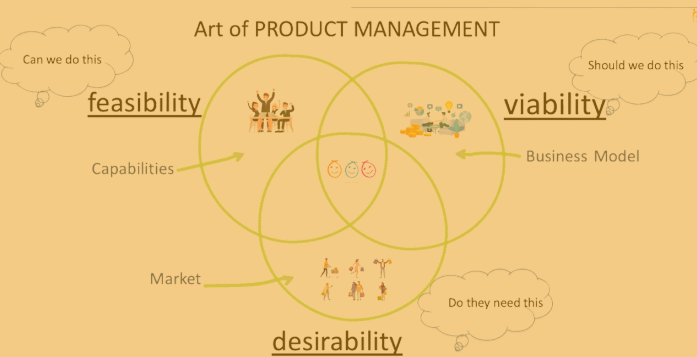




## ISPMA-Based Excellence Program & Certifications in Product Strategy

The primary objective of software product management is to achieve sustainable success over the life cycle of the product. Therefore the role of the software product manager is sometimes referred to as mini CEO of their product.

Software product managers are responsible for defining the strategy for their product (or platform or family) and for supporting and updating it over time. The product strategy describes how the product is supposed to evolve over this strategic timeframe



# SOFTWARE PRODUCT MANAGEMENT



# PARTICIPATION CORE SPM

# ORCHESTRATION

STRATEGIC MANAGEMENT	PRODUCT STRATEGY	PRODUCT PLANNING	PRODUCT DEVELOPMENT	PRODUCT MARKETING	SALES AND DISTRIBUTION	SERVICE AND SUPPORT
Corporate strategy	Positioning and product definition	Product life-cycle management	Engineering management	Marketing planning	Sales planning	Service planning and preparation
Portfolio management	Delivery model and service strategy	Roadmapping	Project management	Customer analysis	Channel preparation	Service provisioning
Innovation management	Sourcing	Release planning	Project requirements engineering	Opportunity management	Customer relationship management	Technical support
Resource management	Business case and costing	Product requirements engineering	User experience design	Marketing mix optimization	Operational sales	Marketing support



## About Faculty

**Haragopal Mangipudi (Hara)** is the Global board member of ISPMA, Chairman of ISPMA India Chapter, Founder guNaka Consulting, He teaches product management at IIMB, IITB, IIT Palakad, IIM Trichy. During his 20+ year product leadership, he was instrumental in building a world class "Made in India" software and set the path towards "India as a product nation". He is currently coaching, mentoring & training young product leaders, executives, managers & startup founders helping them build great product companies.



### Who should attend?

Software product managers who already have the SPM – The Foundation or SPM for Startup certificate or comparable experience of at least 3 years working as a product manager for software products.

### Why ISPMA based trainings?

ISPMA courses are comprehensive designed & developed by practitioners & experts in the product industry across globe. The program deepens the understanding of product strategy and the application in real-time environment over strategic timeframe. Personalised and customised trainings are offered to suit individuals/corporates requirement.

**Program Structure:** ISPMA SPM Excellence- Product Strategy Program comprises of following 10 modules (Detailed Structure in Annexure 1):

### Program Duration & Material:

3-4 days (Online) with 24 hrs of instruction with assignments  
Study material and presentations

Certification can be taken as a add-on with independent certifying agency iSQI

More details on: [SPM Foundation Certification](#)

**Cost of Training Program:** €1000+ 18% GST Per participant (Spl. India Pricing)

## Participants Speak:

- “ SPM is very well structured program which touches upon the different frameworks available to define, and deliver economically viable products. Overall a recommended course for anybody who wants to build a product mindset.   
Sr Product Manager, SAP ”
- “ “The SPM program provided me with an exhaustive and structured approach towards navigating a software product in both a fast-paced competitive environment and a complex corporation. Moreover, the course’s content was pragmatic in the sense that linked the theoretical learnings with real-life cases. On top of that, I personally appreciated the teacher’s pedagogical posture.   
- Consultant at Bain & Company, Brussels ”
- “ Software Product Management training from THE BEST, thank you very much Haragopal Mangipudi - **Product Manager, Ellucian** ”
- “ SPM Foundation course was an eye opener on certain key concepts like Product Manager (PM) as a Problem Definer Vs Problem Solver. The course helped us in developing Product Manager mindset, have a different outlook at data we have been looking at all the time. Course delivery by Hara is too good, great questions by the team and clear explanation by Hara helped everyone have new perspectives. The tools that Hara shared and trained us on is very good and valuable and can be directly applied in our work - **Anitha, HCL Technologies** ”

Video Testimonials: [Rajeev Banerji, Business Consultant Singapore](#)  
[Venkatraman Sriraman, Founder & CEO, E-vidyaloka](#)

### Abridged list of Corporate Clients:



## About ISPMA



The International Software Product Management Association (ISPMA) is a group of SPM experts from academia and industry that aims at fostering software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry. ISPMA provides a curriculum with Foundation and Excellence training modules and corresponding certification. For more information

For more details on syllabus & certifications: [www.ispma.org](http://www.ispma.org).



## Program Structure

DURATION: 3-4 DAYS (ONLINE), 24 HRS OF INSTRUCTION

1EU 1 Introduction and Foundations (1:30 h)

EU 2 Business models in software industry (1:30 h)

EU 3 Customer Segments & Value Proposition (2:45 h)

EU 4 Partnership & Software ecosystem (2:30 h)

EU 5 Channels (1:15 h)

EU 6 Competition & other alternatives (1:30 h)

EU7 Revenue Streams (2:30 h)

EU8 Cost Structure (2:00 h)

EU9 Business measures, KPI's, Risk Management (1:15 h)

EU10 Legal aspects (1:15 h)

## On Successful Completion of Training



## On Successful Clearance of exam



Certification can be taken as a add-on with independent certifying agency iSQI  
More details on: [SPM Foundation Certification](#)

## What You Gain?

- ✓ Deeper understanding of Product Strategy and the application in real-time environment over strategic timeframe
- ✓ Curriculum & content curated by global product leaders & experts
- ✓ Globally recognised certification (\*On successful clearance of the exam)
- ✓ Peer to peer learning opportunity
- ✓ Interactive live session with hands on assignments
- ✓ Personalised/customised training with mentoring/coaching from a product industry veteran
- ✓ Access to ISPMMA product community for continual learning

JOIN THE VIBRANT  
PRODUCT  
MANAGEMENT  
COMMUNITY

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