

FINANCE PRODUCT MANAGEMENT CASE STUDY

Context

A professional services organization had a history of providing their customers a range of service offerings that their industry relied on. As the need for greater real time intelligence grew from our client's customer base, they sought to innovate and build upon their existing suite of offerings.

The Problem

Our client assembled a cross functional software development team to build a prototype for an analytical offering to meet a need they saw developing in their customer base. However, our client was missing a product manager with the proper domain expertise to provide the developers a vision of what was essential for the product. The product manager would function as a proxy to their broader customer base, articulating a vision for the product and providing feedback to support multiple iterations of the product. CFO's Domain identified a finance industry expert and former executive to function in this capacity.

The Execution

CFO's Domain set out to accomplish 4 things for the client:

1. Articulate a vision that was consistent with what the executive team had laid out while providing the next layer of functional business requirements the product should possess.
2. Test the features that were prototyped, providing the Development team a feedback loop that they could use to iterate upon.
3. Bring in other industry executives and peers from the CFO Domain network to function as additional feedback loops and validation for the prototype.
4. Support the product demos and vision in the sales pitch with potential customers of the product.

The Result

The client ended up with a final first version of their product that they were happy with and that met their customer's expectations. Initial customer feedback was very positive, and the market was receptive.