

# MODULAR

# Mastering Product Complexity with Modularity

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Modularity, Product Architecture Configuration and the Product Managers' Digital Twin



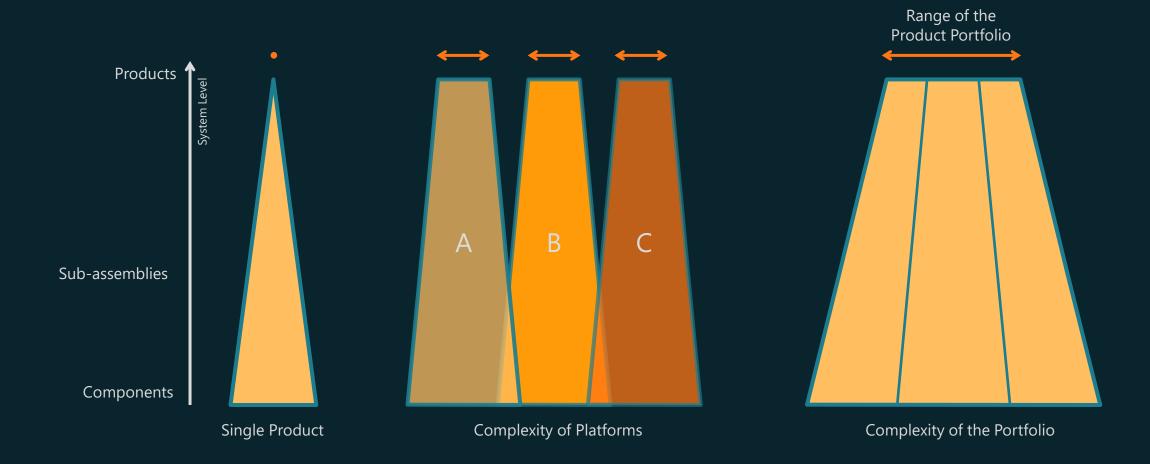
#### **Does Product Management Still Live in the Document Era?**

- Product Management has two primary responsibilities:
  - Manage the company's existing products
  - Plan the company's future products
- This task is becoming increasingly challenging for both product management and other company functions
  - The diversity of products needed and the pace of change in market needs and technology drives ever-increasing complexity
  - To address this, digitalization and new ways of working have enabled the automation to support the increasing complexity with configuration solutions in every functional silo
  - Yet, product management is often left to manually complete the thread by orchestrating the information flow between functions

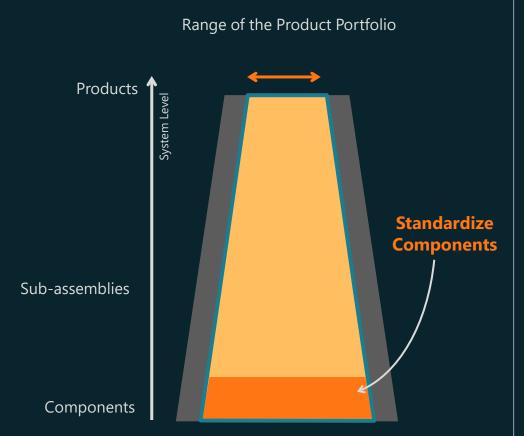


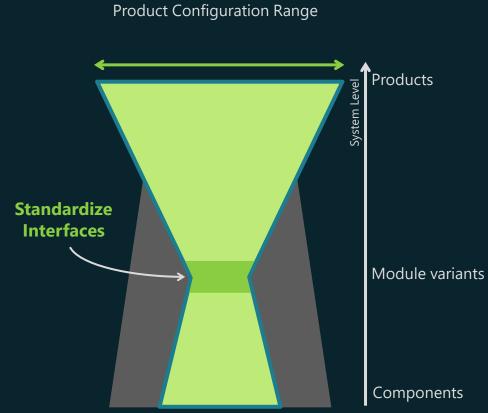
... many organizations are still document-driven, disconnected with "manual" integrations ...

# **Complexity of Product Platforms**



# **Master Complexity with Modularity**





#### **Product Management**

#### What is a Product Manager? Wikipedia

- a professional role that is responsible for the development of products for an organization, known as the practice of product management
- own the product strategy behind a product (physical or digital), specify its functional requirements, and manage feature releases
- coordinate work done by many other functions and are ultimately responsible for product outcomes

#### What is the Product Manager's Role? ChatGPT

- A product manager is responsible for:
  - ensuring that a product meets users' needs and business goals
  - performing customer interviews and market assessments
  - translating business requirements into technical specifications and vice versa
  - planning and designing product roadmaps
  - allocating resources
  - running design sprints
  - prioritizing product features and communicating the reason behind this to the stakeholders
  - pricing and revenue modeling
  - defining and tracking success metrics
- They are also responsible for orchestrating the various activities associated with ensuring that a product is delivered that meets users' needs.

#### From Silos to One Source of Truth



From **document-driven**, disconnected with "manual" integrations ...

... to data-driven, connected with shared information end-to-end enabled by a unified product information model

## **Modularity**

#### Modularity

> the degree to which a system's components may be separated and recombined, often with the benefit of flexibility and variety in use (Wikipedia)

#### Module

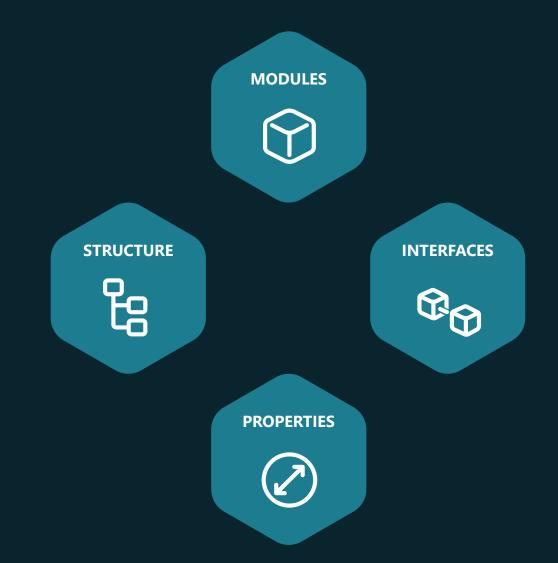
each of a set of standardized parts or independent units that can be used to construct a more complex structure, such as an item of furniture or a building (Microsoft Bing)

#### MODULE



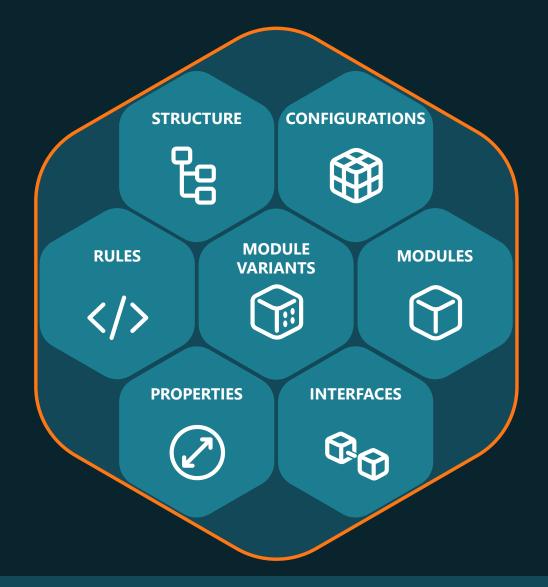
#### **Product Architecture**

Standardized Interfaces are defined to enable the interchangeability of the modules, Properties describe the variance needed, and a Structure that organizes the modules into a product is the core set of items that forms the backbone of a modular Product Architecture



#### **Product Architecture Configuration**

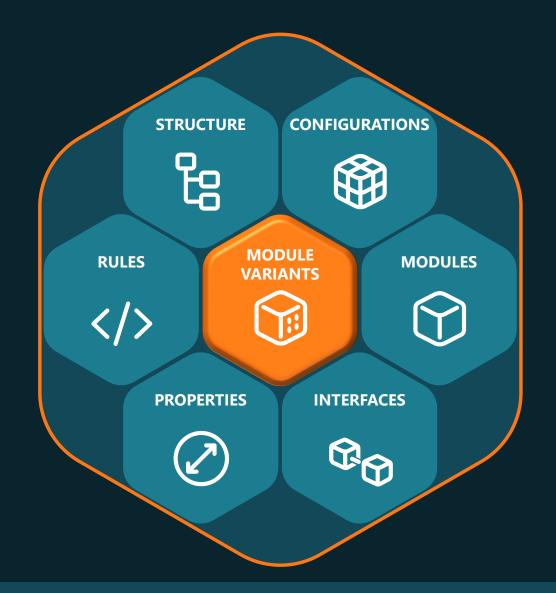
Module Variants are specified that meet users' needs and the company's business goals, along with Rules which govern the selection of feasible Configurations.



#### The DNA of the Product Portfolio

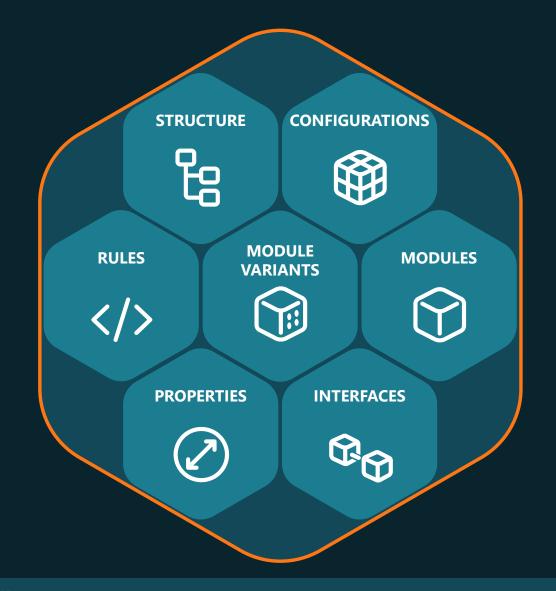
The Module Variant is the common denominator used in product configuration, engineering, operations and services.

It is the core of sharing information across business functions, the digital thread that connects across the entire company.



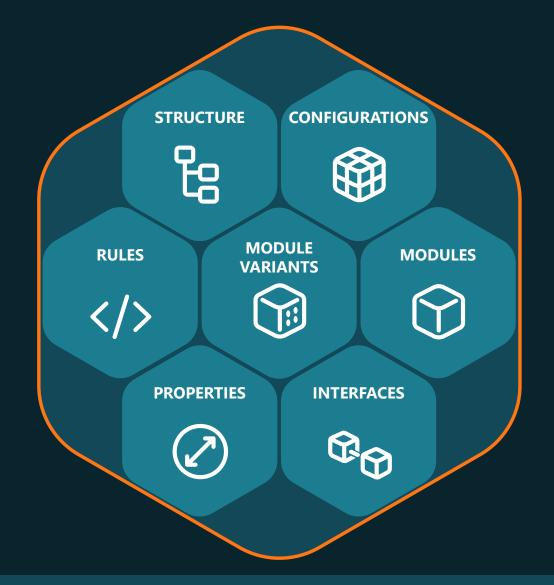
## **Product Architecture Configuration**

The resulting Unified Information
Model empowers the company to
master complexity through Modularity
using Product Architecture
Configuration



#### The Product Manager's Digital Twin

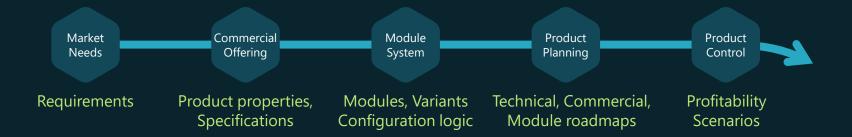
This model is the foundation of the Product Manager's Digital Twin through which they dynamically plan, control, and orchestrate the activities required to manage the product portfolio over its entire lifecycle

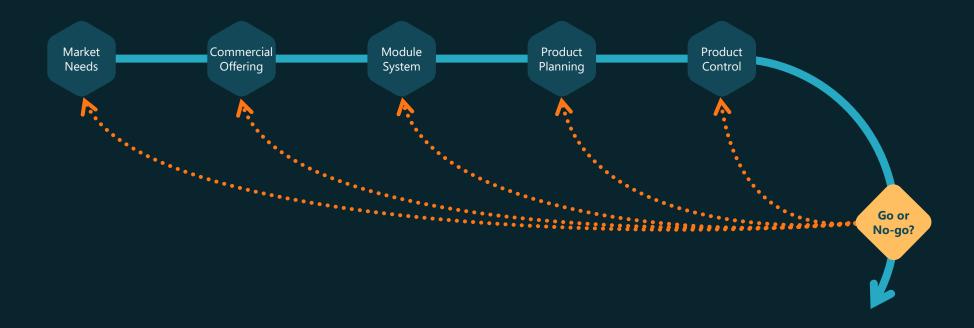




#### **Product Managers' Fundamental Questions...**

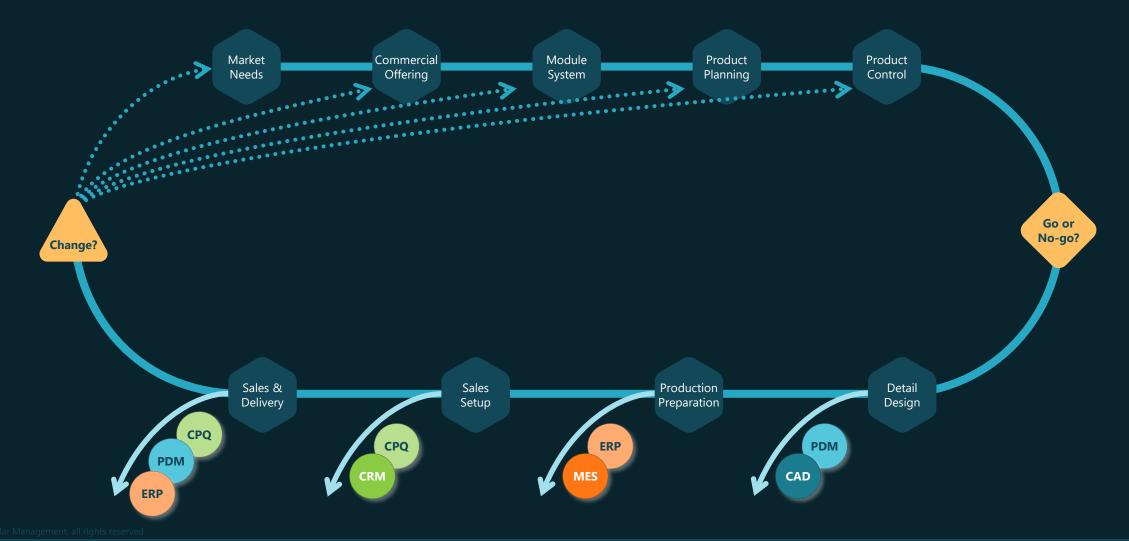
Fulfillment of regulations? Market needs? What products is possible to configure? Are our products Manage business over specified? expectations and Product Manager user needs? What can I reuse (e.g. Best profitability modules) from previous - Portfolio product in the next - Features? product launch? Are technical and commercial Circularity? Are specifications for plans in sync? Reuse, Refurbish, engineering, sales and Recycle ... operations transparent and aligned?

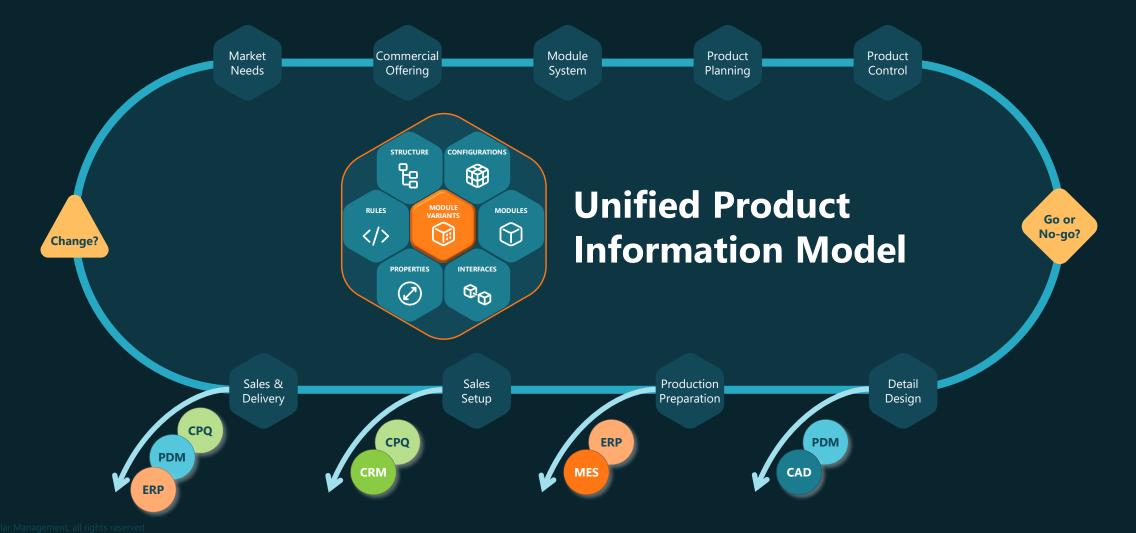




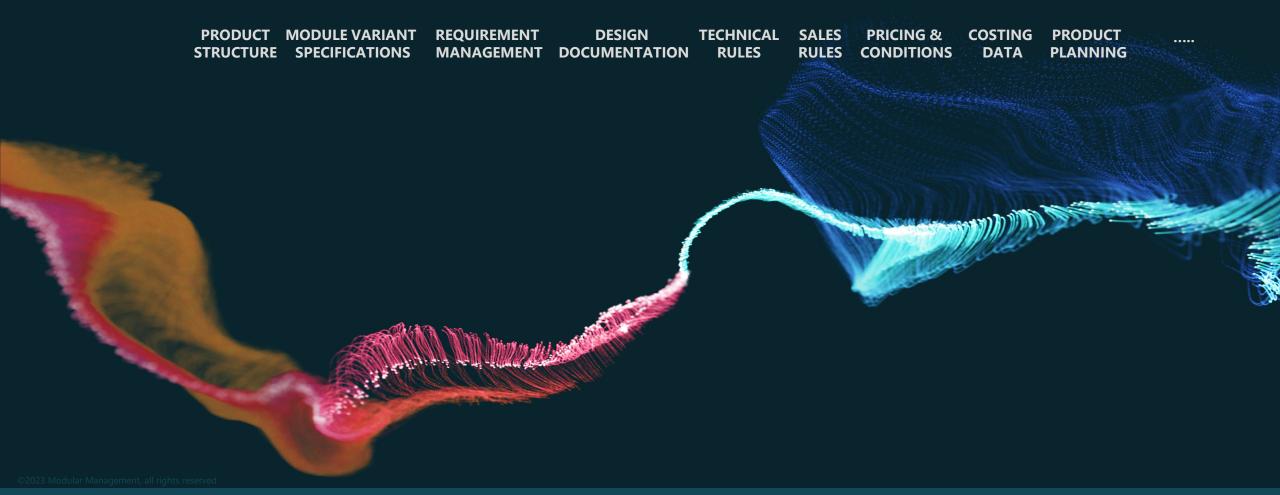


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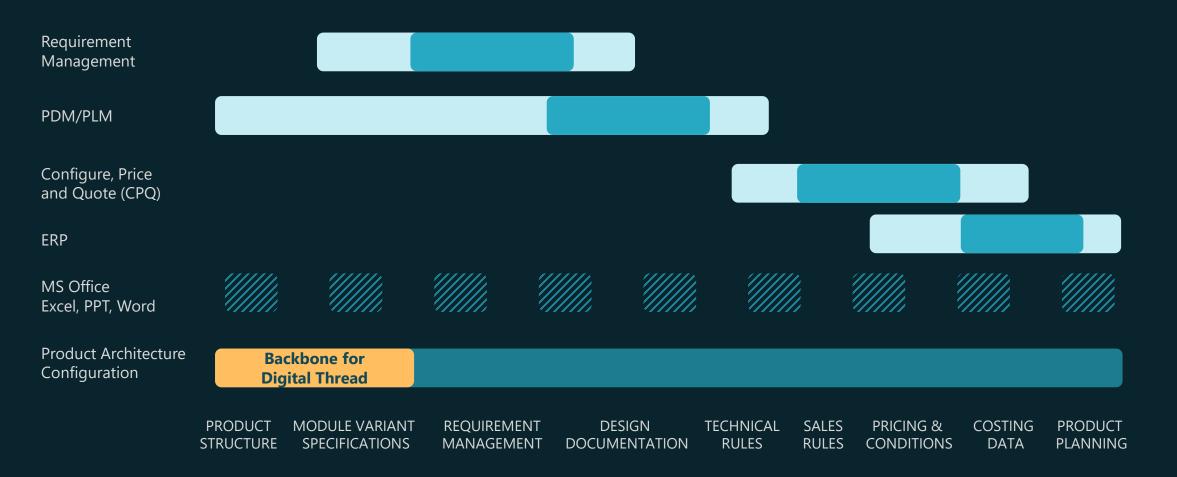




# **Product Manager's Digital Twin | System Support**



#### **Product Manager's Digital Twin | System Support**



#### Solution to Host the Product Managers' Digital Twin

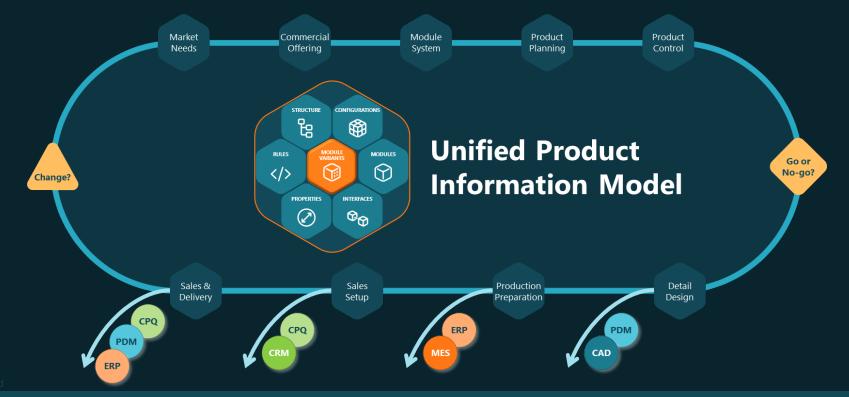


#### **PALMA**

- Cloud-native SaaS-solution to manage product portfolios of configurable products
- A unique suite a of dedicated tools and reports for insights and informed decisions
- Facilitates collaboration and synchronized product data across your IT system landscape

#### **Successful Companies Master Complexity with Modularity**

- The module variant is the DNA of the product portfolio
- The Product Architecture Configuration Model is the foundation of the Product Manager's Digital Twin
- Have a purpose-built solution to host the Product Managers' Digital Twin



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