Software Product Management

What first readers of "Software Product Management: The ISPMA-Compliant Study Guide and Handbook" say:

"Software-intensive products are at the heart of many businesses, so product management is a paramount business activity. But how can businesses be perfect at it? This book is the answer. It is your vade mecum for all product management topics and aspects."

Dr. Karl Michael Popp, Chief Product Expert and Director Corporate Development, SAP SE, Walldorf, Germany.

"A book that goes beyond platitudes and offers concrete methods and frameworks to product managers working with software intensive product development. The authors have a sound footing in both practice, but also state-of-the-art research, and manage to combine the two."

Prof. Dr. Tony Gorschek, Blekinge Institute of Technology, Karlskrona, Sweden.

"By reading and applying the lessons from the new book "Software Product Management: The ISPMA-Compliant Study Guide and Handbook" (by Hans-Bernd Kittlaus and Samuel A. Fricker), you will gain strategic advice, practical techniques, and great insights into how to accelerate software product management (SPM) success. These practices and methods will be useful to executives and practitioners in this demanding area—and those who aspire to a level of software excellence—in both their current jobs and future careers, as they work to help organizations deliver superior value and effective software solutions to a world of increasingly demanding customers."

Michael Eckhardt, Managing Director, CHASM Institute, Palo Alto, California, USA.

"Call her/him a linchpin, a rudder or even a conscience keeper, the role of Software Product Manager (SPM) is extremely critical for the viability as well as sustainability of any software product business. This book is a "must read" as well as "must have", not just for every SPM but for all the key stakeholders and decision makers connected with a software product business. And for all the business leaders in the software services industry aspiring to extend their success into software product business, here's your definitive reference."

Haragopal Mangipudi, CEO, finUNO, Bangalore, India (fintech startup) (formerly Infosys SVP and Global Head of Finacle).

"Software has been turning into the dominating value driver in most traditional industries like automotive and banking. I recommend this book not only to software professionals, but also to managers in these other industries. It provides comprehensive structural and operational help how to set up and run product management of software-intensive products. Particularly fascinating are the authors' highly topical

ideas to extend the discipline of SPM into the management of industrial ecosystems to tackle the increasing complexity with an integrated consistent approach."

Wilhelm Gans, CTO, DSV Group (German Savings Banks Organization), Stuttgart, Germany (banking industry).

"This book provides a comprehensive and enlightening knowledge foundation for both practitioners and researchers in the increasingly important domain of software product management."

Prof. Dr. Björn Regnell, Lund University, Sweden.

"This compendium based on industry best practices provides a toolbox for software product managers and executives to ensure sustainable success of software products along their life cycles. The authors have vividly described the multi-faceted role of a software product manager—the mini CEO—and his embedding into the corporate organization. Special emphasis is put on areas relevant for SPM such as pricing models, legal aspects, ecosystem management and orchestration that are not covered too well in the available literature. A must-read for everyone interested in the software business aspects in all industries."

Michael Conrad, Director Portfolio Management, AVL List GmbH, Graz, Austria (automotive industry).

Praise for "Software Product Management and Pricing," Hans-Bernd Kittlaus' previous book which continues to be the only extensive publication on software pricing:

"These two seasoned practitioners have masterfully distilled the essence of the software business and the art and craft of the increasingly important and challenging field of software product management. Worthwhile to any who want an appreciation of the evolving world of product management, seasoned veteran and new entrant alike."

Richard Campione, Senior Vice President, Business Suite Solution Management and CRM On Demand, SAP, Germany/USA.

"Mr. Kittlaus and Mr. Clough have used their considerable knowledge and experience to succinctly lay out the value chain that is essential to the development of a financially healthy software company. If you want to understand how to turn software technology into a long-term profitable company this is the book to read."

Paul Kaplan, Vice President, Worldwide Enterprise Software Sales, Software Group, IBM, USA.

"This book on Software Product Management and Pricing is the first book that treats the business of software in a systematical way. Although software products were already shipped in the seventies of the last century, there are hardly any books providing an overview of all issues a company faces when playing a role in this industry. Product management and pricing are key processes, and this book informs the reader of the essentials. It is a must-read for anyone involved in software products, be it in business or in research."

Prof. Dr. Sjaak Brinkkemper, Information and Computing Sciences, Utrecht University, Netherlands.

Hans-Bernd Kittlaus • Samuel A. Fricker

Software Product Management

The ISPMA-Compliant Study Guide and Handbook

Springer

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Preface

The authors are very grateful to all our contributors without whom we would not have been able to write a book as comprehensive as this. Here is some information on authors and contributors:

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Hans-Bernd Kittlaus is the owner and managing director of InnoTivum Consulting (www.innotivum.com) and works as consultant, interim manager, and trainer for software organizations, in particular in the areas of software product management and organizational aspects of software organizations. Before, he was Director of SIZ GmbH, Bonn, Germany (German Savings Banks Organization) and Head of Software Product Management and Development units of IBM. He has published numerous articles and books, e.g., "Software Product Management and Pricing—Key Success Factors for All Software Organizations," Springer, 2009. He is Diplom-Informatiker, ISPMA Certified Software Product Manager, Certified Scrum Product Owner (CSPO), Certified PRINCE2 Practitioner, and member of ACM and GI. Hans-Bernd lives near Bonn, Germany. He is a founding board member and current chairman of ISPMA. Contact: www.innotivum.com, email: hbk@innotivum.de, Blog: www.innotivum.com/publications/spm-blog/

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