

PRODUCT VS. SOLUTION

Marketing is powerful concept. One of it by products is coined phraseology. Everyone has heard dozens of phrases that are so worn and thin that no one really knows what they mean anymore. This causes confusion and misrepresentation of capabilities and misplaces trust and offset expectations. PMCA offers the following brief description of what one should expect when these terms are used.

PRODUCT

- A Product is Static, Technology Focused, and it is managed through a Life Cycle.



- A Product Manager is person that is chartered to deliver Functionality through a defined set of integrated hardware components. Once that product is manufactured, all that remains is to manage the product life-cycle and balance sales forecasts with production runs. A somewhat simplified, but essentially accurate view of a product. Primary Management focus is inward.

SOLUTION

- A Solution must be Dynamic, Customer Focused and Managed through a Continuous Improvement Cycle. A work in progress.
- For a Solution Manager, defining and product zing the offering is just the beginning. Thus, Product Management skill sets, while essential, are only the starting point for the Solution Manager.
- A Solution Manager delivers Functionality through an ever changing collection of hardware, software and services components. The offering is somewhat intangible, calling for a unique blend of management skills ranging from customer sensitivity, interpersonal skills, negotiation skills, partner management abilities, business planning skills, technical knowledge, and intimate awareness of the inner-workings of the customer, partners and the “Company.”

