

product

focus

Product Management Training Case Study  
**Airwave Solutions**

Product Management and  
Product Marketing training  
for Telecoms & IT



*“The Product Focus Product Management Training programme was a major success – 90 percent of attendees rated the training as either ‘good’ or ‘excellent’ in the post-course feedback – we are now planning future courses.”*

## **Product Focus was asked to run an on-site product management training courses by Airwave Solutions.**

The goal was to build a common language and understanding around product management and product marketing following a re-organisation within the business.

Airwave deliver communications services to the UK police, fire and ambulance services as well as more than 150 other organisations. At the core of these services is Airwave's TETRA network, a highly secure and resilient network designed for the emergency services.

Twelve delegates attended the 3-day **Product Management and Product Marketing for Telecoms and IT training** course in November 2010.

The training was sourced by Iain Todd who recently took over management of the product management team following a re-structuring of the business.

"Even though our market is quite specialised it's becoming increasingly competitive which makes it very important to get the most out of product management. With a new team and new organisational structure it seemed like a great time to review what we did in product management and get an update on the latest thinking and best practice."

"We chose Product Focus as they specialise in product management training for the Telecoms and IT industries. They had been recommended to my boss and seemed very credible based on the past clients and experience listed on their website."

"Product Focus delivered their standard 3-day course with many of the exercises tailored for us and based on our product set. The course covered the whole range of product management and product marketing topics and we were very happy with the content. The Pricing, Launching and Product Strategy modules were particularly useful as were the insights

the trainer brought from other parts of the industry."

"I came away with a long list of ideas and tools that I have been working through with my team. We are now considering a similar course for another part of the company. Overall, an excellent training course!"

"We can't afford to waste our training budget so we had to be sure that this would be good. Product Focus were extremely professional in their approach and gave us confidence from the start that they would deliver high quality training. I'm glad to say they delivered exactly what we wanted."

### **Quotes from delegates**

"Excellent mix of information and exercises – very enjoyable and informative."

"Well planned and well delivered with good use of relevant examples."

"Pricing Module was excellent, very useful and a major capability gap for me in Airwave."



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Product Focus are experts in product management  
and product marketing.

We provide private training for companies  
and public courses for individuals.

Our focus is Telecoms and IT and we work  
with some of the industries most successful businesses.

Our experience, journal and industry survey  
make us the leaders in our field.

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