative experience and product development knowledge – continuously. Leverage this knowledge to fast-track your development.

If access to this knowledgebase is secure and controlled, all your internal and external stakeholders are able to collaborate while having the ability to view information that is relevant to their roles.

### **The Point?**

Using cloud-based tools to enhance your CPD process reduces errors in your product definition and planning while shortening development cycles with fewer iterations. The result is accelerated time-to-market, speeding your path to revenue growth with consistent, high quality products that are timely and relevant to your customers.

### **Next Step**

Avata Technologies Corporation invites product development, management, marketing professionals and leaders to learn more about solutions for solving your product definition, planning, and execution challenges. Contact Avata at [AskAvata@avatatech.com](mailto:AskAvata@avatatech.com) to discuss how you can accelerate product development using a cloud-based CPD solution.

### **About Avata**

Avata Technologies Corporation is an on-demand collaborative product development (CPD) software innovator. The company's mission is to empower every member of the product development, management, and marketing organizations to speed new product development while reducing risk – by providing a structure to guide stakeholders through the process, from product definition and planning to execution. Avata CPD is the next-evolution of product development tool designed to put you on the path of revenue growth, by helping you and your stakeholders succeed in:

- Prioritizing Requirements: staying current on requirement changes and impact of change;
- Reducing risk: keeping everyone on the same page to minimize errors and costly rework;
- Shortening development cycles: leveraging collaborative knowledge and best practices.



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