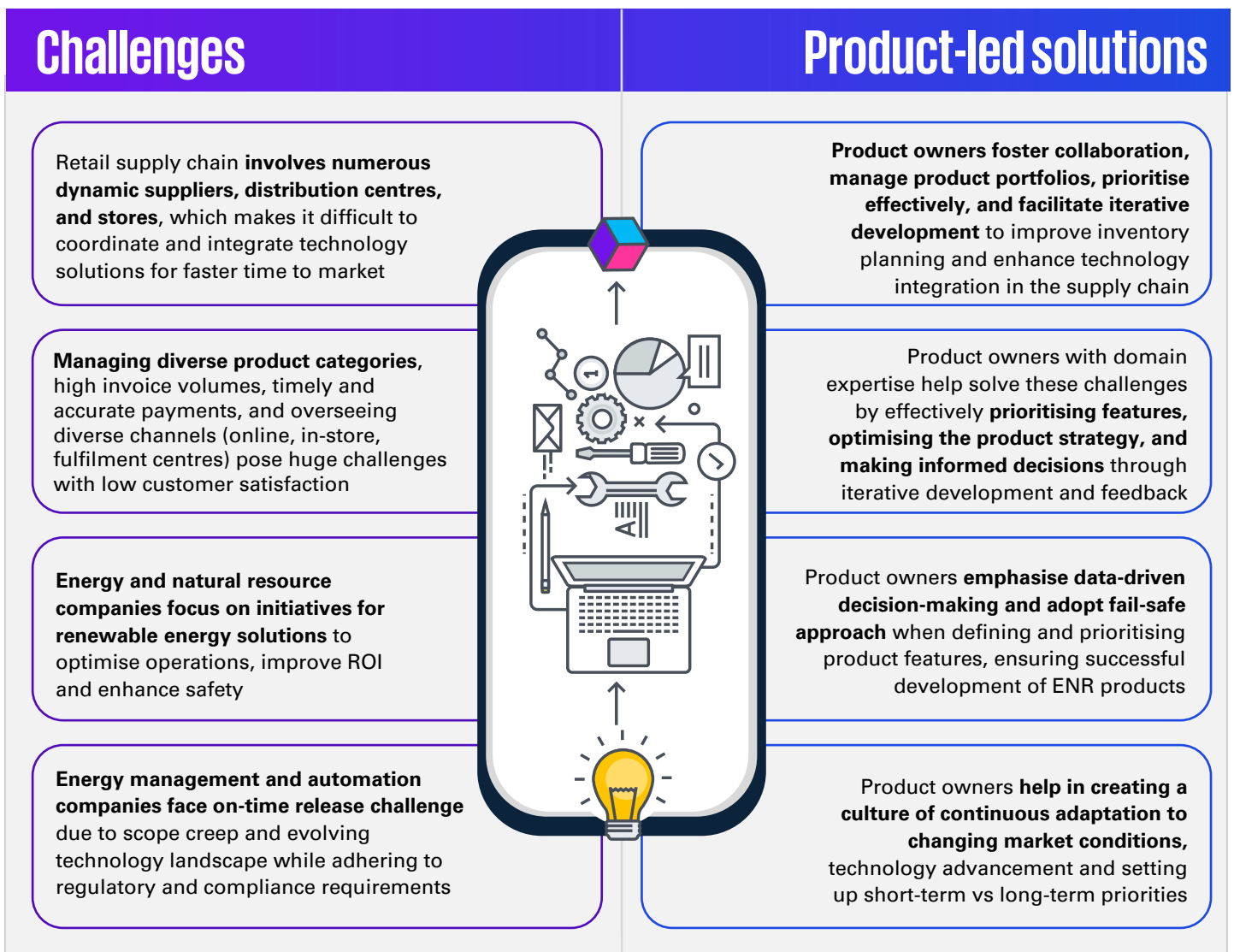


# Tech product ownership



Product ownership plays a crucial role in agile development. It acts as a bridge, connecting the vision of the product with its execution and helps organisations achieve maximum value for customers in this dynamic, challenging and competitive business environment.



## Service offering

## Potential benefits

### Strategic development

01

- Capability maturity assessment and strategic consulting
- Identifying total addressable market
- Product roadmap



- Well-defined product vision
- Enhanced product quality
- Increased customer satisfaction

### Backlog management

02

- Requirement elicitation
- Backlog prioritisation
- Slicing and dicing of problem and solution statements
- Customer journey mapping



- Helps team to deliver most valuable features

### Product launch

03

- Create release strategy and schedule
- UAT, training and communication
- Post launch feedback and ideation process



- Enabling smooth and successful product lunches with less negative impacts and adoption

### Set up CoE

04

- Setting up Centre of Excellence on POaaS, Data as a product
- Training, certification and coaching



- Innovative capability centre with continuous improvement
- Governance, roles and responsibilities

For more insights on tech product ownership, feel free to write to us at [in-fmdigitalenablement@kpmg.com](mailto:in-fmdigitalenablement@kpmg.com)

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