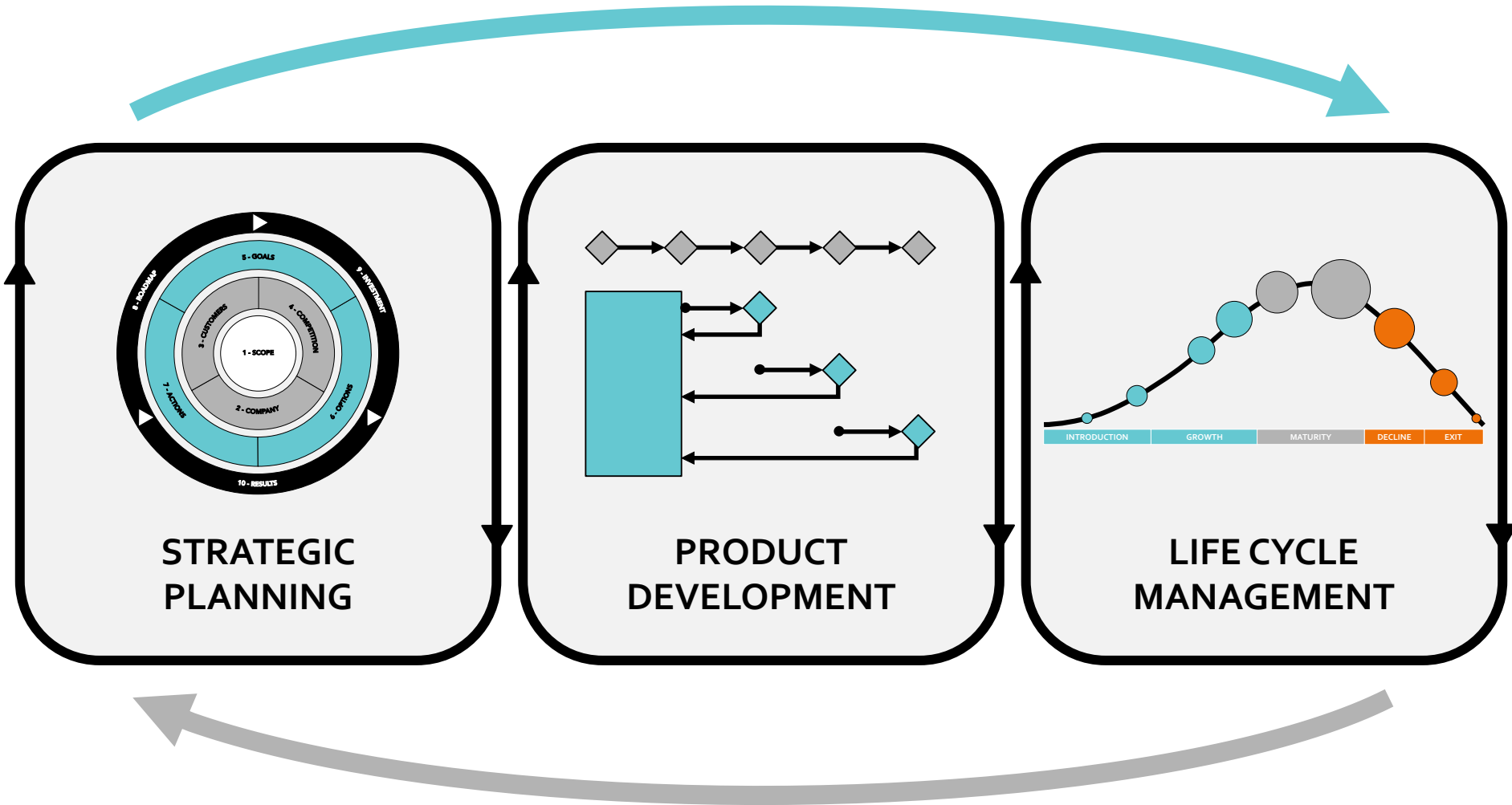
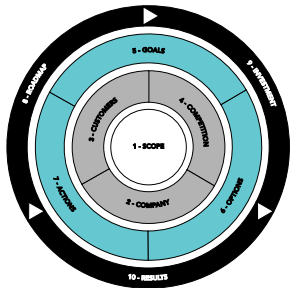


Product Management Framework



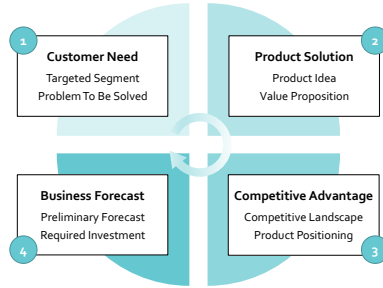
Four Key Product Management Disciplines

STRATEGIC
PLANNING



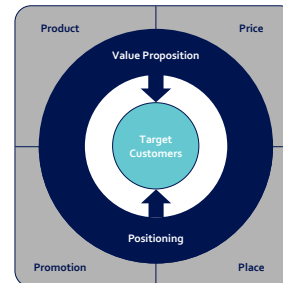
Strategy
Development

PRODUCT
DEVELOPMENT

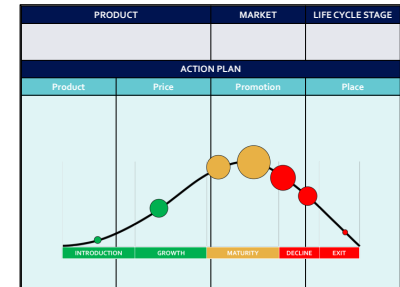


Business Case
Development

LIFE CYCLE
MANAGEMENT



Go-To-Market
Planning



Life Cycle
Planning