Software product roadmap development

Case study

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(A division of Pythhos Technology LLC)

BA established a software development strategy and multiple product roadmaps for a global solutions provider

Client Background

- The client is a leading global solutions provider with deep capabilities in managed services, BPO, data center management, cloud services and management consulting among many other offerings
- The client wanted to gain a market based view of potential solutions to inform development for new categories of software. The company has aggressive revenue goals and wants to minimize the risk in development by adopting a market management approach. This was also the company's first major foray into software development and required a disciplined approach to draw distinctions between services capabilities and software functionality

Key Highlights

- BA conducted a multi-phased approach to evaluate create a market based stack that included an market based view based on customer pain points, an ecosystem view to understand emerging technologies and the company's internal view
- As a result of BA's work, the client was able to define its product strategy for multiple products with insights on "hygiene" functionality and "differentiators" that drive competitive value.
- The client also was able to understand how adopting recommended actions would improve the market positioning of the portfolio

Key Business Questions

1. What is the process for defining a market based view that drives software development priorities?
2. What are the industry pain points that drive use cases and how do pain points map to software functions?
3. What is happening in the competitive ecosystem in terms of emerging and innovative technologies and upstart competitors?
4. What are the priority software functions that need to be built and how do I differentiate?

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BA developed a process for product strategy development based on a "market-in" view of the product stack

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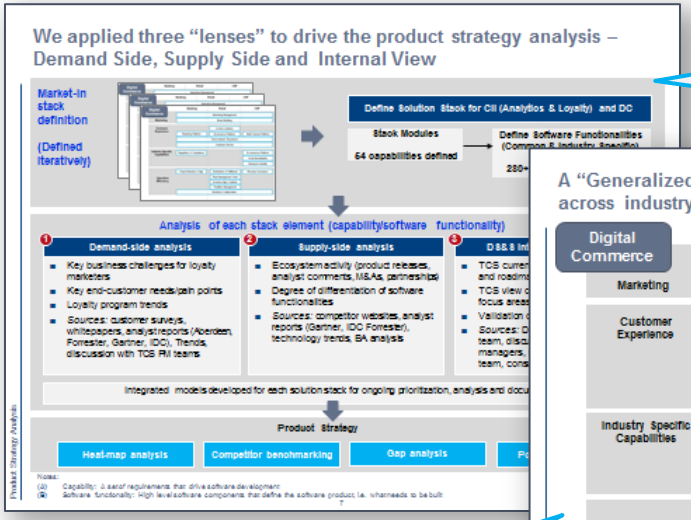
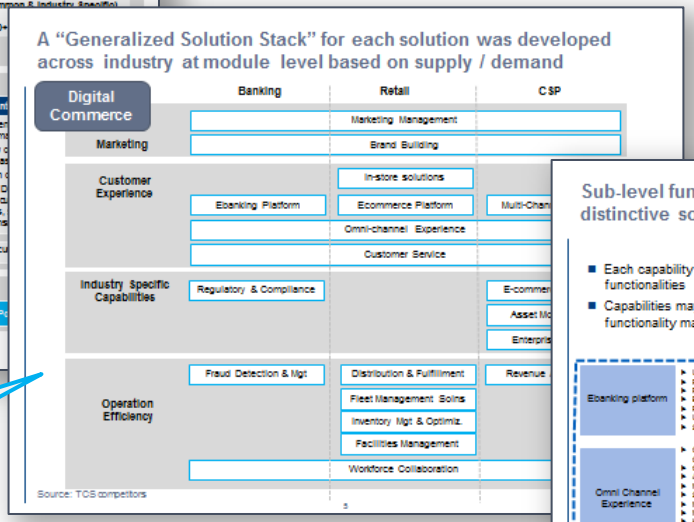
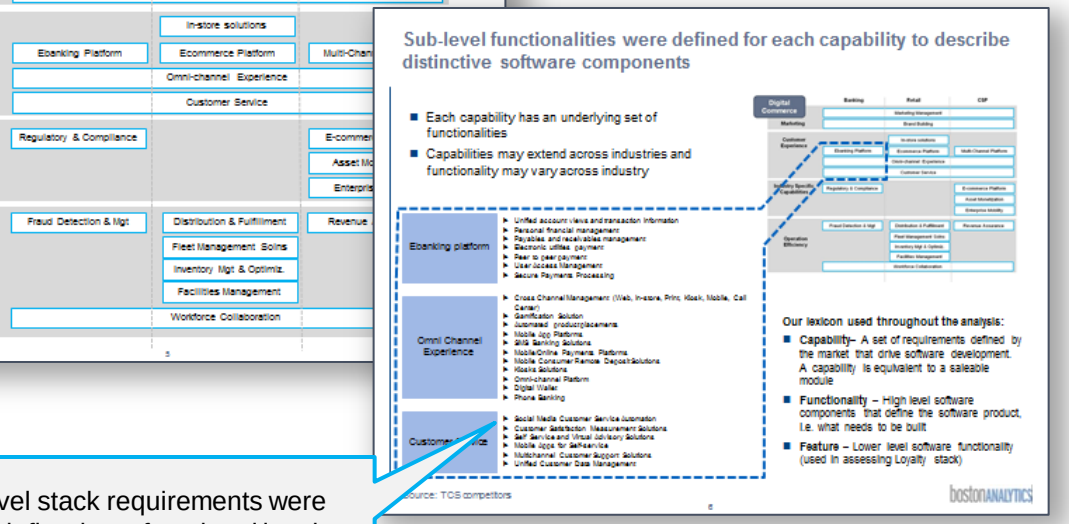


BA established a process to evaluate over 300 separate software functions across the portfolio





A market based stack emerged through extensive market and competitive research validated by subject matter experts

High level stack requirements were further defined at a functional level as the basis for analysis

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Customer pain points were identified across industry and mapped to functions that support product use cases

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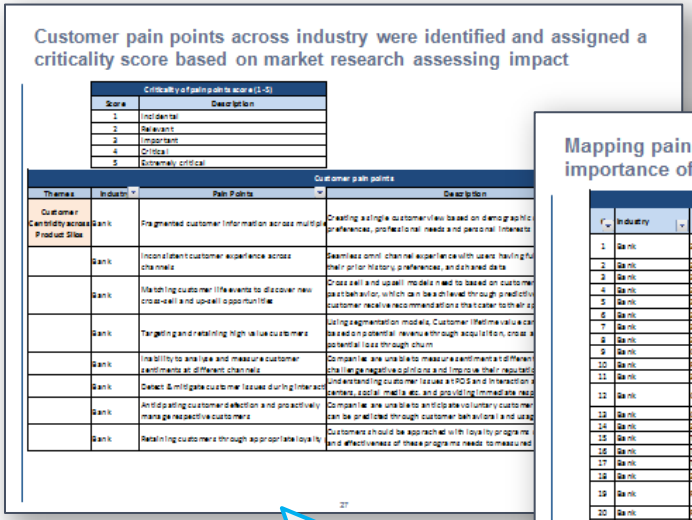
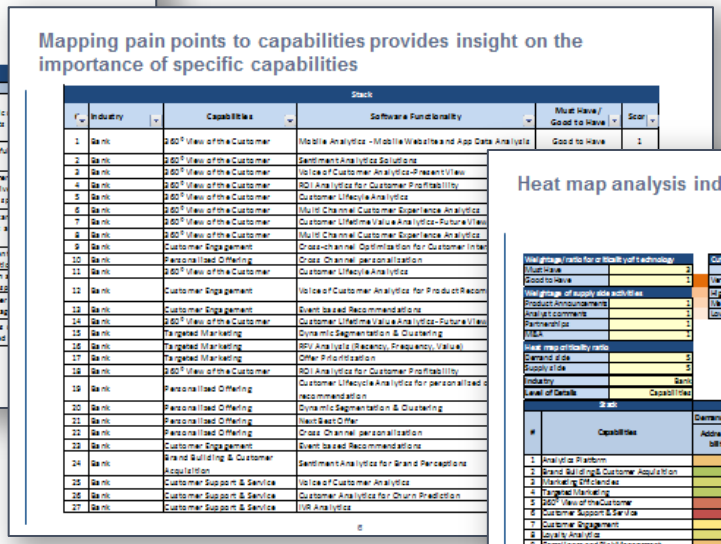
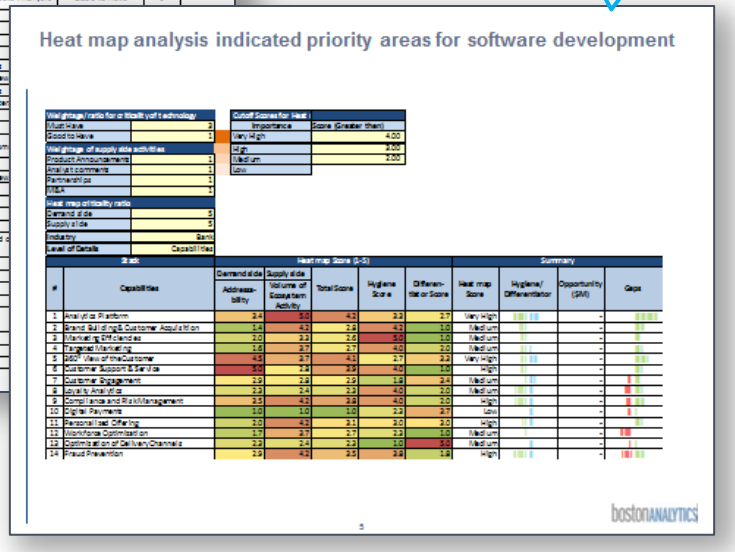


Pain points were assesses by their criticality across industry



Pain points were then mapped to the various functions that would drive solutions to address the pain point

Industry heat maps were created to establish the priority software functions driven by pain points



An ecosystem view of competitors provided insight on emerging technologies, competitors and areas of convergence/maturity

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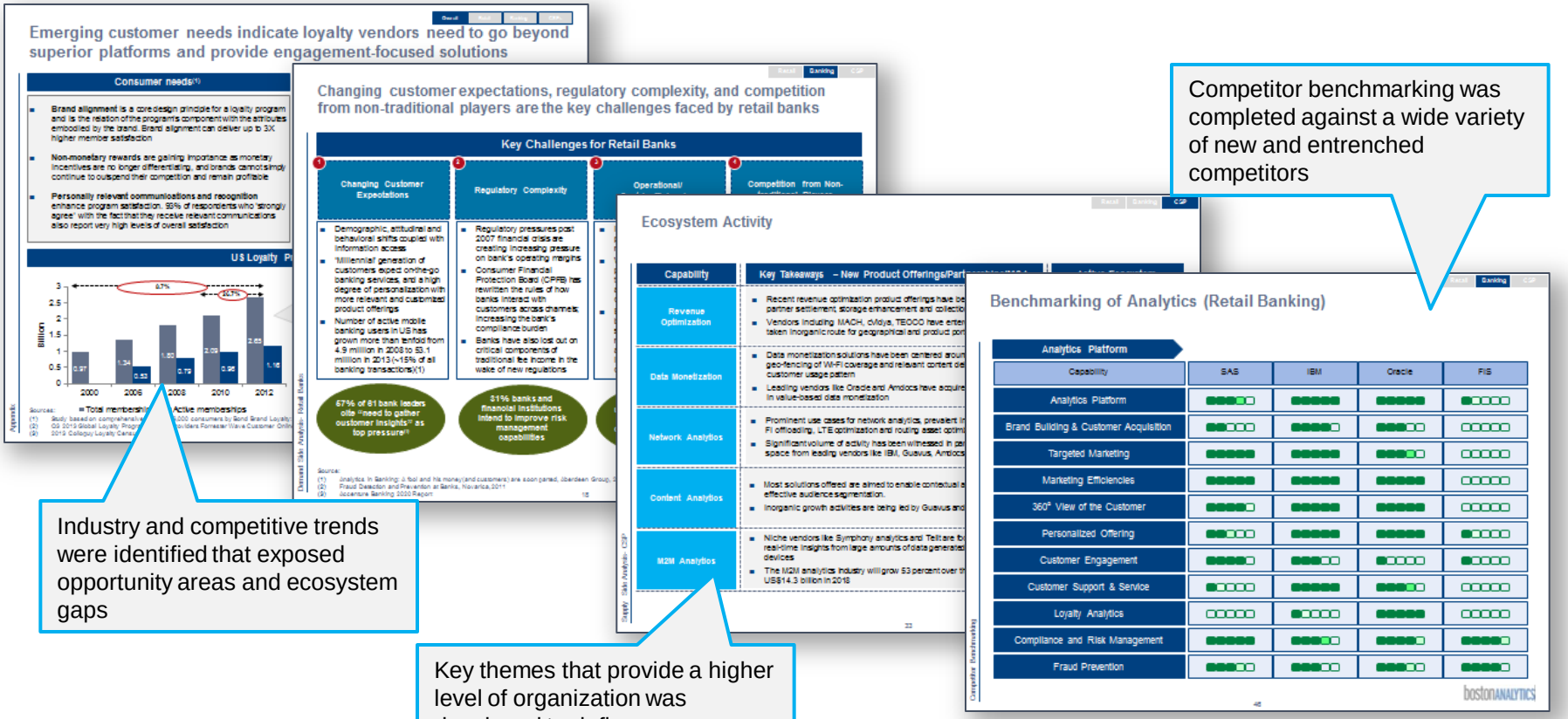

Competitor benchmarking was completed against a wide variety of new and entrenched competitors

Industry and competitive trends were identified that exposed opportunity areas and ecosystem gaps

Key themes that provide a higher level of organization was developed to define common functions across industry

Last, recommendations to identify differentiating functions and gaps in “hygiene” functions were prioritized to create product roadmaps

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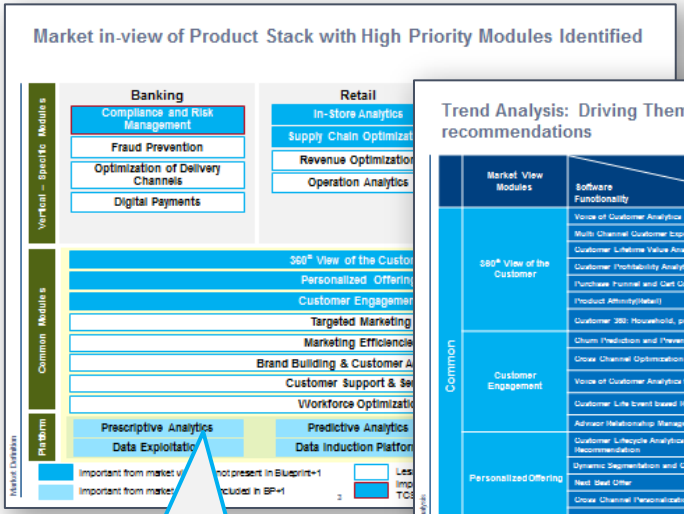

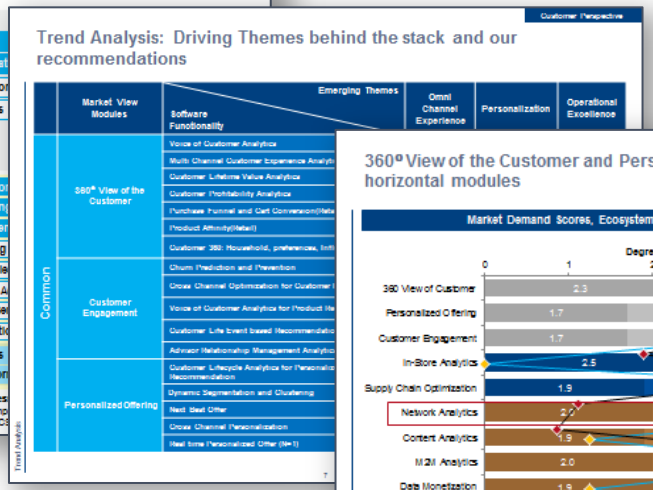

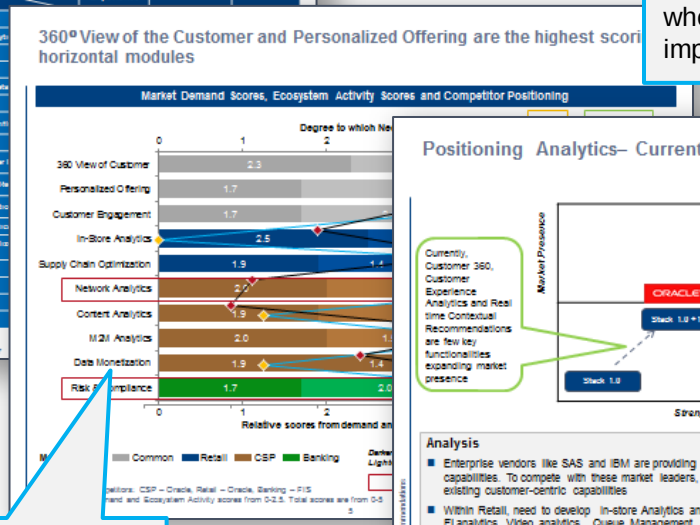

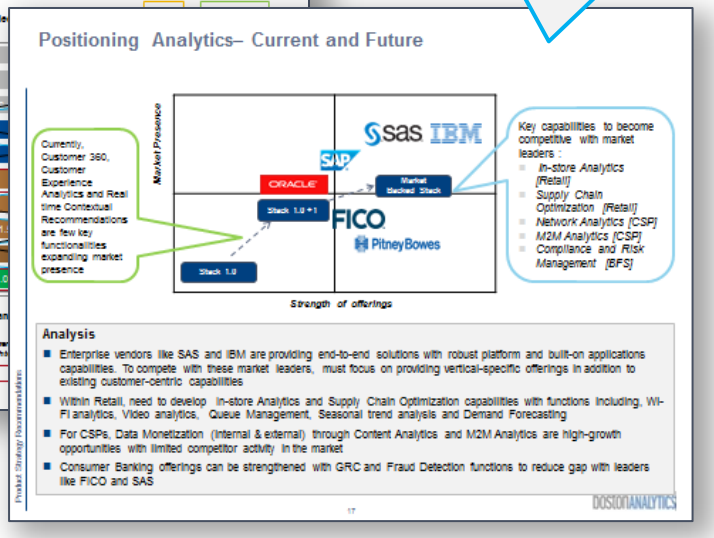

An overall product portfolio view was developed to determine likely competitive positioning when recommendations are fully implemented

Priority areas of the product stack were identified and prioritized for development

Priorities were also defined at an industry level with comparisons to leading competitors

For more information, please contact us at:

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