

## Title: **Developing the right products for the right markets, at the right time** IBM Rational Focal Point

Hello and welcome to the IBM Rational Focal Point demonstration showing you how to develop the right products for the right market, at the right time.

Developing the right products for the right market at the *right* time is no simple task. That is where IBM Rational Focal Point comes in... a configurable, web-based product and portfolio management solution that links strategy to execution. During this demo, we'll show you how Focal Point helps promote successful products by helping product teams and stakeholders focus on what is most important to your customer and to your business.

Because product requirements can come from multiple sources – including customers, prospects, sales reps, and market analysts – tracking and managing this information is a constant challenge. Focal Point enables product managers to organize requirements in a single, central repository via a web browser. Here, you can see all of the requirements, the products, and customers they're intended to support, as well as the status.

Taking a look into a requirement shows details like the description, customers, qualities and market segments. Updating requirement information takes very little time. For example, if we wanted to add China as an additional market segment, it only takes a few seconds.

Another way to view the requirements, would be to use a filter to focus on just the requirements we're most interested in.

If someone's not using Focal Point but needs access to Focal Point information, standard reports, like the Market Requirements Document, enable you to share product information with others.

Focal Point makes it easy to deliver value by visualizing the costs and benefits for groups of requirements, and prioritizing them by both qualitative and quantitative information. Variable metrics allow you and your customers to rank product ideas by how much benefit they would deliver, such as the value delivered to types of users. In this case, text-messaging support is the most valuable feature for the executive class of user. Those with the greatest benefit for the configurable categories are automatically sorted to the top.

With just a few clicks, you can factor in additional categories to analyze their effect on benefit ranking – such as analyzing the value to all types of users. Now, when considering all users, Text Messaging Support drops to the second most valuable feature, and Wireless Keyboard Access is the most valuable.

When cost is factored in, the system automatically revises the ranking and calculates the overall benefit versus cost to produce a net benefit or total score as indicated by the triangles. With cost now in consideration, the most valuable feature is once again, Text Messaging Support; and wireless keyboard access, due to its cost, drops to the middle of the pack. The costs start to outweigh the benefits.

Color-coded icons help you determine the status of the requirement in the workflow. In this example, these requirements fall into stage 4, Ready for Selection.

Focal Point's interactive criteria weighting allows you to see how adjusting the weight of one or more metrics impacts the overall ranking. Adjust the weighting to benefits or costs for clear insight into the overall impact on the scenario analysis. Then, lock a value in place for independent adjustment of additional factors.

In order to make sure you deliver the most value to your customers and minimize costs, remove requirements with the lowest value. Here, de-selecting the bottom requirements reduces costs to 49%, but still allows high value features to be included. Using the visual graph and scenario tools, you can quickly create a list of relevant product features and determine which ones should be included in your next product release.

When it's time to plan your product release, the graphical visualizations provided by Focal Point make it simple to decide what to build. To optimize the product value of each specific release, simply view the user requirements that are satisfied by each release and how they relate, and view their current status in that product release.

Analyze any number of different scenarios, such as how cost accumulates throughout the release schedule. Notice that in this staggered release, cost spikes and could exceed your budget. To manage cost planning more effectively, simply edit the release plan and move the releases and phases. You can also measure different factors for each release, like total headcount hours, to perform resource demand and capacity planning. Because product development is a trade-off between competing objectives, Focal Point helps you choose the best trade-offs to ensure that you are developing products that maximize customer value.

With its unique product planning and management capabilities, Focal Point promotes successful product development by keeping your entire product team focused on what's most important to your customers and your business.

For more information on IBM Rational's Product, Project and Portfolio Management solutions, please refer to the following resources.

Product, Project and Portfolio Management Page:

<http://www-01.ibm.com/software/rational/offerings/ppm>

Product Page: IBM Rational Focal point:

<http://www-01.ibm.com/software/awdtools/focalpoint>