

## **ISPMA:**

# **The international standard for education and certification of software product managers**

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based on the Dr. Samuel Fricker's (BTH) and Hans-Bernd Kittlaus' (Inno-  
Tivum Consulting) slides

ProductCamp, Saint-Petersburg, Russia  
March, 2012

## About author



Doctoral student at Lappeenranta University of Technology  
Researcher in the area of software product management  
Personal member of ISPMA

### Main Publications:

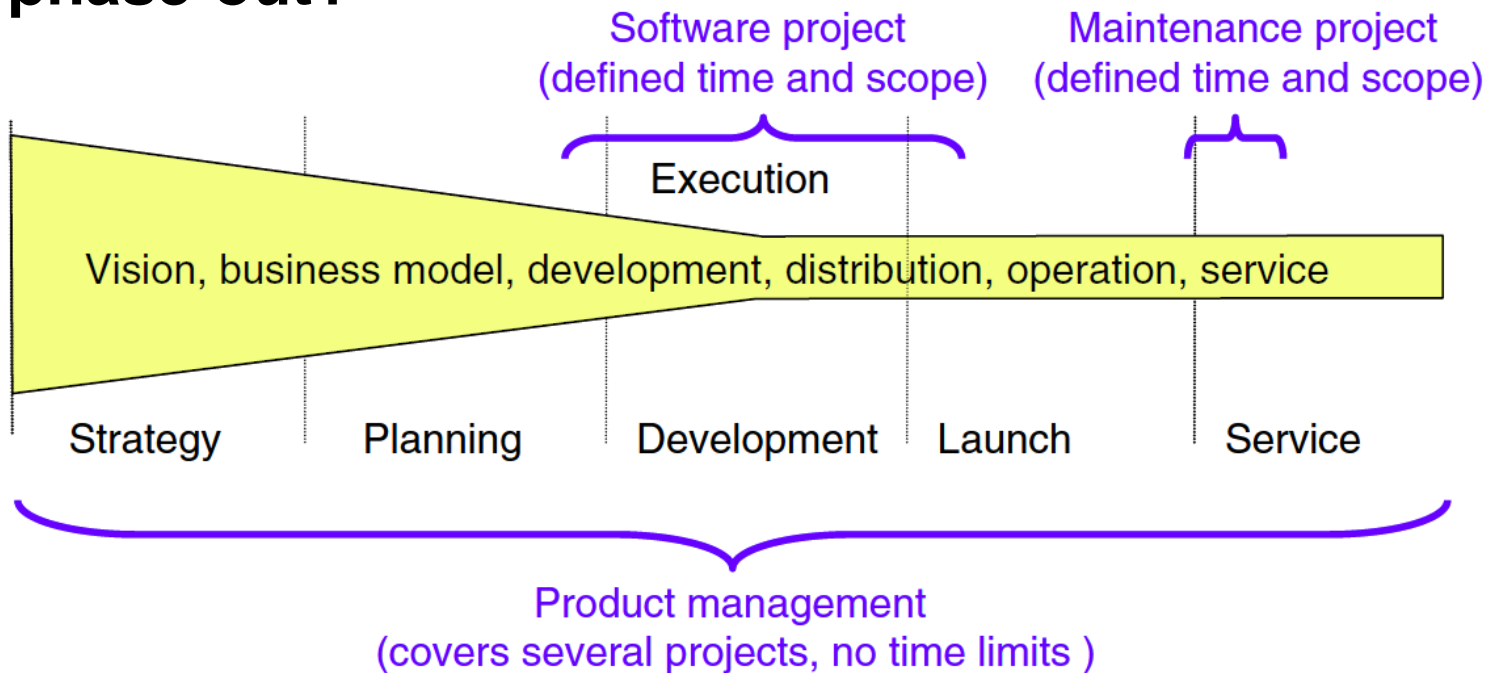
1. Maglyas, A., Nikula, U., Smolander, K.: Comparison of Software Product Management Practices in SMEs and Large Enterprises. Accepted for publication, 3<sup>rd</sup> International Conference on Software Business (ICSOB), MIT Sloan, Boston (2012)
2. Maglyas, A., Nikula, U., Smolander, K.: What Do We Know About Software Product Management? – A Systematic Mapping Study. 5th International Workshop on Software Product Management (IWSPM). pp. 26–35, Trento, Italy (2011).
3. Maglyas, A., Nikula, U., Smolander, K.: Software Product Management in the Russian Companies. 7th Central and Eastern European Software Engineering Conference (CEE-SECR), Moscow, Russia (2011).
4. Maglyas, A., Nikula, U., Smolander, K.: Comparison of two models of success prediction in software development projects. 6th Central and Eastern European Software Engineering Conference (CEE-SECR). pp. 43–49, Moscow, Russia (2010).
5. Maglyas, A.: Evaluating the success of software development projects in Russia, Belarus, and Ukraine. Project Management Magazine published by Moscow Department of PMI. 4, 56–62 (2010).

# Contents

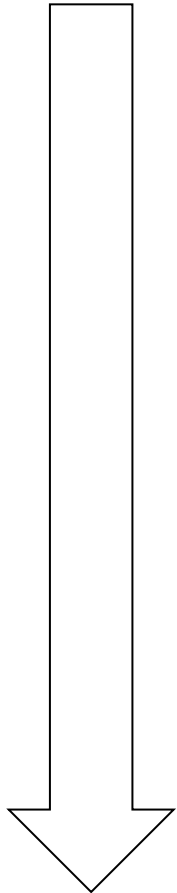
- Vision of a unified body of knowledge (SPMBoK)
  - What is Software Product Management (SPM)?
  - How ISPMA works – an overview?
- International Software Product Management Association (ISPMA)
  - Curriculum and certification
  - Opportunities for participation

# Challenges

- **Who is responsible for the software product across development projects, from inception to phase-out?**



# Product Management Competence Development



- Basic (e.g.)
  - Apply Skills and Techniques
  - Feature Focus
  - Write Business Case...
- Advanced (e.g.)
  - Optimize SPM Efficiency and Effectiveness
  - Product Focus
  - Sell Business Case, Negotiate...
- Expert (e.g.)
  - Facilitate Product Management
  - Product-Line, Portfolio Focus
  - Monitor and Influence

# The People Certification Approach



- Curriculum
  - Partition body of knowledge (BoK) in learning units
  - Agree on learning objectives
- Training
  - Present BoK in a learnable form
  - Accompany learning process
- Examination
  - Prepare criteria, indicators, and standards
  - Perform assessment in a repeatable manner

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- Vision

Foster software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry

- Mission

Establish, disseminate and maintain a certifiable body of knowledge on SPM (SPM BoK) that is recognized as the premier source on SPM by all stakeholders



# International Software Product Management Association (ISPMA)



## • Academia



Universiteit Utrecht



BLEKINGE INSTITUTE OF TECHNOLOGY



Open your mind. LUT.  
Lappeenranta University of Technology

## • Industry



Software.Process.Management  
software processes that fit your business needs

INNOtIVUM



# Differences to Other SPM Trainings

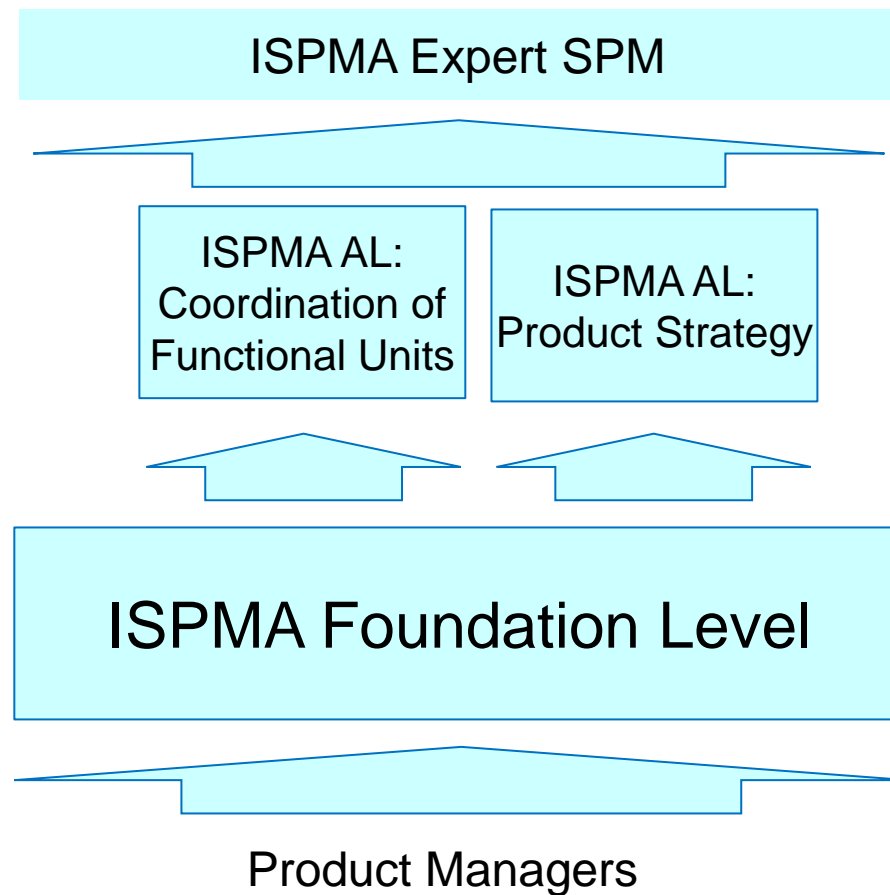


- Approach:  
Non-proprietary, international, non-profit, based on experts from both academia and industry
- Contents:  
Clear separation between SPM and Marketing due to different time horizons
- Certification:  
Clear separation between training providers and certification agencies  
→ Higher value of certificate

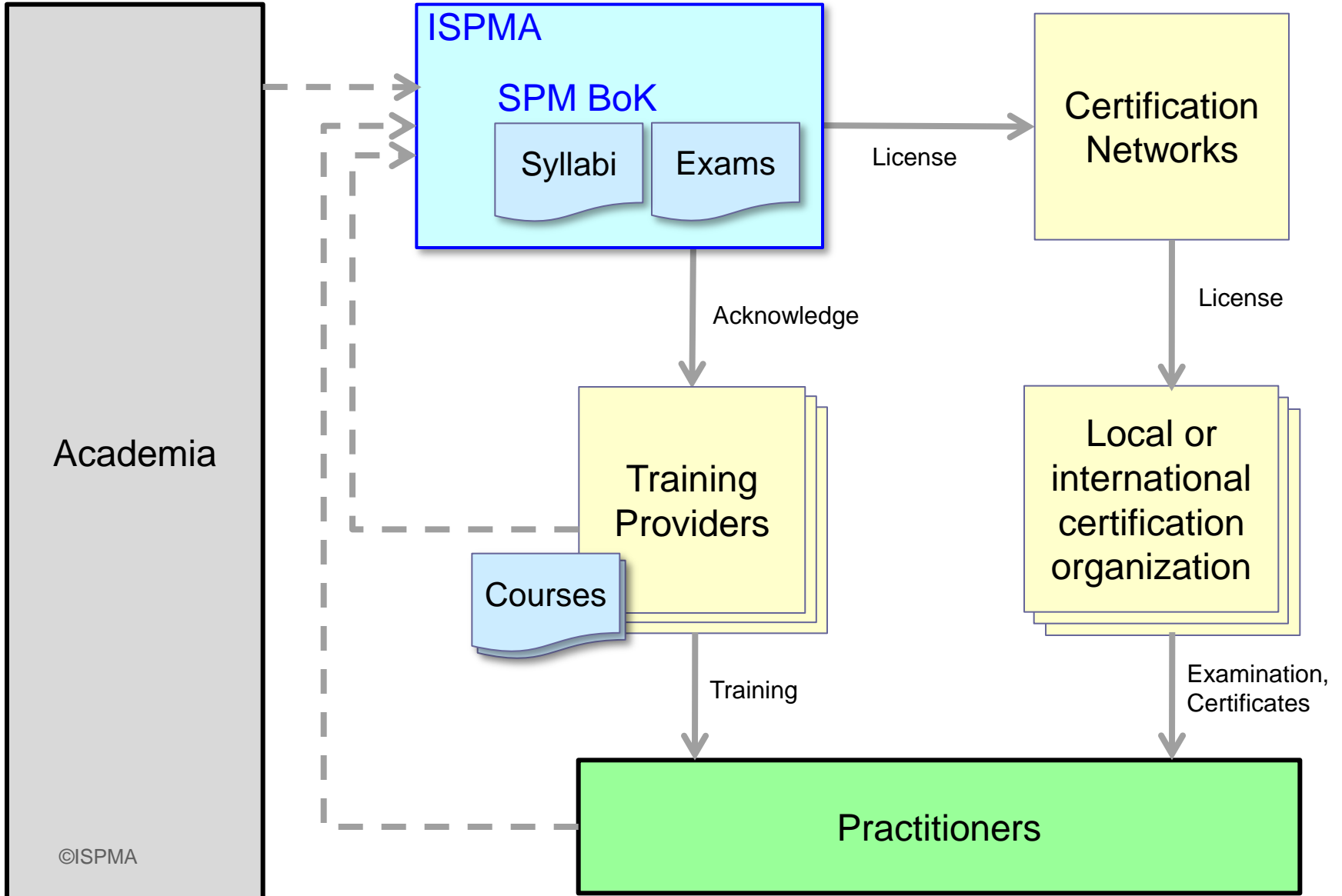
# Partition SPM BoK in Learning Units



Strategic Management	Product Strategy	Product Planning	Development	Marketing	Sales and Distribution	Evolution and Service
Portfolio management	Positioning and Product Definition	Product Life-Cycle Management	Project management	Marketing mix optimization	Customer relationship management	Technical support
Corporate Strategy	Delivery model	Product Requirements Engineering	Engineering management	Marketing planning	Sales strategy and planning	Marketing support
Innovation Management	Sourcing	Release Planning	Project requirements engineering	Product launch	Channel preparation	Sales support
Resource Management	Business Case and Costing	Roadmapping	Quality management	Customer analysis	Sales management	Services preparation
Market Analysis	Pricing			Opportunity management	Operational distribution	Services provisioning
Product Analysis	Performance and Risk Management			Operational marketing		
	Ecosystem Management					
	Legal and IPR Management					

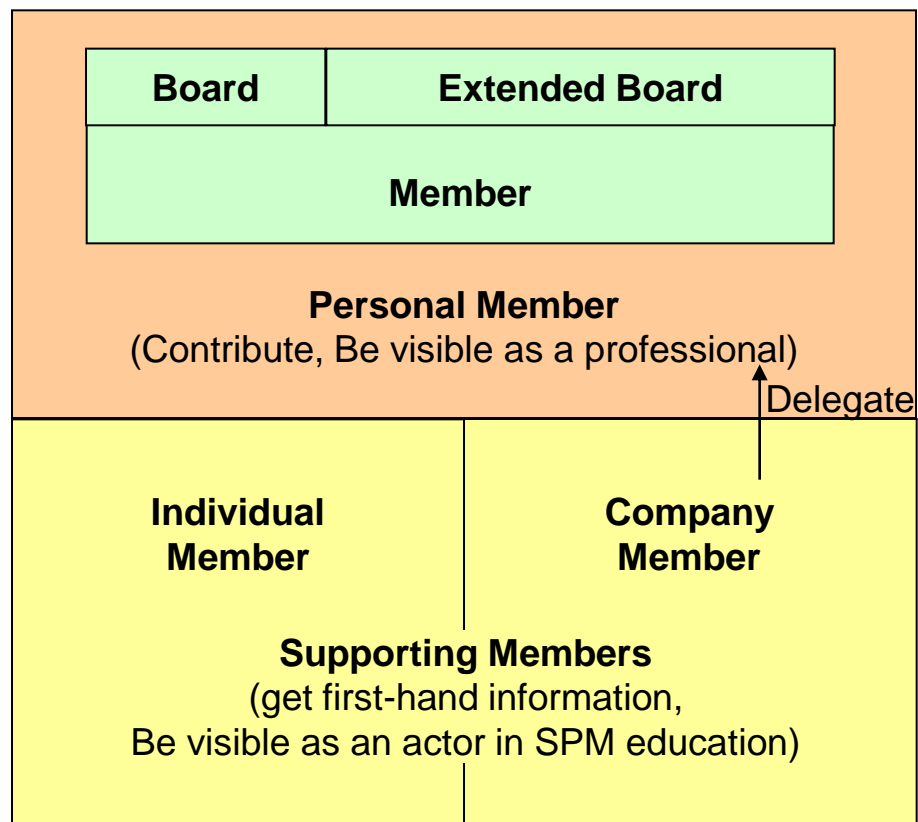


# SPM Stakeholders



- SPM Reference Architecture V. 1.0 available
- SPM Foundation Level Syllabus V. 1.0 available
- Certification is already available
  
- First trainings were conducted in **Stockholm, Copenhagen, Cologne**
  
- Work on SPM Advanced Level Syllabi under way
  
- Growing number of members

# ISPMA Membership



# Contact



To get further information or request participation:

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