



CYBERSECURITY
GROWTH PARTNERS

Growing your cybersecurity business with industry leading products.

Product management services

"We offer a comprehensive suite of product management capabilities that will enable our clients to develop and rollout successful products."

Flexible service offerings?



Product manager for hire

Whether you need a permanent or temporary Product manager we offer highly motivated and experienced people.



Consultancy

We provide on-demand product consulting with a focus of improving your product management program.



Product workshops

Gain quick-to-use insights with workshops concentrated on product research, discovery, and validation services.

Why product management services?

Solve customer challenges

A product will be successful if it solves the proper customer challenge. We can help companies by targeting the appropriate market segment, interviewing, and understanding your customer's needs, quantifying, and prioritizing these needs, and mapping these needs to product features and roadmap.

Deliver financial results

A product business case forecasts the expected revenue, capital, expense, and profits. Sometimes there are assumptions in a case that may be inaccurate or overly optimistic, resulting in not delivering the expected financial outcomes. We can help by developing a business case that accurately estimates the market, uses a realistic revenue capture rate, presents complete capital and expense estimates, and considers the competition.

Products priced right

Establishing a price that is both competitive and covers product costs is more of an art than a science. Setting a price too high may result in not realizing the forecasted revenue or too low; the market may perceive it as low quality. We can develop a pricing strategy that considers the dynamic nature of the markets, an assessment of competitors' prices, and service costs.

High quality offers

Often, products do not meet the customer's expectations or deliver a poor customer experience. We can help by engaging customers at different phases of the development process to get frequent and direct feedback.

What is our approach to product?

“Accelerating business success using a defined product management approach and industry knowledgeable experts.”

Product management is a process that manages a product from the idea to the time to retirement and withdrawal from the market. Product managers are the general manager for the product leading cross-functional teams and are accountable for its success or failure. All successful products start with a good idea, a talented team, and a great product manager to fully realize the potential of that idea. Cybersecurity Growth Partners will be a valuable part of your product team successfully bringing new products to market.



Experts

Clients will receive a product manager with cybersecurity market, technology, and industry experience bringing successful products to market.

Engagement

Engagement with Cybersecurity Growth Partners is easy and starts with understanding your business challenges, what product management phase you are looking for assistance in, and the capabilities you want to productize. We will prepare a detailed statement of work detailing tasks, deliverables, and schedules to ensure that we deliver the project to your satisfaction.

