Program, Project and Product Management

Program management is the process of managing a portfolio of ongoing inter-dependant projects. It involves meticulous attention to governance, planning, management, finances, infrastructure, resource allocation and asset utilization. Programs may include hundreds or even thousands of discrete projects requiring careful orchestration of critical paths, milestones and dependencies. Many of those projects include gathering market intelligence, developing or enhancing new products and services and launch strategies with appropriate sales, marketing and support infrastructures in place.

Project management is the discipline of organizing and managing resources in such a way that these resources deliver all the work required to complete a project within defined scope, time, and cost constraints. The first challenge of project management is ensuring that a project is delivered within the defined constraints. The second, more ambitious, challenge is the optimized allocation and integration of the inputs needed to meet those pre-defined objectives.

Product management is an organizational function within a company dealing with the product planning or product marketing of a product or products at all stages of the product lifecycle (typically – development, introduction and launch, growth, maturity, decline and refresh). Avistas distinguishes product planning from product marketing. Usually, product planning involves – defining new products and gathering market requirements; product life-cycle considerations; product portfolio management and product differentiation. Product marketing usually involves – product positioning and outbound messaging; promoting the product (or service) externally with media, partners and customers and launch strategies for introducing new products and services to the marketplace.

Avistas professional resources can manage programs and projects along with augmenting your team with product management expertise. In all cases, some of the common components of the endeavors include the following:

- ► Budgets
- ► Resources
- ► Critical Path Timelines and Milestones
- ► Dependencies
- ► Market Intelligence
- ► Implementation and Launch Strategies

Budgets

In its simplest form, budgets are a list of planned expenses and revenues. It is often amazing how something relatively straightforward can become complex.

Avistas professionals have spent decades supporting our clients with professional assistance creating budgets, testing budgets, benchmarking budgets, adjusting budgets or managing against budgets in order to successfully complete programs, projects and product management initiatives.

Resources

Programs, projects and product management initiatives require a balanced mix of resources to be successful. The resources can include time, money, people, materials, energy, space, provisions, communications, quality controls, regulatory controls, risk factors, training and specifications to name a few.

Avistas professionals can provide expert assistance to your teams in order to plug resource gaps, mentor and grow your talent, validate and verify plans or offer third-party objectivity amidst a polarized political environment.

Critical Path Timelines and Milestones

A critical path is the sequence of project network activities with the longest overall duration, determining the shortest time possible to complete the project. Any delay of an activity on the critical path directly impacts the planned project completion date (i.e. there is no float on the critical path). A project can have several, parallel critical path.

Avistas professionals offer expertise in taking critical path events and overlaying talent, resource, dependencies and milestone constraints along with detailing impact assessments, business continuity plans and rollback plans to ensure successful implementation of programs, projects and product release endeavors.

Dependencies

Dependencies are links to critical events and outcomes needing to be successfully completed prior to a critical activity in a program, project or product plan. Due to unplanned, unexpected or unavoidable circumstances, they often serve as gating factors that limit or restrict progress.

Avistas excels at remedial actions to break though barriers created by dependencies in order to successfully complete a major endeavor successfully (on time, within budget or as defined) with appropriate compromises to resource mix and design elements.

Market Intelligence

Holistically, market intelligence combines competitive intelligence, product intelligence, market understanding, and customer understanding related to targeted products and services. Classic strengths, weaknesses, opportunities and threat (SWOT) assessments should be performed on a regular interval (at least quarterly) in order to maintain a pulse on the business relevance and market relevance of target products and services.

However, competitive pressures and ever-changing market conditions also warrant deep investigation into paradigm shifts, new or significantly enhanced products and services. This requires a strong commitment to marketing and communications and customer education campaigns.

Avistas professionals provide objective and expert advice in these areas along with performing third-party validation and verifications of product and service strategies, adoption and revenue forecasts.

Implementation and Launch Strategies

All the best plans can be rendered fruitless without precise execution. Avistas professionals extend the value of your workforce by ensuring programs; projects and products are implemented and launched cleanly. We ensure that the desired outcomes are attained and that any deviations from plan are addressed with all appropriate economic and technical justifications prior to execution. Finally, we follow-through with quality assurance campaigns and customer validation of desired results.

Avistas Practice Areas

Management
- Business Intelligence
- Project Portfolio Optimization
- Change and Asset Management
- Human Capital
- Acquisition, Mergers and Divestitures
- Governance and Compliance
- Business Process Optimization
- Services Delivery Management

- Knowledge Performance Management
- Program, Project and Product Management

Technical
- Application Integration
- Infrastructure and Technology
- Development Support

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