

Product Owner at SAP – A New Job Title Developed



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THE BEST-RUN BUSINESSES RUN SAP™



Better products

through

agile product management

and

effective product owners.

Agenda



- 1. Product Owner Survey**
- 2. Agile Product Management**
- 3. Effective Product Owners**
- 4. Summary – Better Products**

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1. **Product Owner Survey**
2. Agile Product Management
3. Effective Product Owners
3. Summary – Better Products

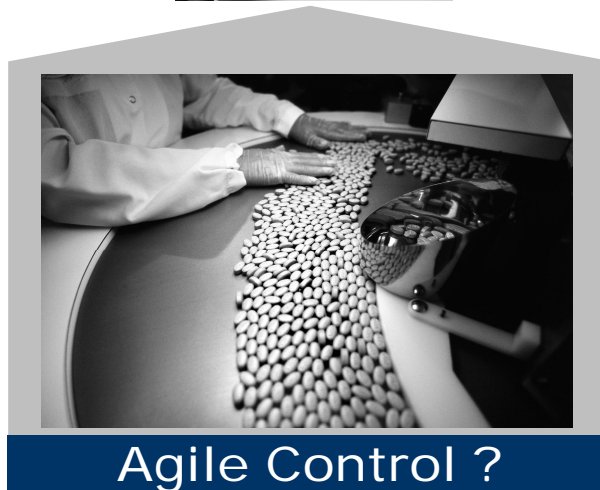
Initial Situation



Agile Communications ?



Agile Processes ?



Agile Control ?

Target Group: Product Owners @ SAP



Ten one hour interviews

Programs comprising ten to one hundred people

Three locations worldwide

Product Owner Survey



Questions



Communications

Control

Processes

Product Owner Role

Leadership position

Stakeholder management

Daily PO business

Product Definition

Product vision

Prioritization

Requirements engineering

Product Development

Team communication

Quality-Gates

Tools

Survey Results – Top 5 Personal PO Benefits



1. I'm more confident.
2. I've got more influence.
3. I'm more visible.
4. I'm better organized.
5. I'm more motivated.

1. „Develop“ and empower product owners within the company.
2. Strengthen communication between product owner and scrum master.
3. Align scrum process tightly with internal processes.
4. Introduce clear rules for specification of requirements.
5. Introduce additional agile KPIs.

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Agile Product Management – The Product Leadership Approach



- Assignment by senior management
- Moderation of product vision
- Product requirements document



Example: Mobile Application Modeler Product Requirements Document



SAP AG

Internal and Confidential

Version: 1.1
Authors: Katharina Goering (Design), Tadeusz Malek (Development), Kai Richter (Design), Henrik Stotz (PM)



Product Requirements Document (PRD)

Top-Down Business Application Design

(fka Application Modeling)

History

Version	Date	Comment (Author)
1.0	2007-05-23	First draft (Henrik Stotz)
1.1	2007-08-16	Katharina Goering, Tadeusz Malek, Kai Richter, Henrik Stotz

Example: Mobile Application Modeler Product Requirements Document



Top-Down Business Application Design

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Agile Product Management – The Product Leadership Approach



- Assignment by senior management
- Moderation of product vision
- Product requirements document
- Program leadership
 - Requirements management
 - Sprint planning
 - Product control
- Product adoption



Example: Mobile Application Modeler



The screenshot displays the SAP Visual Composer Mobile Application Modeler interface. The main design canvas shows a flowchart with elements: 'Advanced Search', 'Simple Search', 'Service', and 'Display Search Results'. A 'Select fields' dialog is open, showing a tree view of 'Service Data Fields' (Output, Return, Field, Id, Log_Msg_No, Log_No, Message, Message_V1, Message_V2, Message_V3, Message_V4, Number, Parameter, Row, System, Type) and 'Form Elements' (Group, Block, Output/Return/Message, Output/Return/Id). The dialog also includes 'Field attributes' (Name: Message, Label: Message, Tooltip: Meldungstext, Type: string, Display under label: unchecked) and navigation buttons (New Group, New Block, Up, Down, Close).

Design
UNIT: Look Up Object
TYPE: Free Style S... LOCATION: Testkai Model > Mobile application > Look Up Object >
DATE: 24/08/2006 COMMENTS:
VERSION: 1.0 SCALE: 221%

Configure Element
Property Editor
Scenario attributes
Name: Look Up Object
Description:
Browse
Compose
Configure
Browse Model
Find Data
Generator

Browse Model
Component Libra
Root Model
Mobile application
Create Object
Service
Confirmation
Specify Object
in1
out1
Edit Object
Service
Service
Complement Object
Confirmation
Specify Object
in1
out1

BAPI Browser
WebService Browser
Local Web Services
/BizCommlayer/Authoring/Config1?wsdl
/BizCommlayer/Utilities/Config1?wsdl
/CAFDataService/Config?wsdl
/CULExporter/ConfigOne?wsdl
/EstRpeService/Config1?wsdl
/GRMGWSTest/service?wsdl
/IndexManagement/WS/Config1?wsdl
/KMCleanup/Config?wsdl
/KMCollaboration/Config?wsdl
/KMNotification/Config?wsdl
/KMRelation/Config?wsdl

Select fields
Assign data fields from the service to elements in the form. Group and arrange the elements.
Service Data Fields
Output
Return
Field
Id
Log_Msg_No
Log_No
Message
Message_V1
Message_V2
Message_V3
Message_V4
Number
Parameter
Row
System
Type
Form Elements
Group
Block
Output/Return/Message
Group
Output/Return/Id
Output/Return/Id
Output/Return/Id
Output/Return/Id
Field attributes
Name: Message
Label: Message
Tooltip: Meldungstext
Type: string
Display under label:
Close

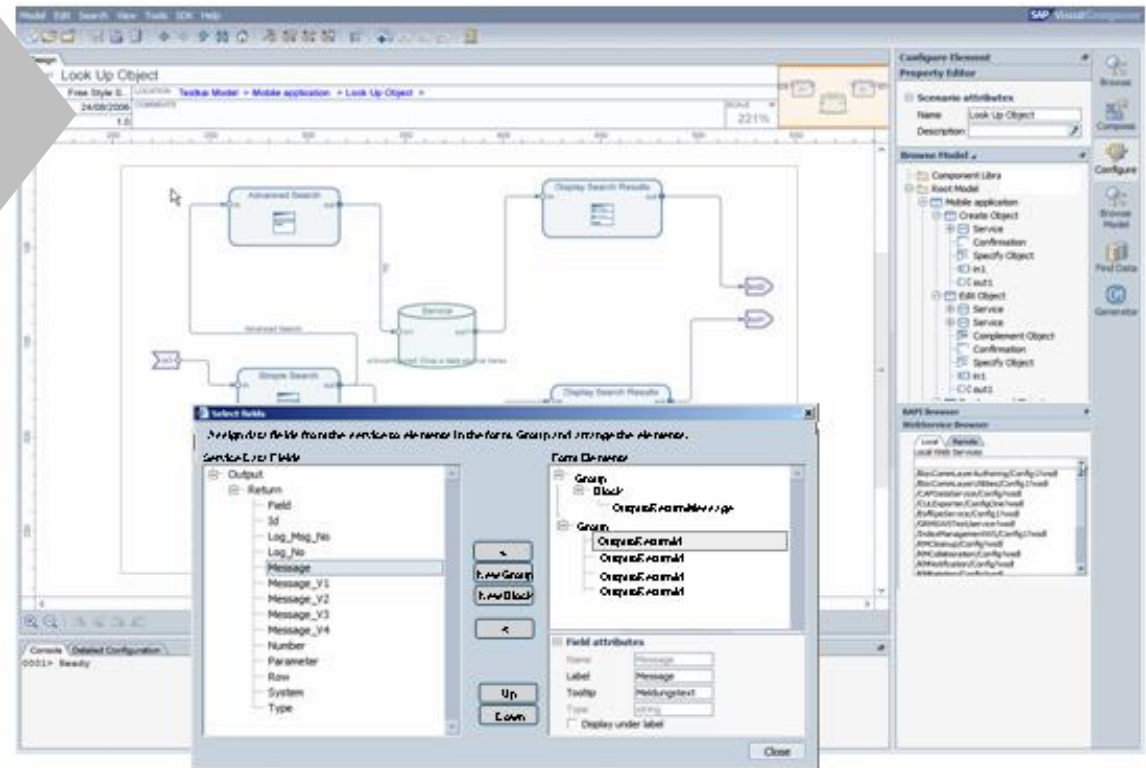
Console / Detailed Configuration
0001> Ready

Example: Mobile Application Modeler

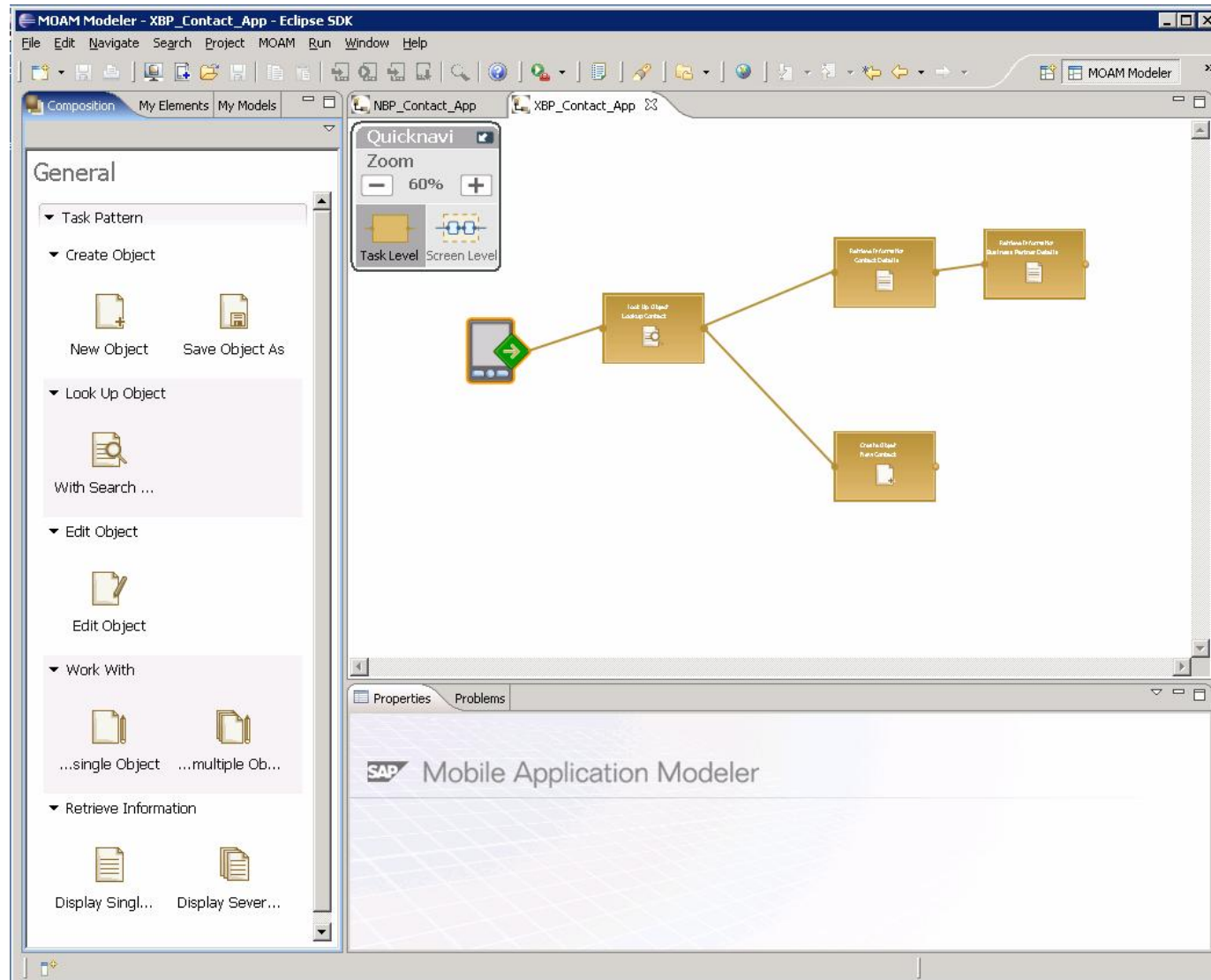


Stakeholder Demands

- Stand Alone Modeling
- Easy to use
- Top-Down Modeling



Example: Mobile Application Modeler



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Effective Product Owners



Personal Skills

Empowered Leader

- Authority
- Authentic & trustworthy
- Change skills

Communicator

- Good negotiator
- Good networker
- Intercultural skills



Operational Skills

Process Mentor

- Requirements engineering
- Product standard awareness
- Production know-how

Program Manager

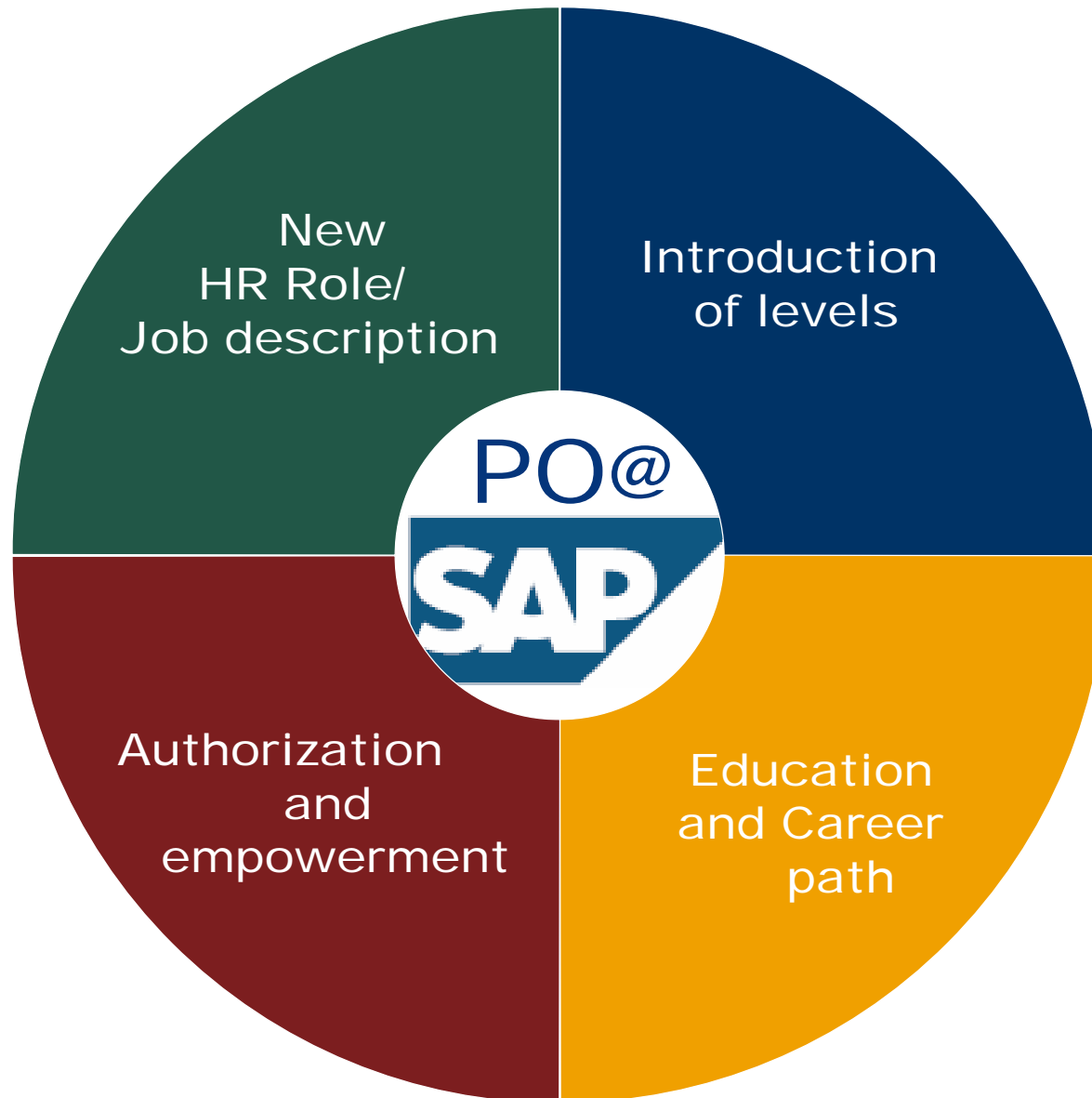
- Planning skills
- Project Management Skills
- Financial Skills

Product Definer

- Visionary skills
- Domain expertise
- Political skills

Strategic Skills

Establish a new Job Role



Agenda



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How do effective product owners make better products?!



- Early detection of deviations
- Most important features first

Improved
productivity

- Single point of contact
- Acceptance and rejections of results



- Definition in phases
- Reduced time to market

Increased
product
quality

Increased
flexibility

How do effective product owners make better products?!



- Iterative risk analysis
- Aligned with corporate reporting

Reduced risks

- PRD and feature plan
- Iterative product status review



- Early involvement of thought leaders
- Clear senior management commitment

Enhanced transparency

Foster product goals and vision

In other words ...



Thank you!



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