A Bottleneck of Product Management in Small and Medium Sized Software Engineering Organisations

Vladimír Bureš, University of Hradec Králové, Hradec Králové, Czech Republic, vladimir.bures@uhk.cz

Abstract

Software developers use various business concepts in pursuit of new customers, profit as well as growth of existing customers’ satisfaction. Not surprisingly, product management is applied in software engineering companies with the aim to improve product attributes and functionality. Product management in Czech small and medium sized software developing organisations is at different level of maturity. However, the biggest problem bothering majority of them is the process of requirement gathering, analysis and consequent implementation. Therefore, the process model describing particular activities and setting responsibilities is created and presented in this paper. The paper also offers a brief analysis of possibilities that can be used for computer based support of product management.

Keywords: product management, software engineering, Czech Republic, small and medium sized enterprises.

Introduction

Software engineering represents one of the most agile and progressive industry sectors. Similarly to other sectors, large software engineering enterprises became global players on their own markets with financial strength and usually significant influence on the overall business development. In most cases, these organisations master particular business concepts and related processes. However, this is not ordinary in case of small and medium sized enterprises, which have their own specifics ranging from organisational structures and processes to culture or available financial resources. This paper focuses on product management and its situation in the Czech small and medium sized software engineering companies. The problem is that although product management is well-known concept, it is differently interpreted and not always successfully used in practice. The aim of the paper is to identify the weakest point of product management in the aforementioned setting and to suggest possible solution. The paper is structured as follows. In the next section basics of product management are summarised. Following section describes methods used in the described study. Then acquired results together with discussion are presented. Finally, the main conclusions are stated.

Acknowledgment

This paper is supported by the research project 5.1 SPK01/013 “Investigation of methods, procedures and organisational structures suitable for optimisation of product management processes influencing the management of new ICT products development” coordinated by the Hradec IT cluster.
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