PRODUCT MANAGER

OBJECTIVE

Product Manager enables product managers to manage the definition, planning and development of a product portfolio aligned with product strategy. Product Manager supports strategic planning and product portfolio definition based on customer needs and market opportunities. It minimizes costs by maximizing reuse of existing assets and minimizing configuration complexity.

OVERVIEW

Product Manager helps product managers manage the conceptual and commercial aspects of complex products while maximizing the reuse of existing assets and minimizing configuration complexity and costs. **Product Manager** enables organizations to improve their overall global requirement management process by capturing the "voice of the customer" and translating it into product offerings that align with existing product capabilities.

With **Product Manager**, users manage the intake of customer and market requirements, manage a master feature-option dictionary with configuration rules, and define product variants that align to product portfolio strategies. This approach to product planning provides valuable input to R&D and operations enabling them to deliver products to market faster while minimizing design changes and development cost.

CAPABILITIES

Product Line Definition

Define and manage the company's portfolio of products using a graphical or structure approach. Define the proper product mix by using product lines, models and evolutions of the model. Define, manage and plan the list of mandatory features and configuration rules that all products within a product line must adhere to. Mandatory features are inherited by all products without compromising organization security. Allocate the proper mandatory features from product lines to models during the feature planning process.

Product Planning/Product Evolution

Before development starts, **Product Manager** is used to plan product evolutions ("product revisions") that meet market demands and incorporate new technology improvements that correspond to customer needs. Each product evolution includes the introduction of features and options for using a date range. Each product adheres to the mandatory usage of the master option dictionary defined by each product line. Companies can manage concurrently parallel product releases within the same product model.

Build Management

Product Manager can plan specific end-item builds for a given product. These builds can be for a specific configuration with assigned unit numbers, serial numbers, or SKU/PCU numbers.

Requirements Management

Product Manager enables organizations to improve the product definition process by capturing and tracking product requirements as the "voice of the customer" and track them for each planned evolution of the product. In addition, requirements can be linked to the objects that satisfy them, either configuration features, configuration options and/or logical. Product managers ensure full traceability throughout the entire development process to meet customer needs and functional requirements.

Requirements traceability maintains the linkages from the source of each requirement through its decomposition to implementation and verification. Requirements can be decomposed from high level requirements into individual detailed low-level requirements so that they can be partitioned and allocated to products and system components. While creating derived and decomposed requirements, design rationale can be captured to effectively maintain design decisions throughout the product lifecycle and provide traceability to the underlying foundation of the original designs.

Configuration Feature-Option Dictionary

Product Manager increases product definition integrity and design efficiency by establishing a single list of features and options with usage rules for all process domains to adhere. Seamless and immediate access to each model's option list is available to digital designers to configure their product structures. With **Product Manager**, users can establish a single configuration feature dictionary that enables configuration consistency across all configured structures.

Product Manager defines the configuration feature dictionary from a marketing perspective and Product Architect defines their features from an engineering perspective. Features and options are aligned together with mapping rules to bridge the gap between engineering and marketing.

Configuration Rules

Product Manager supports different kinds of rules to enable the desired behavior during the product configuration session. Simple and complex expressions are supported as well as a wide variety of rules such as "if-then," Boolean compatibility, marketing preference rules, and matrix rules. Matrix rules allow product managers to ensure valid feature-option combinations are properly selected during the product configuration session. Some product rules can be defined as mandatory at any level of the product hierarchy to enforce consistency and control the number of buildable combinations.

Product Configurator

The web-based product configurator helps define the standard product configurations that respond to specific customer requirements or company sales goals. The configurator consistently enables users to select options quickly from the list of features while evaluating all the compatibility and preference rules defined for the product. The result is only valid combinations of options are available for the user to select. The user experience grays-out invalid options and automatically selects other dependencies providing a consistent result independent of selection sequence. With **Product Manager**, users can rapidly create standard product configurations that meet specific markets or consumer's configurations called SKUs. When **Product Manager** is implemented with **Configuration Management** and CATIA® **3D**EXPERIENCE®, the user can configure a product with real time 3D visualization of the selected features and options.

BOM Generation

A multi-level EBOM can be generated based on a specific product configuration. During EBOM generation, users can preview the selected standard parts based on the selected configuration choices and replace standard part selections with custom parts to satisfy custom order demands. A precise BOM or a flat list of parts can be generated based on a specific product configuration for a build-to-order (BTO) business models.

Key Benefits:
- Bridge the gap between marketing requirements and engineering.
- Introduce a new product customization strategy that can react to changing market needs.
- Define customer and product requirements that will drive all product development functions.
- Improve customer satisfaction by ensuring that all requirements are delivered in products and services.

Issue Resolution and Change Management

As products enter the development phase of their project, changes are inevitable but too many changes are cost prohibitive. A cross-functional change process helps users to manage and respond to component changes systematically. **Product Manager** provides a choice of change management processes that provide immediate visibility to change requests while maintaining the integrity of the original reported problem to the internal resolution. This ensures proper orchestration of the change while enabling users to monitor progress and take appropriate informed decisions.

Collaboration & Approvals

Users can benefit from a wide range of capabilities for global enterprise collaboration. Those capabilities include the ability to manage and organize shared documents and structured product data. They also enable the creation of digital workspaces for virtual teams to work together. Users can easily raise issues, organize meetings and track decisions. Any object lifecycle modifications can be formally approved using routes defined by end-users or from standard route templates.

Microsoft Integration

Users can create and access **3D**EXPERIENCE data from the most popular Microsoft applications: Word®, Excel®, PowerPoint®, Outlook®, Windows Explorer, and Windows Desktop Search. This capability enables enterprise-level collaboration while not disrupting the established productivity of end-users. With product content being managed in **3D**EXPERIENCE rather than on users' PCs, organizations are able to create, manage and review product content more securely.

Our **3D**EXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3D**EXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes in all industries in more than 140 countries. For more information, visit **www.3ds.com**.

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