

# Our service offerings across the end-to-end Product Lifecycle



## Ideation and viability of new products and propositions

- We work with clients to rapidly launch new ideas
- We help clients launch products in new markets
- We help clients reach new customer bases

## Continuous refinement and iteration

- We help clients beat the competition and grow products that are already live in market
- We help clients diagnose where their growth blockers are
- We help clients transform their product teams to be best in class

## Scaling

- We help clients transform into internationally scaled product organisations
- We help clients understand how to create high performance product operating models at scale

# Product organisations face common challenges that can be categorised into delivery inefficiencies and strategic misalignment



## Product Misalignment

*Common Symptoms:* “we’re not sure if we’re doing product right”, “we find it difficult to prioritise”, “we’re not seeing return on investment”, “we don’t know what our users want”

### *Areas affected:*

- Strategic prioritisation
- Measuring success
- Roadmaps and backlogs
- Communication across departments
- Product vision its communication

**Do a product diagnostic:** an investigation of how the product engine drives the business forward

## Delivery Inefficiencies

*Common Symptoms:* “we’re spending a lot of money and releasing very slowly”, “it takes too long to get anything done”

### *Areas affected:*

- Delivery frameworks and principles
- Decision-making within teams
- CI/CD
- Architecture
- Testing & QA

**Do a delivery diagnostic:** an investigation into how output is produced and with what tooling

# Ciklum recommends a 8-week Product Diagnostic to rapidly identify and prioritise current product management and delivery challenges

Ciklum's product diagnostic provides analysis and recommendations across the following 4 areas:

## Product Strategy

Are your Product Vision and Strategy effective, and how do your teams use them?

How is your Product function set up?

How do you measure success at a functional level?

Do you believe you have product-market fit?

## Design and User Focus

How do you position your Product to Customers?

What problems are you solving for your customers?

What is the customer journey?

How do you incorporate user feedback into the product build?

How does design and continuous discovery feature for your product?

## Delivery Engine

How often do you release new features?

What are the delivery mechanisms for the product?

Are the development team aware of the strategy and direction of the product?

How often does delivery communicate with design and with strategy representatives?

How do you prioritise features?

## People and Teams

Who are your product champions and what is their role?

How often do the teams communicate about the product direction and delivery?

What is the product team set up and is it working to deliver value to customers?