

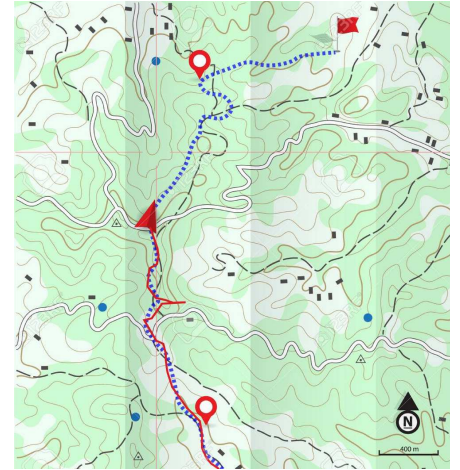
PRODUCT ROADMAP SERVICE

DIGITAL TRANSFORMATION

Effective Transformation Solutions Begin with Strategic Product Roadmaps

Digital transformation is about challenging existing business models and incorporating new tools and technologies into existing ways of doing business. While successful transformation has many facets, a key component to its success, is the ability to create new digital products that drive business value, deliver exceptional user experiences, and solve business problems faster.

But developing product offerings that meet these criteria is a challenging process that starts with and is largely dependent on developing a comprehensive product roadmap.



THE PRODUCT ROADMAP

A Strategic Vision for Product Success

Every successful product development begins with a comprehensive strategy that identifies the how and why of the product development effort – the product roadmap.

The product roadmap is a high-level, visual summary that maps the vision and direction of a product offering over time. It communicates the “why”, “what”, and “how” behind the product or solution being built. As such, the product roadmap serves as both a strategic document and tactical plan for executing and delivering the strategy.

Too often, organizations believe the path to a successful transformation product solution seems intuitively obvious and the product roadmap is given inadequate attention or, worse yet, it is neglected altogether. For these companies the impacts on their transformation can be extremely negative and widespread:

- Absence of a software product development schedule
- Delays in project commencement
- Slow product development
- Budget overruns
- Product functionality scope creep
- Questionable project value

Fortunately, the AndPlus Product Roadmap Service can help.

PRODUCT ROADMAP SERVICE

PRODUCT ROADMAP DELIVERABLES

AndPlus understands the important role that product roadmaps have in the creation of successful digital products. Working closely with client development teams and project stakeholders, AndPlus developers leverage a proven process to establish the business objectives, user requirements, technology considerations, solution functionality, and tactical development plan required for the product development cycle.

The product roadmap identifies and documents:

- **Product Vision:** The shared product vision and key priorities
- **Activity Mapping:** The activities that support the product vision
- **Story Mapping:** A breakdown of major activities and epics into manageable user stories
- **Prioritization:** A prioritized list of minimally viable product (MVP) backlog user stories
- **Architecture:** The technical components expressed in infrastructure diagrams
- **Release Plan:** An agreed upon scope and timeline for the initial product release

With a clear comprehensive product roadmap, organizations can effectively build stakeholder alignment and initiate immediate and focused actions to increase the value delivered by their development and technology investments.

Take the first step in delivering a successful product that accelerates transformation in your organization - [schedule a conversation](#) with a transformation expert now.

ABOUT ANDPLUS

AndPlus is a digital technology consulting and development firm that helps clients accelerate digital transformation by closing the gap between strategy and execution.

Fusing deep technical and business expertise with a custom Agile development process, we help our clients rapidly implement digital transformation strategies that achieve optimal results with less risk.

For more than a decade, AndPlus strategists, builders, innovators, engineers, and designers have pushed the boundaries of mobile, web, IoT, firmware, and advanced technologies to create or improve processes and products that deliver measurable value and exceptional user experiences.

To learn more about how AndPlus can help your organization, visit www.andplus.com.



257 Turnpike Road
Southborough, MA 01772

508.425.7533
www.andplus.com