



Product Management in Outsourcing: How it works?

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Speaker



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- **13+ years** in IT
- **5+ years** in Consulting and solution design
- **2+ years** in Product Management
- **550,000+ km** in flight



Flying, travelling, skiing,
talking and trolling people in
Facebook 😊

What is IT outsourcing?



Strategic Product Management

Sales and Marketing



Technical Product Management



Engineering

A photograph of a call center office with many cubicles. Each cubicle has a desk with a computer monitor, a headset, and a telephone. Several employees are visible, some wearing headsets and looking at their monitors. The cubicles are separated by light-colored wooden partitions.

What happens behind the scenes?



C-Level



Engineering Organization



Product Management



Director of Engineering



Outsourcing manager



Product Manager



Business Analyst / RM



Team / Resources at vendor side

\$\$\$!!!

Operation Cost of Outsourcing

**Internal
Support
Cost
of
Outsourcing**



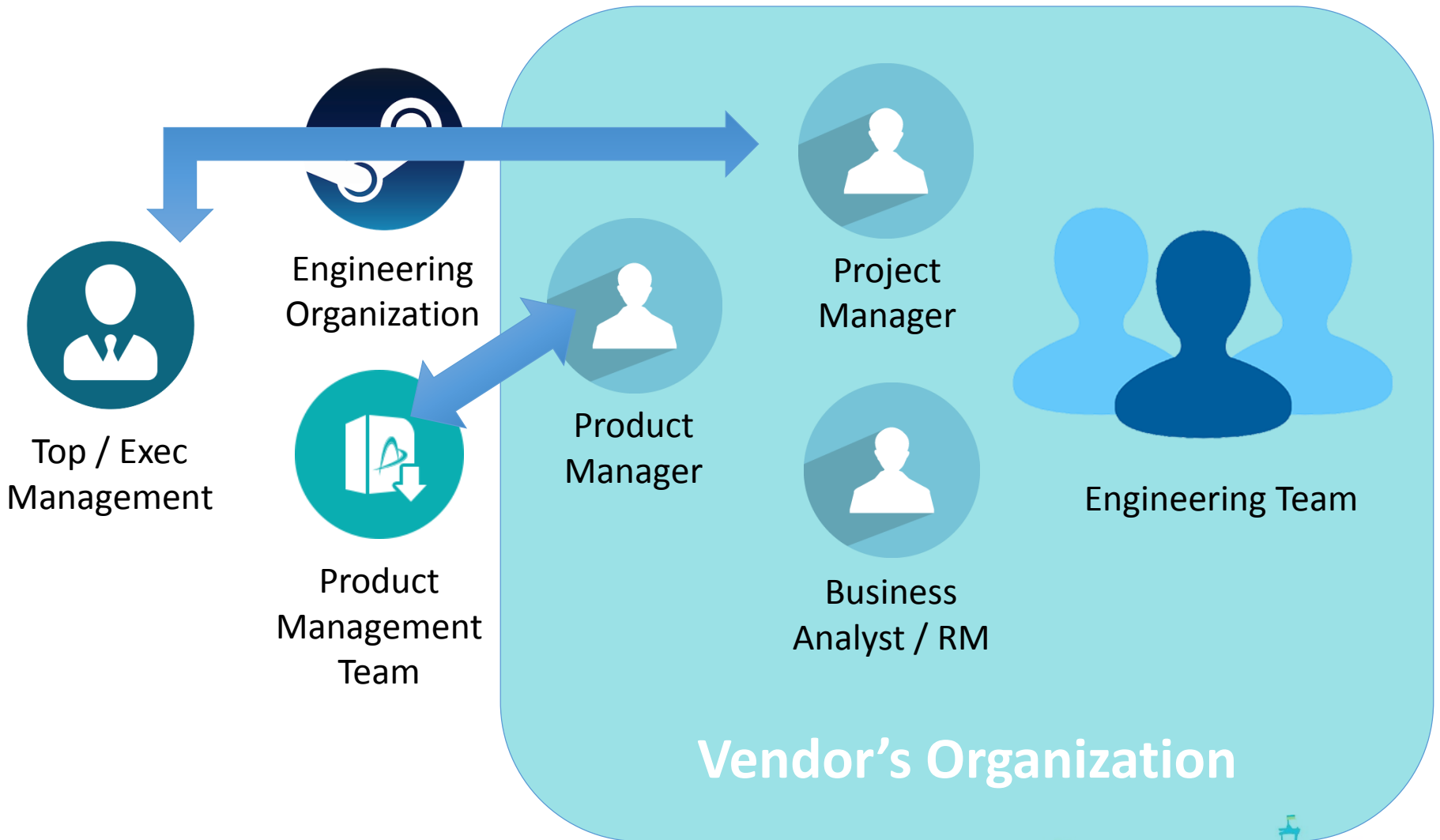
**Outsourcing
Team cost**



Tired of Outsourcing



Other way?



Easy to draw, hard to implement...



How SoftServe made it there?

How we got there

2010-2014

Technology consulting projects delivered
Technology consulting methodology established.



2005

Trilogy Auto-Predictive Market Game: First project where we took absolute control over the technical solution.

2015

Technical Product Management launched with strategic clients

2010

HP/TippingPoint Security Reporting Server project: the first large-scale completed **fix-cost** project at SoftServe. A set of innovative management solutions was applied.

Pre-conditions to successful launch



Access to strategic Product Management executives since the beginning of cooperation

Subject matter expert (SME) / product manager involved



On pre-sales Product Manager made a commitment to run the project (aka mini-CEO)

Problems resolved by the new model



Full engineering at SoftServe

SoftServe took full execution and engineering ownership of the product

Improved cross-communication

Technical Product Manager handled communication with customer on higher level their engineering usually does. And then delivered messages to implementation team in “engineering” language



High employee satisfaction

Team members are happy with what they are doing and what technologies they work with. “We feel we work like in product company!” – that’s what they say

Issues



Stakeholder identification

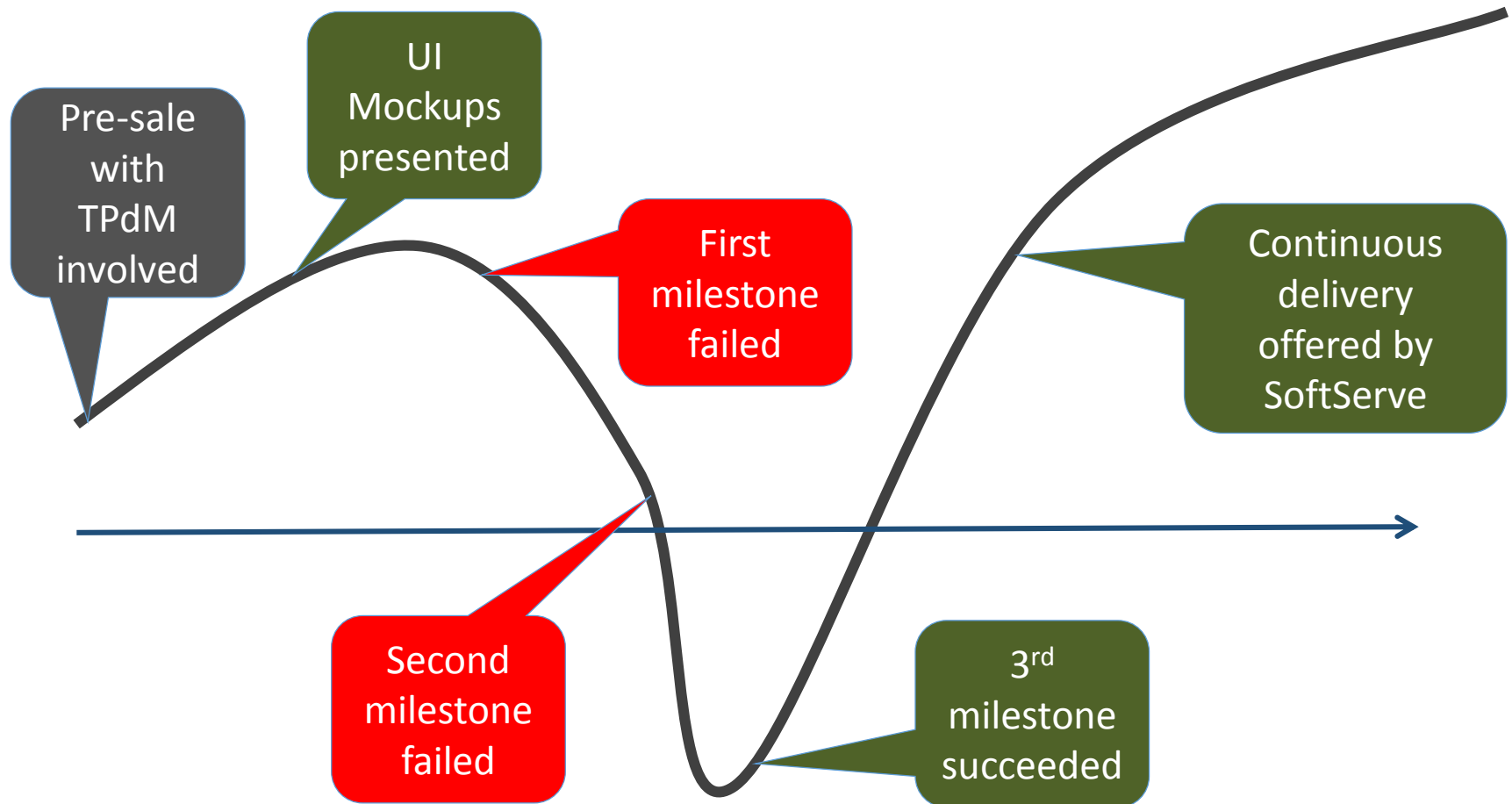
We didn't perform the right stakeholder identification process at the beginning which led to reworks and release delays

Insufficient vertical knowledge

Our team still rely deeply on skills and domain knowledge of Technical Project Manager and/or Subject Matter Expert.



Timeline of Satisfaction and Success



THANK YOU! 😊