

Product Taxonomy

- Companies with lots of products and services often have many different ways of talking about them.
- It's easy to get confused, which is where a Product Taxonomy can help (this is our version).
- A consistent understanding across the business means everyone knows what to sell, deliver and measure.

World class product management

Training | Resources | Reviews | Leadership Forum
 info@productfocus.com | www.productfocus.com



Product line

Used where there is a wide range of product configurations available that can be logically grouped.

Product bundle

A group of products and services that are offered for sale as a standard package. Usually has common attributes such as terms & conditions, support services, etc.

Product

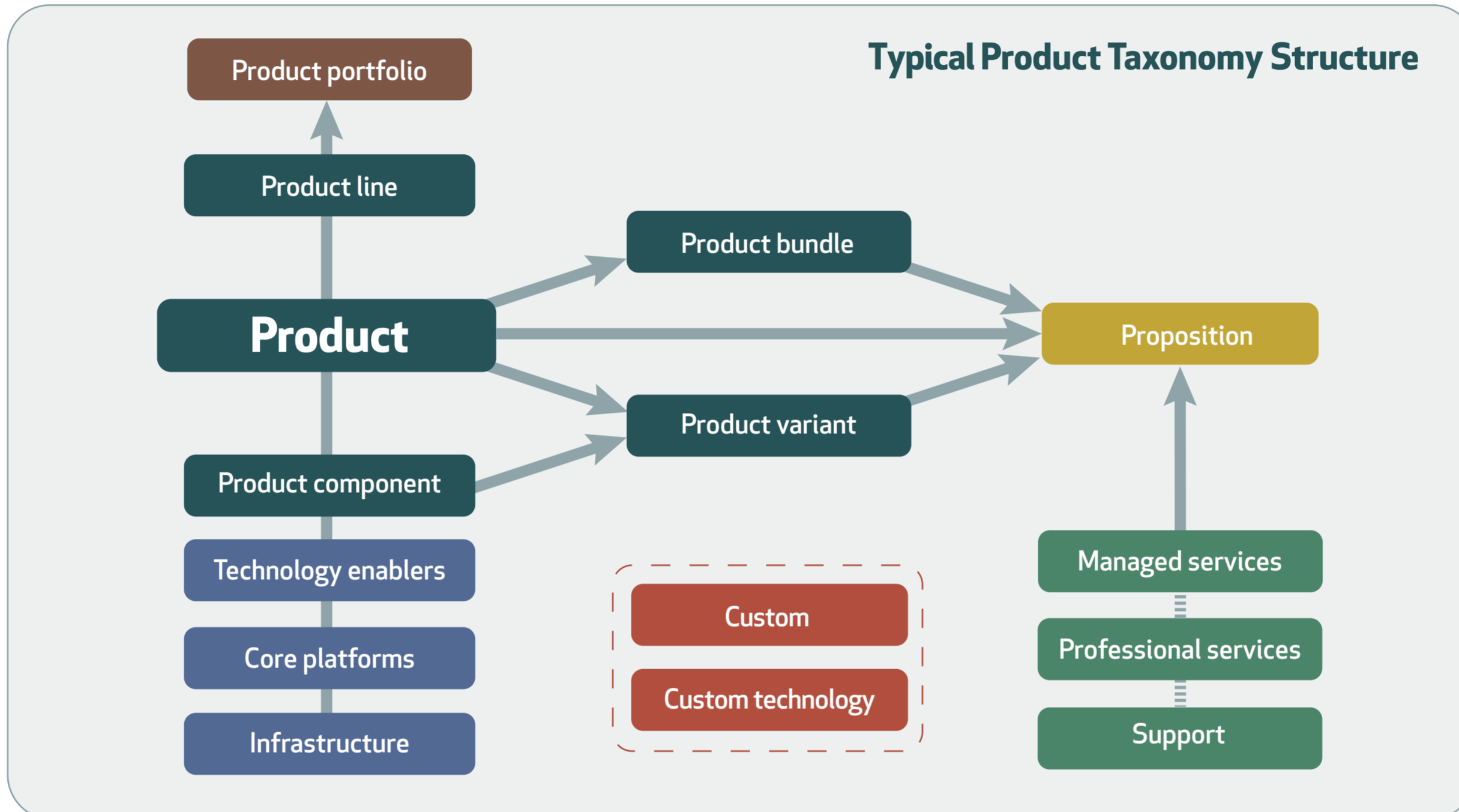
The primary offer at a product level. Normally customers will purchase and contract at this level.

Product variant

Adaptation or different technology needed to support local markets and addressing the same market problem. Local variants often mean that global capabilities cannot be fully leveraged.

Product component

Lowest level of visible product element from a customer perspective. Can be contracted/bought directly – but normally part of the product sale.



Product portfolio

Highest level of product grouping, e.g. of products and product lines. Also includes services where separately defined.

Proposition

Explains the value of the offering to a specific group of target customers (market segment) who have a problem or need. Also known as a "value proposition".

Managed services

Ongoing (for the customer) and repeatable services, often running for the contract duration such as an end-user help desk.

Professional services

One time (to customer) specialist services such as consultancy, deployment planning, audits, transition support, etc.

Technology enablers

Enablers are the capabilities required to deliver a product. May be specific to a product or shared but aren't sold directly to customers.

Core platforms

Underlying technology supporting a product such as a billing system or customer provisioning system. May be specific to a product or a common horizontal layer supporting multiple products.

Infrastructure

Underlying capabilities needed to support platforms, products and services such as hosting, networking and other IT infrastructure.

Support

Support and other elements provided by people that complement the delivery and operation of a product.

Who owns what?

Portfolios

Portfolio management is often done by the Senior Leadership Team or a dedicated product portfolio management team.

Propositions

Propositions may be developed by a dedicated propositions team or they will be the responsibility of product management or product marketing.

Products

Product elements are usually managed by the product management team which may be centralized or distributed in a multinational company.

Technology elements

Technology elements are usually owned by the development/IT team who architect and deliver enablers, platforms and infrastructure to meet the needs of the product.

Services

Services are typically owned by a mix of professional services and support teams who provide their service in support of a range of products.

Custom

Created specifically for a customer and not developed in a repeatable and reusable way. May be referred to as a "custom" or "bespoke" solution.

Custom technology

Technology or partner capability that is needed to complete a custom solution. Will need to be bought and architected into a specific solution for the customer.