

Product Portfolio vs. Portfolio Management

A man with dark hair and a beard, wearing a grey sweater, is shown from the waist up. He is holding a large, red, irregular speech bubble with his right hand. His left hand is raised to his chin in a thinking pose. The background is a solid light blue.

**Dealing with
Bionic Workforce?**

Naveen Kumar Singh

Product, Solution and Portfolio

Product



Solution



What is Portfolio?

Project, Program & Portfolio



What is Portfolio?

Portfolio in Project Context



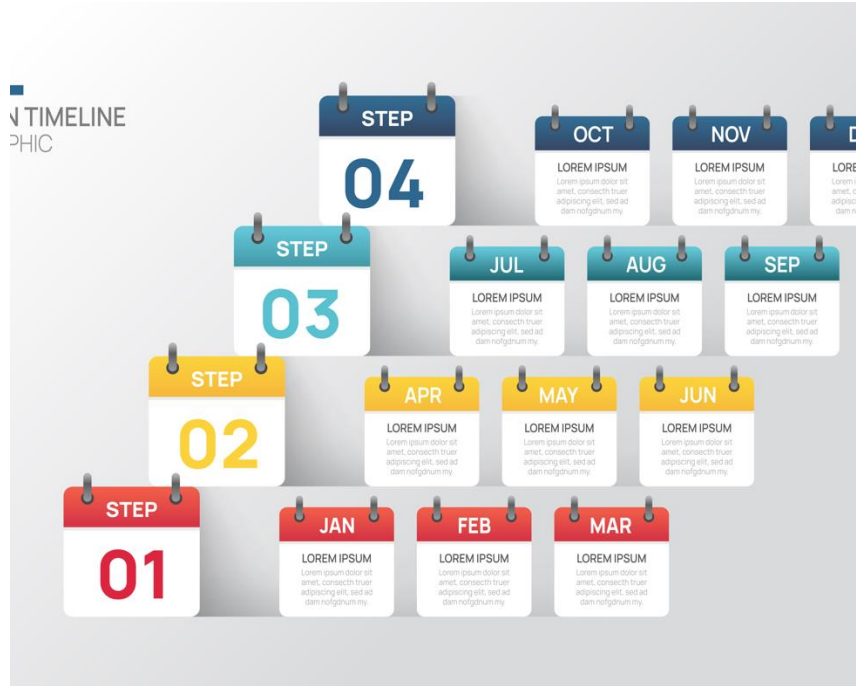
A portfolio is a group of programs and/or projects within the same organization, which may be related or unrelated to one another.

Portfolio in Product Context

Portfolio is a collections of products and services to customer problem. A solution can be a portfolio as well.



Timeline



Is it just for the execution phase, or does it cover the entire product lifecycle?

Management



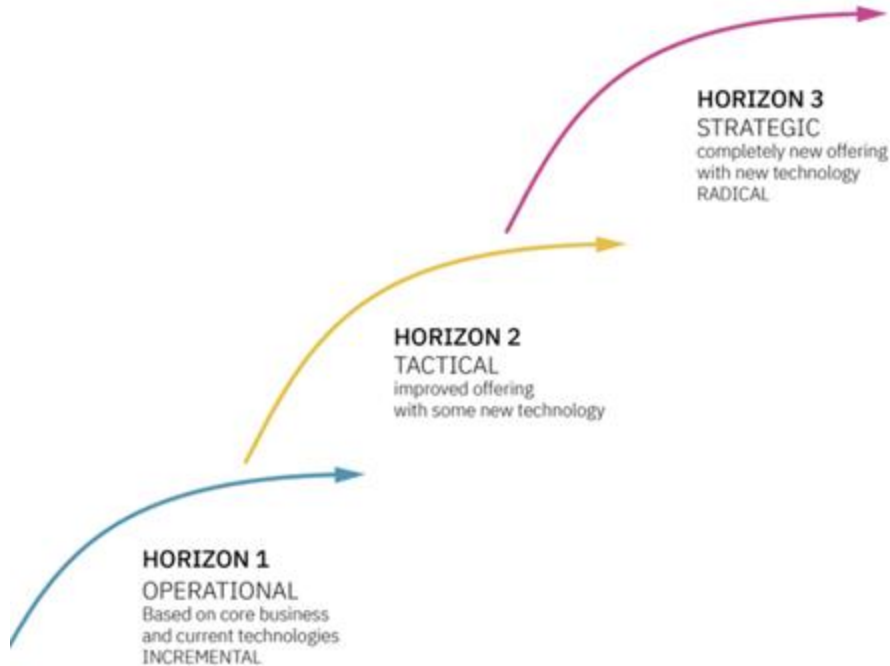
Project driven Portfolio will have a portfolio manager is responsible for determining which projects will best serve the organization's goals, in which order they should be completed, and which resources can be allocated. Therefore, it's critical to examine programs and projects at the individual level and holistically to understand how they align with the organization's overarching goals.

Management



Managing a Product Portfolio is a continuous process. It begins with conceptualizing a new product and continues through its lifecycle until its discontinuation. A Product Portfolio Manager looks after the ROI of each product to determine and make decisions based on the horizon.

Management

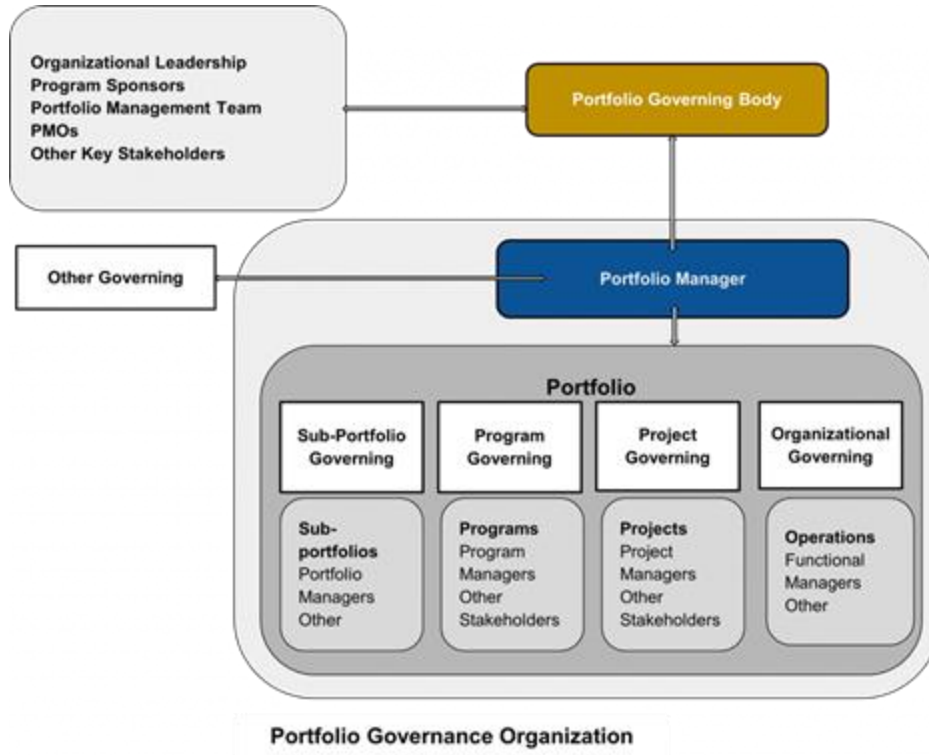


Horizon 1: This is where your core products make up most of your revenue (cash cow).

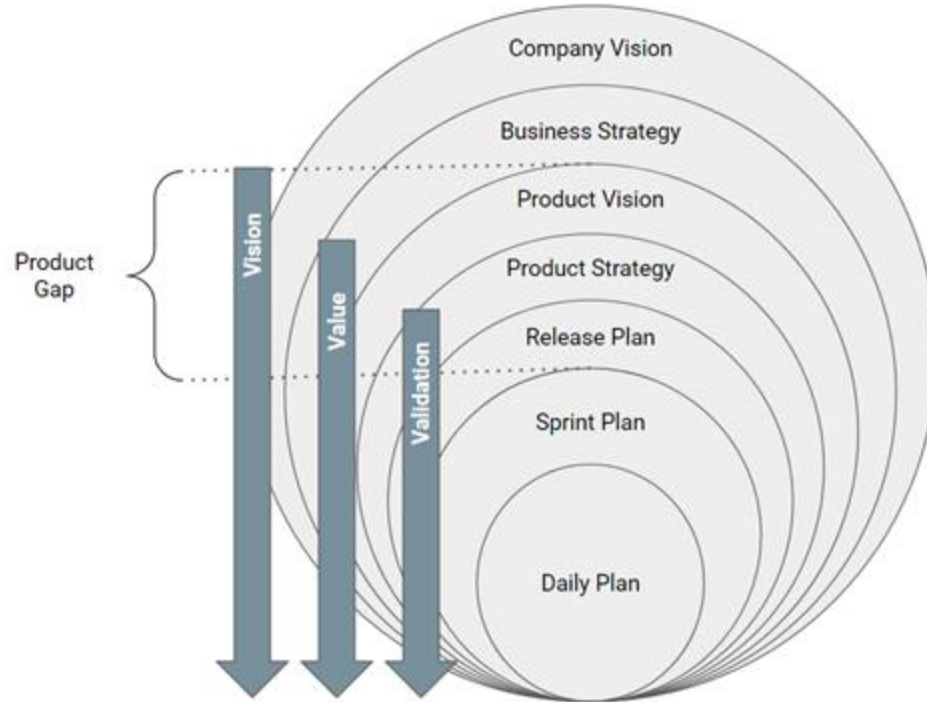
Horizon 2: These are new and underperforming products that have the potential to grow much faster on a smaller base.

Horizon 3: Think of this as your pipeline to transformational innovation happens.

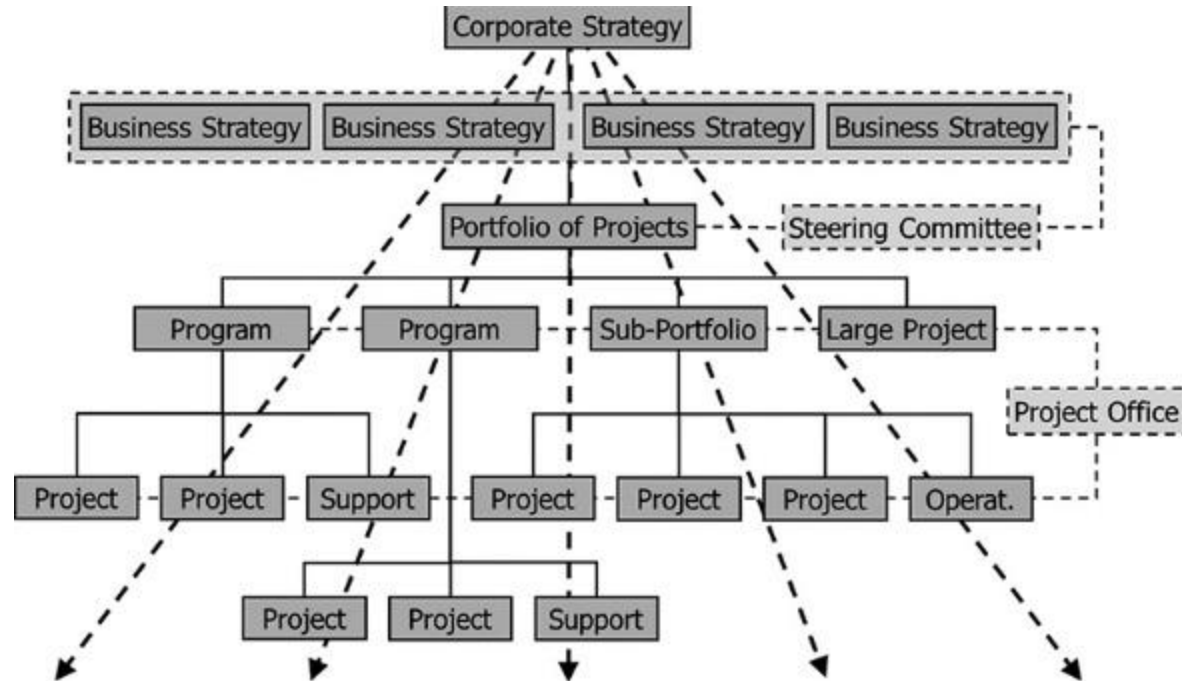
Governance



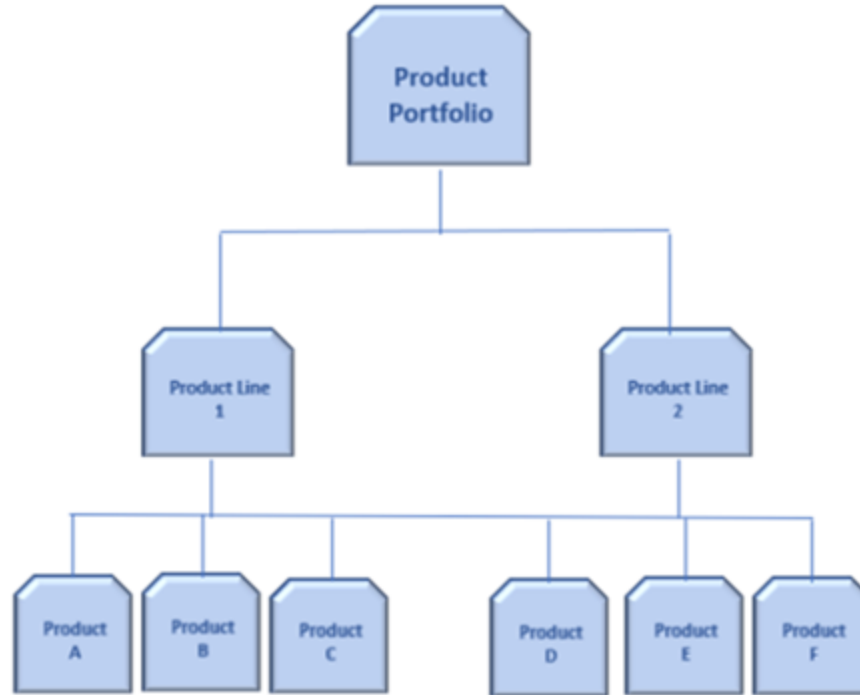
Governance



Structure



Structure



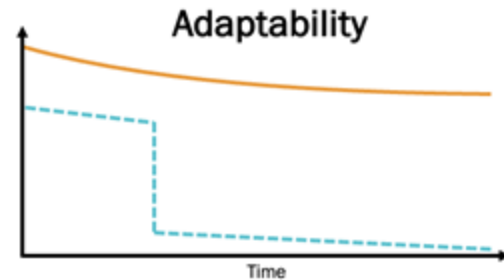
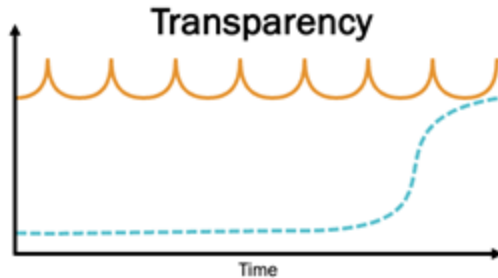
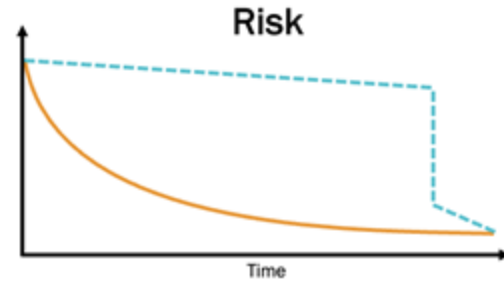
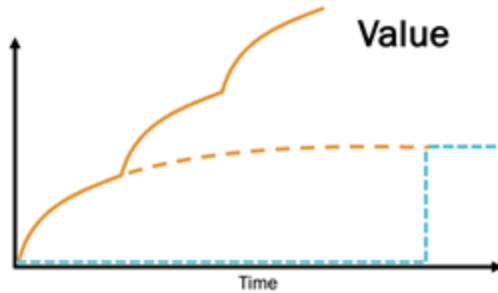
Agile and Portfolio Management



It doesn't matter what you follow in your organization; business agility is possible in both ways. However, the Product Portfolio provides customer-centricity.

Agile and Portfolio Management

Portfolios, in both terms, are long-term approaches. Execution through programs and projects usually has a higher risk than execution through products.



Product Portfolio vs. Portfolio Management

Product Mindset

Success *continuously* driven by *business metrics* outside in:

- User adoption/retention
- Revenue
- Cost savings per feature

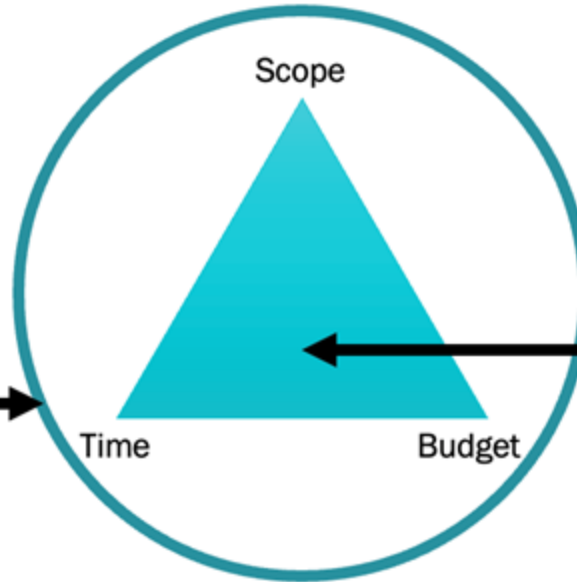
Leads to less waste, more creativity, and more releases.

Project Mindset

Success *upfront* defined inside out:

- Scope
- Time
- Budget

Leads to less business involvement, more task management.



Thank You!