

16.1/6

TIM 105/205, LECTURE # 16

✓ - Review Product platform / product line process (see above)

✓ - Product platform & product management strategy
INTEL / Apple example

- Economic / Financial Analysis for product development

✓ - Return graded HW # 5

✓ - Project review → sign-up

✓ - HW # 7 (due Thursday)

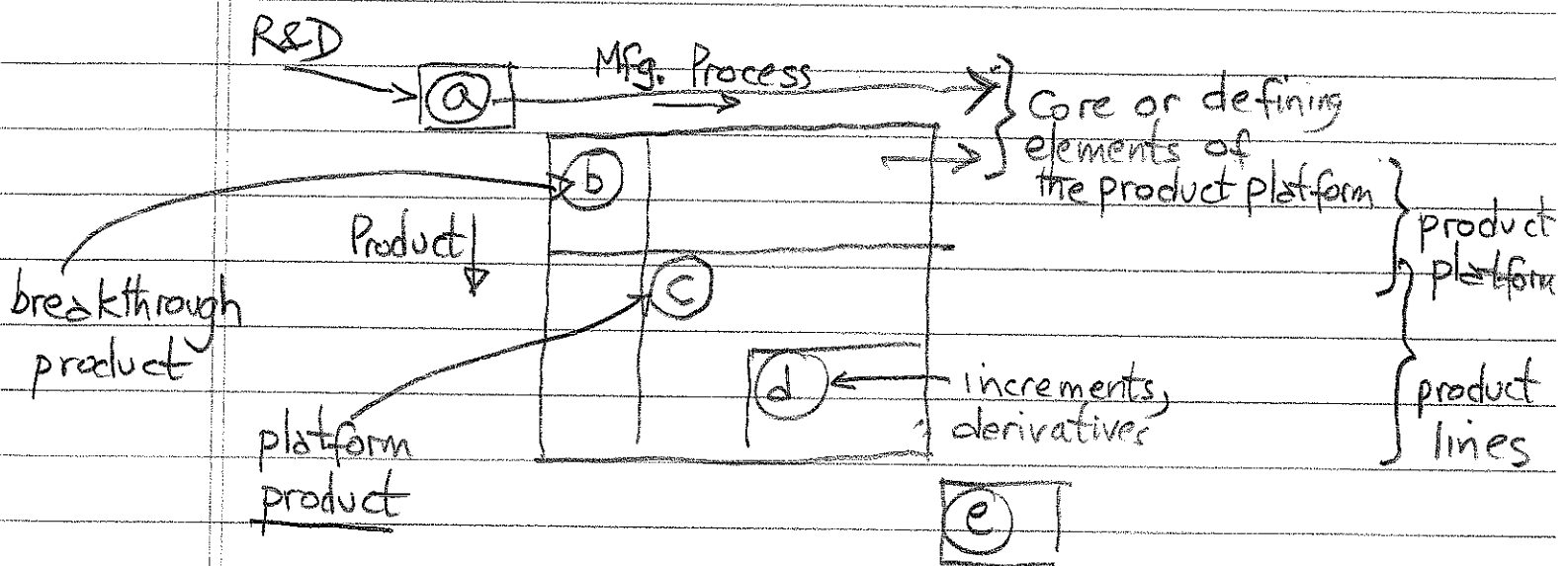
(Use the structured problem-solving process)

✓ - MDC framework

16.2/6

Product platform and product management strategy [a ka Product Strategy]

- Relate the aggregate project plan to the product platform/product line strategy

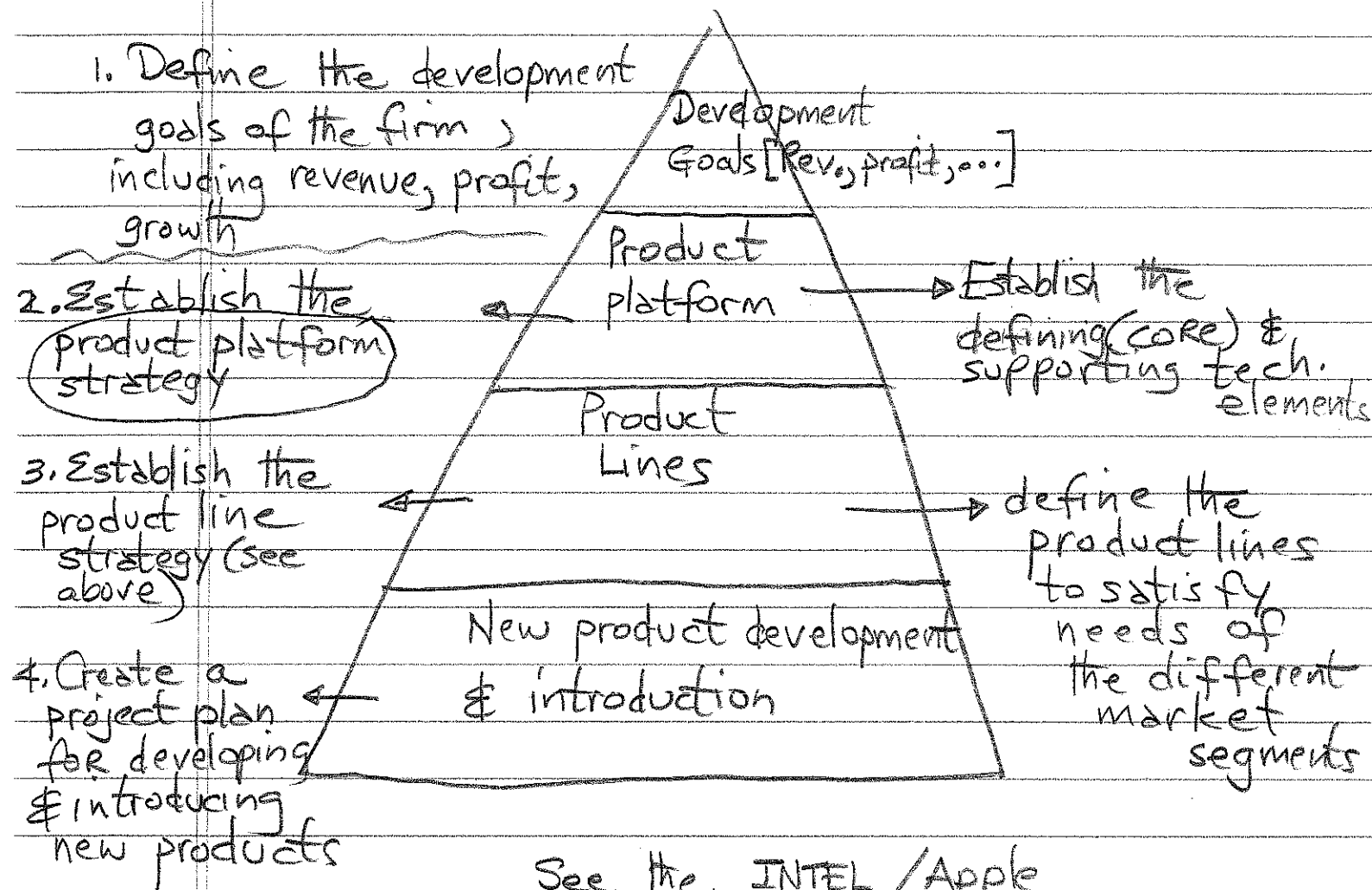


Process

1. Define (establish) the underlying elements of the product platform: core (defining elements) & supporting elements [Usually during (a) & (b) in above figure]
2. Segment market based on your competitive & market strategy & then prioritize the target market segments for the product.

3. Establish product lines to address (meet the demands of) the different target market segments
(see conceptual sketch attached to end of Lecture # 15; also see Fig 4.1 in the "Intel/Apple Product platform handout")
4. For each product line create the necessary project plan to introduce the product into its target market segment
(see Fig 4.2 of the "Intel/Apple product platform handout")
5. Introduce product lines in a time-phased manner to "cover" (reach) all the desired target market segments [see Fig 4.1 of the "I/A..." handout]

Another view of product strategy



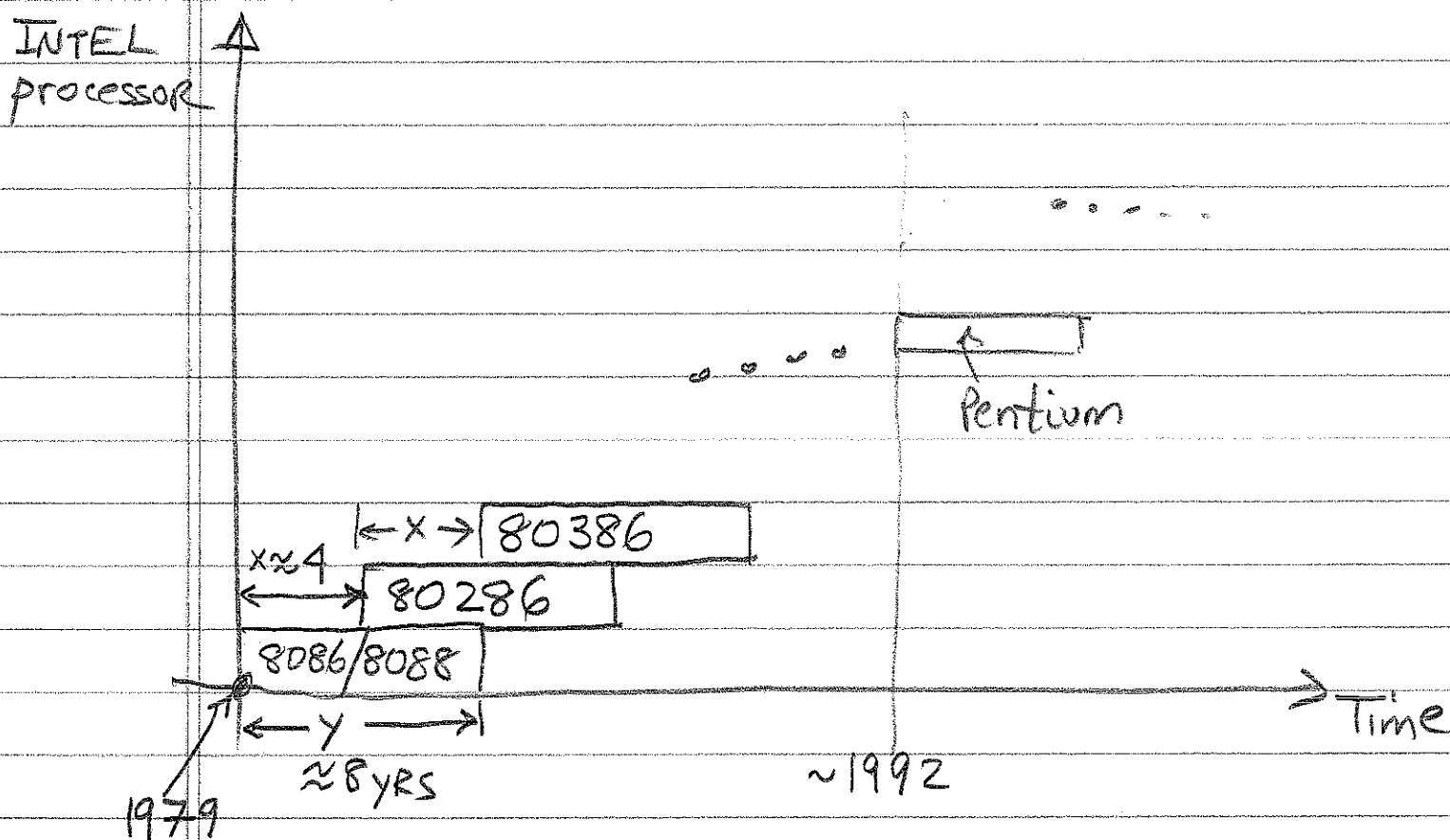
See the INTEL / Apple product platform handout

Product platform strategy

Example Intel microprocessor

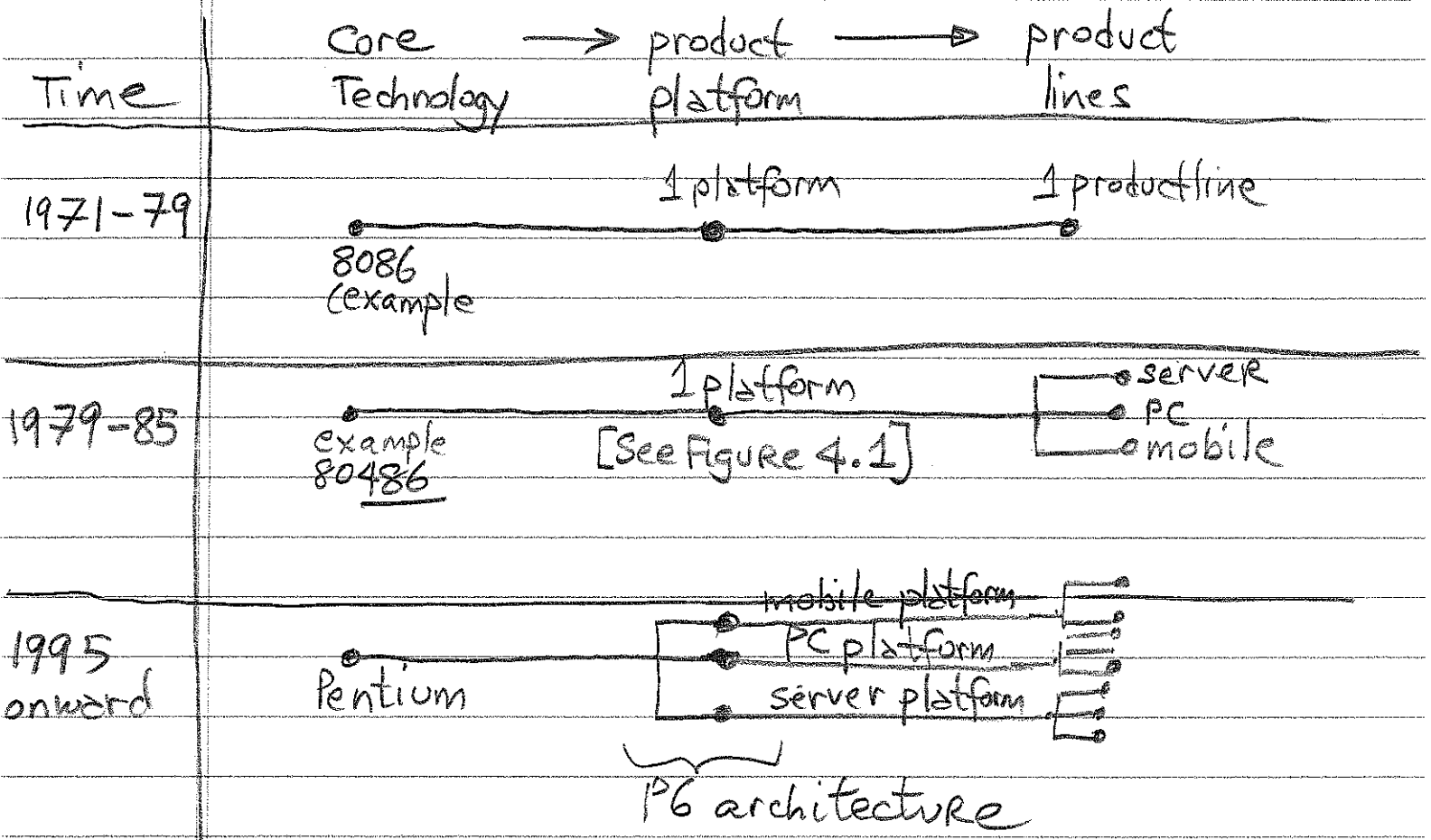
Intel has a very rational product platform strategy:

- Introduce a new product platform every "x" years ($x \approx 3.5$ to 4 years)
- Maintain this platform for "y" years ($y \approx 7-8$ years)



See Figure 3.8 in the "I/A..." handout

INTEL'S product line strategy



Comments: For Intel, post 1995, market segments had grown to the point where each market segment (e.g. mobile, pre 1995) could be considered as a separate market.