

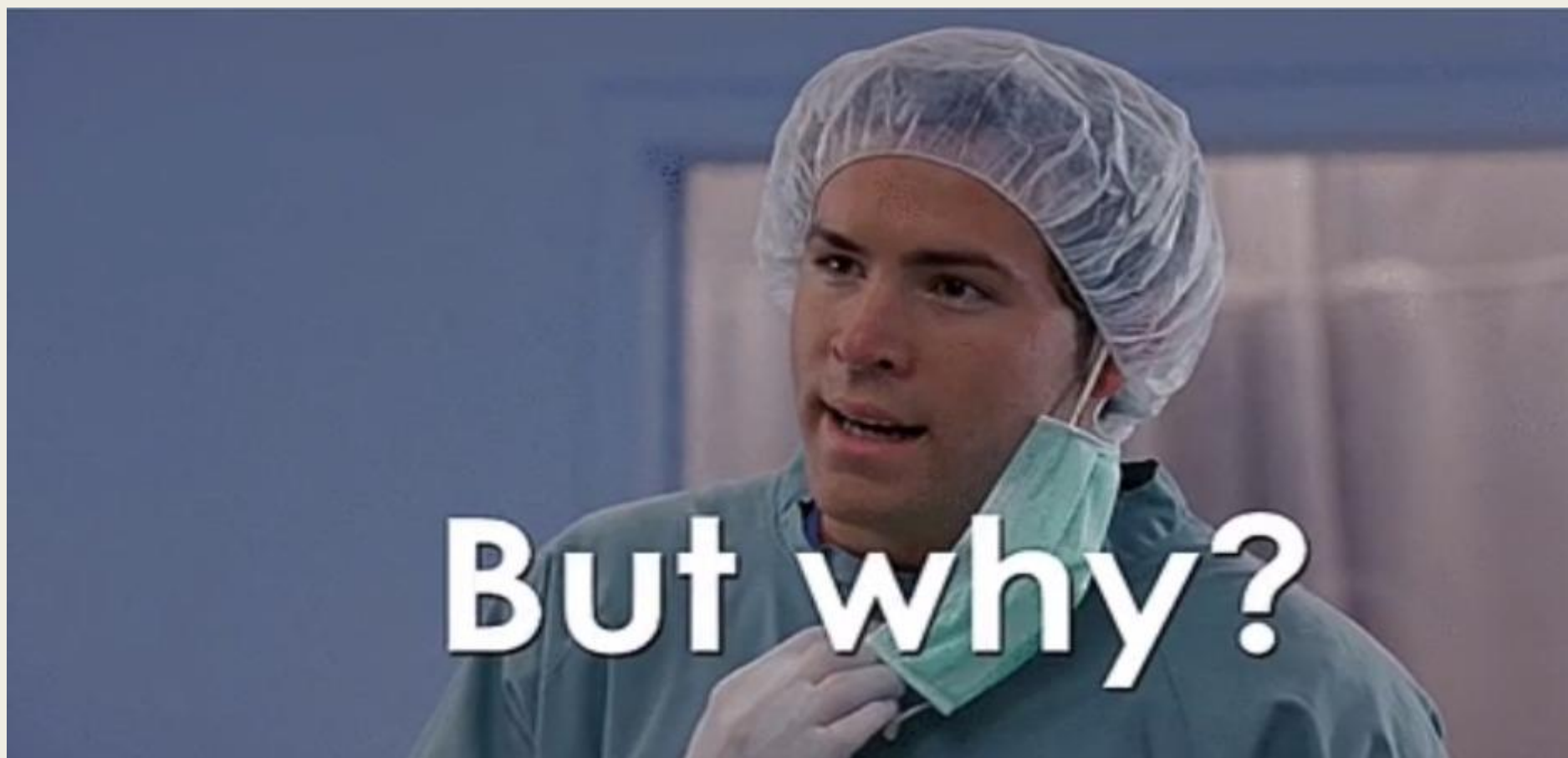


PRODUCT OWNERSHIP

Intros

- Michael Upright – Director Applications (Group) - Delta Dental of Wisconsin
 - *Programmer/Analyst for claims processing for 2 years*
 - *Systems Analyst for websites and integrations for 2 years*
 - *Manager and proxy Product Owner for web scrum team for 2 years*
 - *Director of Applications Development Group going on 2 years*
- Aaron Kremin – Product Owner (Group) – Delta Dental of Wisconsin
 - *Programmer for 10 years*
 - *Project Manager/IT Manager for 4 years*
 - *Scrum Master for 2 years*
 - *Product Owner last 4 years and counting*
 - *Prior PMP, CSM, CPO and Certified LeSS Practitioner*

The Number One Question I Get Asked...



Followed Quickly By...



Solution?





Solved!

Thank you for coming

Conventions and Assumptions

- Product ownership and what that means in an existing enterprise are based on the following assumptions
 - *Software systems have been around for a while and continue to grow*
 - *They are a mix of homegrown and purchased products*
 - *They grew organically, visions changed as the company grew and overall architecture may be somewhat of many different systems bolted together the best they can be*
 - *Departments and external customers all have demands of the system*
 - *Compare and contrast this to a startup where the vision, the platform, the initial product is very focused and everything is coordinated to work together from the ground up and often the customer is completely in focus*

Conventions and Assumptions

- I advocate and sometimes evangelize the Agile way. I find, that overall on a longer timeline, it leads to a better product and better teams.
- My preferred tool for product management and thus backlog management at the PO level is Aha! Screenshots will be from Aha! And, as such a tool requires me to set up the foundations as they allow, I do so in the Aha! way. But any tool can be used.



Define a Product

Enforce a Funnel

Manage the Backlog



What is Your Product?



Can You Control the
Funnel?



Efficient Backlog Administration

Tips and Tricks



What's the Score?

Configure scorecards

[Add scorecard](#)

Scorecards allow your team to add quantification to features and then compare features against each other based on their Aha! Score. After creating your custom Scorecards you can decide which one to use for each product. You can configure the metrics, scale, and weighting per metric for every Scorecard.

When a Scorecard is filled in for a feature, it generates the Aha! Score. The equation to generate the Aha! Score works in the following way: (weight × metric) + (weight × metric) + (weight × metric). You can add any number of metrics.

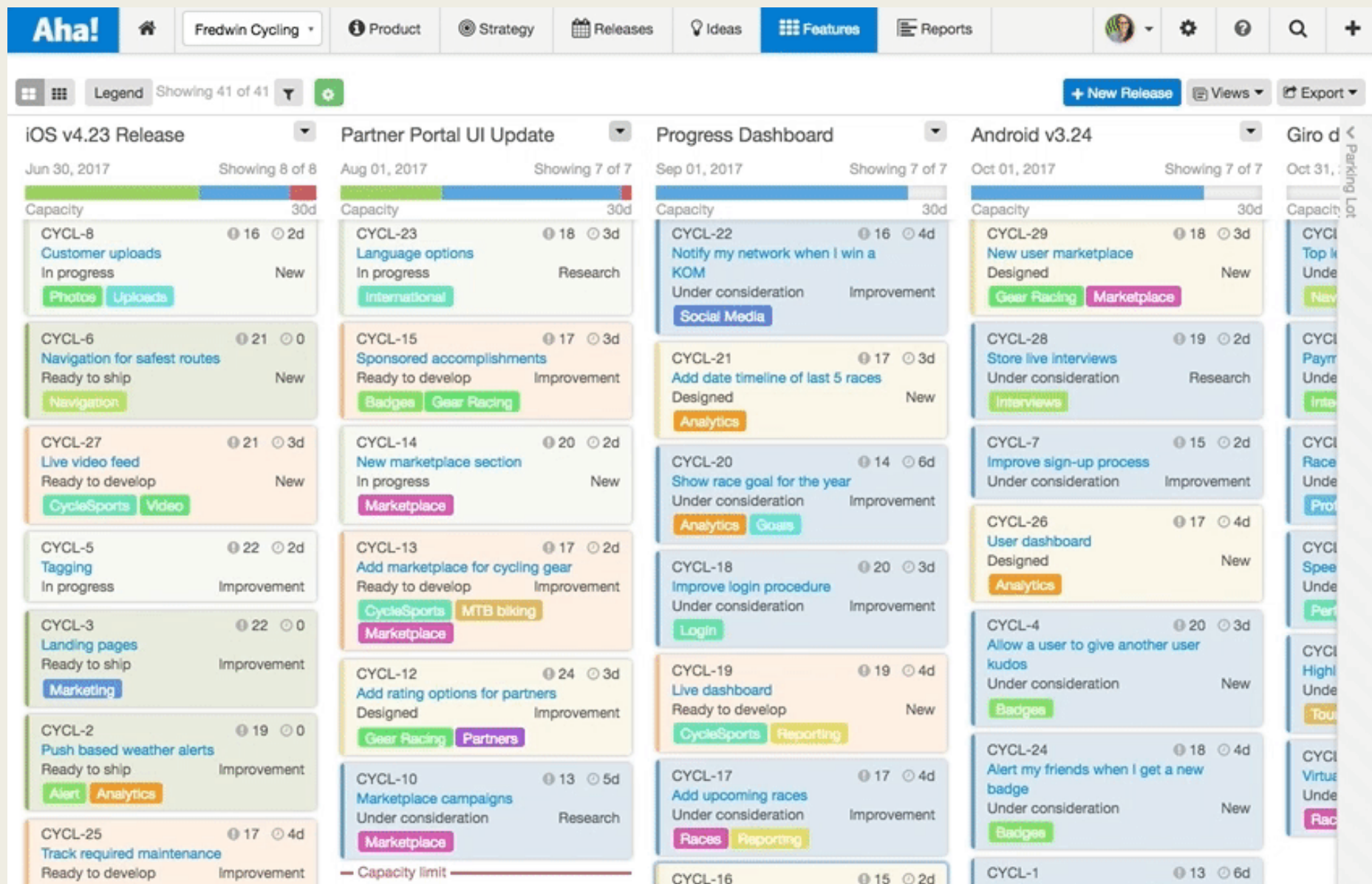
Weights are used to increase or decrease the value of a metric. For example, a weight of 2 means that metric is 2× the value of a metric with a weight of 1. And you can use negative weights to subtract the value of a metric. Leave each weight at 1 to give each metric the same impact on the final score.

If you have multiple products, you may want to consider using Scorecards that have a consistent maximum value (e.g. 100) to allow comparison between features across the portfolio.

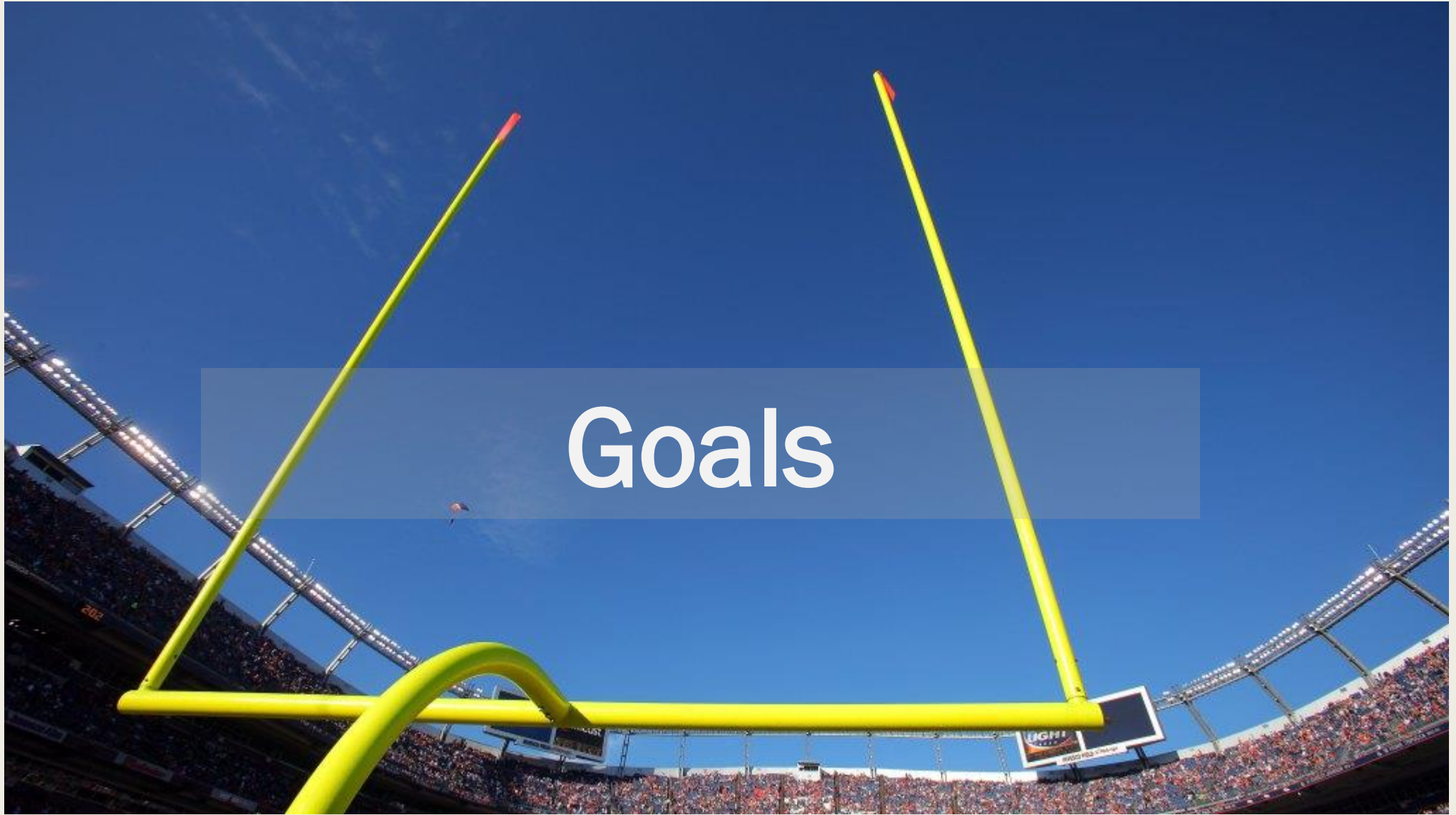
Name	Used in products	Equation	Actions
		Total score = 5.0 × Competitive Advantage + 4.0 × Client Satisfaction + Consumer Satisfaction + 6.0 × Tangible + 2.0 × Intangible + 3.0 × Efficiency + 8.0 × Hard Due Date + 7.0 × Strategic Initiative	Edit Delete
		Total score = 3.0 * Competitive Advantage + 5.0 * Customer Satisfaction + 3.0 * Tangible & Intangible ... + 2.0 * Efficiency + 1.8 * Tactical Scoring + Strategic Alignment * 5	Edit Delete

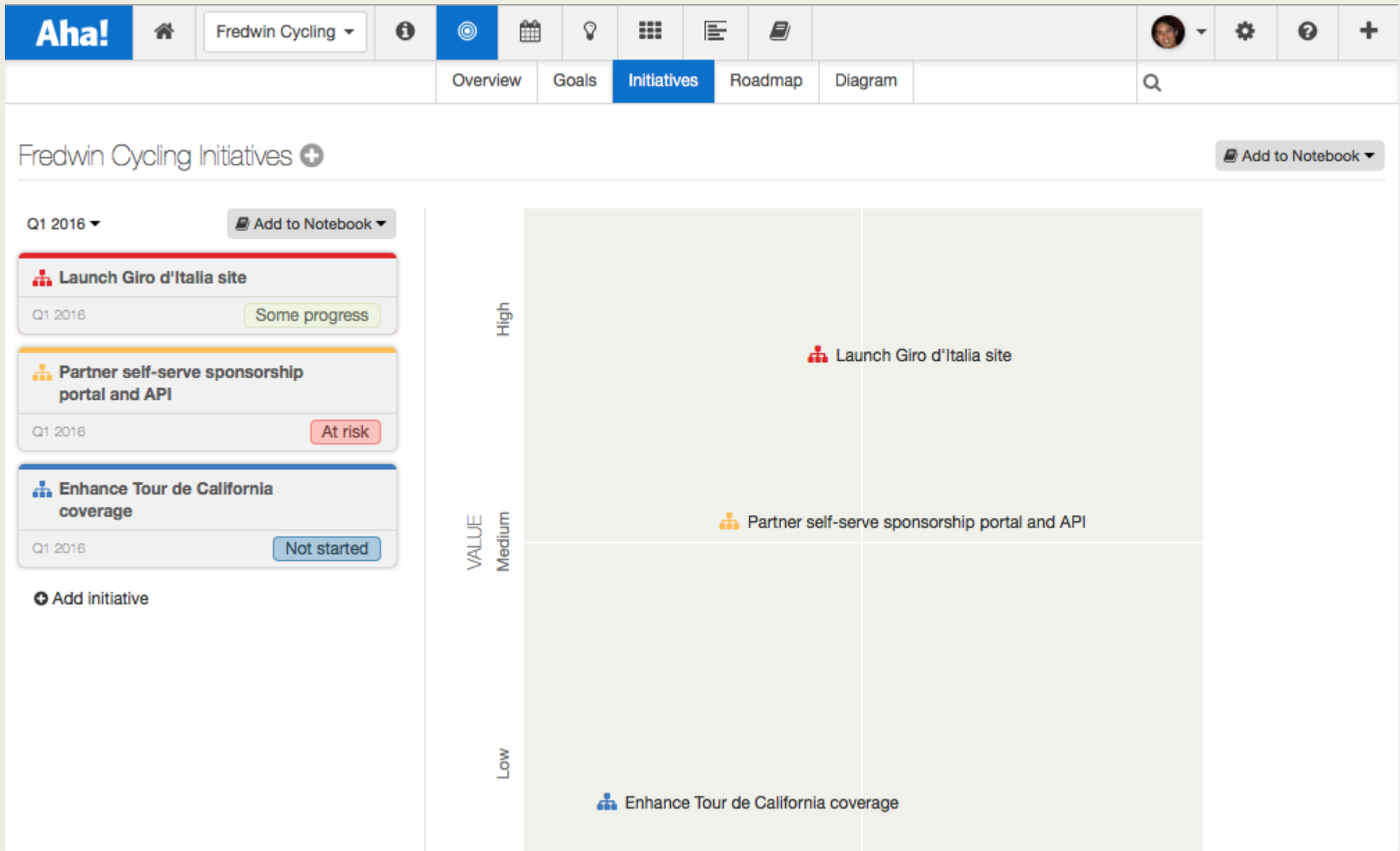


Can I Get the Status...?



Goals







Can I Get a Report On...?

Reports dashboard

Add folder

Saved reports

Example reports



Created by: Any

Shared with: Any

Report type: Any

Access: My reports

Search saved reports

Filters

All

Views

Notebooks

Favorites

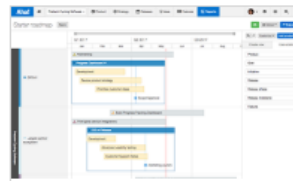
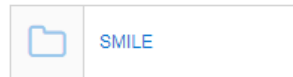
Created by me

Shared by me

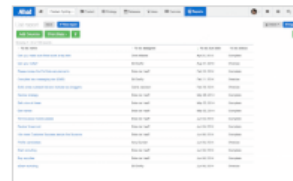
Shared with me

Folders

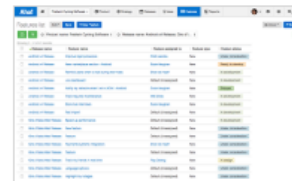
SMILE



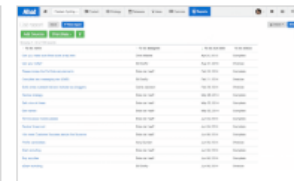
2018 IAS Roadmap



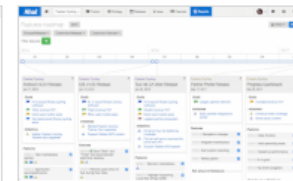
Epic List View



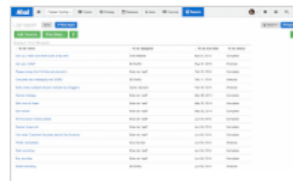
Feature list



Feature List - Review Scoring



Features roadmap



Features with Score and Tags



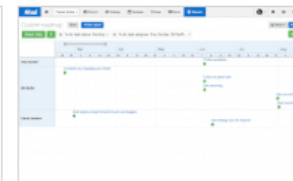
Governance Notebook



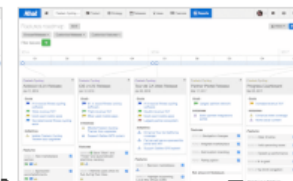
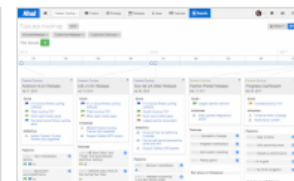
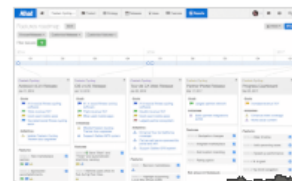
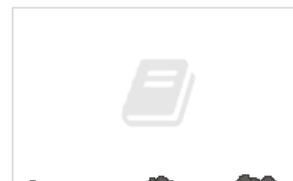
Group Releases roadmap



Group/Web Priority and Status Report



Initiative by Goal and Start Date





That's a Wrap



One Backlog

One Funnel

Trusted Methods of
Prioritization



Communicate!

Contact Us

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