

TRUereq by **ProductSoft**



Evaluating TRUereq
Requirements Management
Solution





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TRUEreq Requirements Management Solution

Quantifiable Value Proposition

There are four unassailable truths about TRUEreq's Requirements Management Solution¹

Truth #1: TRUEreq helps you get products right

Truth #2: TRUEreq helps you deliver products on time

Truth #3: TRUEreq helps you deliver products on budget

Truth #4: TRUEreq helps you save money²

TRUTH #1: TRUEreq helps you get products <i>right</i>	
The top reasons that product teams get products wrong:	How TRUEreq solves this problem:
<ul style="list-style-type: none"> Unclear understanding of what customers really want 	<ul style="list-style-type: none"> TRUEreq helps capture customer driven requirements through online capture and survey tools
<ul style="list-style-type: none"> Poor communication between internal teams³ 	<ul style="list-style-type: none"> TRUEreq connects all team members and provides a central place where all <u>ideas</u>, <u>issues</u> and <u>discussions</u> take place
TRUTH #2: TRUEreq helps you deliver products on <i>time</i>	
The top causes for product delays	How TRUEreq solves these problems:
<ul style="list-style-type: none"> Poor communication between internal organizations, (engineering, product marketing, product management, etc.) 	<ul style="list-style-type: none"> TRUEreq provides a centralized environment for tracking all conversation threads, managing schedules and assigned tasks in a "date driven" environment.
<ul style="list-style-type: none"> Teams do not share uniform priorities 	<ul style="list-style-type: none"> TRUEreq Rankings, Custom Fields and Use Case analysis allow team members to agree on product requirement priorities.
<ul style="list-style-type: none"> Team deadlines not consistent and difficult to enforce 	<ul style="list-style-type: none"> TRUEreq Scheduling, Task assignment and "date driven" focus puts everyone on the <u>same page</u>.
<ul style="list-style-type: none"> Product Managers and other team members unable to see delays ahead of time 	<ul style="list-style-type: none"> TRUEreq's unique Dashboard view allows managers to see, in one screen, all relevant information on product timelines.



TRUTH #3: TRUEreq helps you deliver products on budget

The top causes of products going over budget:	How TRUEreq solves these problems:
<ul style="list-style-type: none"> • Feature Creep - new features being added or modified during product creation that were not accounted for in the design phase 	<ul style="list-style-type: none"> • TRUEreq allows product managers to “lock down” requirements. Changes must be reviewed through a formal Change Request process.⁴
<ul style="list-style-type: none"> • The product is delayed thus causing highest costs 	<ul style="list-style-type: none"> • TRUEreq helps you deliver products on time⁵
<ul style="list-style-type: none"> • Inefficient communications and time wasted in redundant meetings 	<ul style="list-style-type: none"> • TRUEreq makes your team more effective by giving you a structured work environment to share information efficiently.

TRUTH #4: TRUEreq helps you save *money*

The most expensive aspect of product development	How TRUEreq solves this problem
<ul style="list-style-type: none"> • Personnel costs • Mistakes • Delays 	<ul style="list-style-type: none"> • TRUEreq allows your team to be more effective and work more efficiently by: <ul style="list-style-type: none"> • Getting everybody on the same page • Helping to <u>minimize</u> costly meetings and travel expense • Providing a tool to make <u>necessary</u> meetings more efficient and focused • Offering an environment that provides structure to the product planning cycle but is flexible enough to allow you to work the way you want

Why Customers Like TRUEreq

What they like	What it means
<ul style="list-style-type: none"> • Low risk to purchase 	<ul style="list-style-type: none"> • TRUEreq is priced per seat on a monthly basis – no large upfront license fee is needed to acquire
<ul style="list-style-type: none"> • Easy to use 	<ul style="list-style-type: none"> • TRUEreq looks much like other Windows applications with familiar menu structures and tool bars. It shares a similar look to Windows Explorer.
<ul style="list-style-type: none"> • Easy to learn 	<ul style="list-style-type: none"> • Intuitive interface and online tutorials help users get up to speed quickly
<ul style="list-style-type: none"> • Easy to implement 	<ul style="list-style-type: none"> • TRUEreq can directly import your



	Excel spreadsheets of requirements which will make you immediately productive
<ul style="list-style-type: none"> Not a complex PLM tool 	<ul style="list-style-type: none"> The product's strength lies in its eloquent design: straightforward and easy to use unlike other products such as Microsoft Project.
<ul style="list-style-type: none"> Combines the best of Excel with a collaborative engine which is "date driven" 	<ul style="list-style-type: none"> Users can work in an Excel-like environment, (List View) but have the benefit of a scheduling and collaboration engine as well.
<ul style="list-style-type: none"> "Gets everyone on the same page"⁶ 	<ul style="list-style-type: none"> Eliminates ad-hoc conversations, scraps of paper and allow users to share spreadsheets and documents



Figure 1 - Why customers buy TRUereq, easy to acquire, easy to implement, easy to use



Return on Investment Analysis

The role of the Product Manager is one of communicator and facilitator. It is his primary responsibility to effectively communicate the strategic direction of the product he is managing. To do this he must gather input from a variety of sources:

- Customer Service
- Product Support
- Sales
- Engineering
- Competitors

Once gathered, this data must be acted upon. This means it must be analyzed, ranked, categorized, and communicated to the organization in order to develop a logical list of features that will find their way into the next version of the product. Along the way the Product Manager must balance the demands of many different stakeholders, realizing he can not possibly make everyone 100% happy.

The process of getting agreement on new product design, by definition, mandates a high level of communication. By far the most prevalent forum for communicating is in face-to-face meetings. The problem with meetings is they are expensive, time-consuming and usually involve the coordination of a large number of people.

In addition there is a lot of work to be done to prepare for these meetings. Documents need to be prepared, presentations need to be updated and handouts need to be made for all the attendees. Because requirements analysis is never static, these meetings must be held continually to make sure everyone is in sync and heading in the right direction.

Now imagine that you have a process in place that allows you to be in sync; to be on the same page, BEFORE you go into an Update Meeting. How much more productive do you think the meeting would be? What if everyone were working on the same information as you– are privy to the same discussions, ideas and issues as you. How much more focused would your meetings be? In fact, wouldn't it be possible to REDUCE the number of costly meetings altogether? This is precisely what TRUEreq can offer you.

A recent study⁷ revealed the following interesting data points about how Product Managers spend their time:

- They receive about 63 emails per day
- They send about 30 emails per day
- They attend 12 internal meeting a week, and this trend is growing to 20!

A reasonable assumption is that it takes roughly 90 seconds to read an email and about 4 minutes to compose and send an email. Doing the math on these simple, but accurate metrics, it's clear that Product Managers are spending over 28 hours of their work week just managing communication flows between all the stakeholders in the organization.



Now, apply that same metric to a small product team of 10 people⁸ and we quickly see that in reality there are about 254 in loaded labor hours a month, or more astounding, 3049 hours annually, wrapped up in Update Meetings, and other communication aimed solely at getting everyone on the same page!

Using TRUEreq to manage and help facilitate a better and more efficient way to communicate with other team members, let alone provide a centralized location for keeping the “corporate memory” would greatly improve productivity by letting people better focus their time and improve the teams effectiveness. Our customers have said they have seen a 30% decrease in just the number of meetings and time preparing for meetings by implementing the TRUEreq solution.

This analysis doesn't even begin to take into account the lost revenue opportunity when a product is late to market because of poor communication and missed requirements.⁹ Let's take a look at the financial impact of all this.

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This ROI analysis¹⁰ is generated solely from the metric data referred to earlier. Other costs that are not taken into consideration in this model are travel and related expenses for remote people to be onsite. It's clear from this that even a slight improvement in the efficiency and effectiveness gained from implementing a TRUEreq solution will immediately justify the investment in getting started. Let's look at structuring an evaluation plan for acquiring the TRUEreq product.

Evaluation Plan

A good evaluation plan should be one which is very specific as to the features that are required in a solution and a detailed plan for testing those features in the evaluation. Here is a sample plan for testing the core features of the TRUEreq system. You can use this as a shell to build out your own more detailed plan based on your specific needs.

TRUEreq Evaluation Plan¹¹

1. Identify evaluation team members
2. Define a clear list of features required
3. Define a reasonable timeline for completing feature testing
4. Begin Test
 - a. Team Preparation
 - i. Product demonstration and training
 - ii. Hardware identification
 - iii. Download TRUEreq software on test machines
 - iv. Establish the TRUEreq Workspace name
 - b. Product evaluation
 - i. In TRUEreq create a top level folder
 - Name Folder TRUEreq Feature Testing
 - ii. Create Projects under this folder
 - Name each Project object with the name of a specific feature define in 3.
 - Assign a team member responsible for completing the testing of this feature
 - Include a Description of the desired feature



- Assign phases of the feature testing to various team member with due dates
 - Assign a “signoff” person to agree feature has been tested in order to lock down and close out testing of the feature.
- c. Milestone Evaluation
 - i. Mid-way through evaluation
 - ii. Involve all team members
 - iii. Involve TRUReq account manager
 - iv. Involve Technical Support
 - Address any issues that have arisen in the testing
 - d. Feature Test Items
 - i. Create Product or Project
 - ii. Create and assign Tasks or Requirements
 - iii. Assign Phases to owners
 - iv. Assign “Sign Off” authority to team measure
 - v. Assign all phases to end dates
 - vi. Move Requirements and Products into folders
 - vii. Converse on requirements
 - viii. Complete requirement phases and sign off
 - ix. Add a Change Request
 - x. Manage the phases of the Change Request
 - xi. Sign off on Change Request
 - xii. Reporting
 - xiii. Dashboard View (EIS)
 - xiv. List View (data management)
 - Add custom fields
 - Sort by custom fields
 - Add date item to requirement record
 - Group and sort with the “Move” command
 - Move columns
5. End Test
 6. Review results in Roundup meeting – Go/ no go decision
 7. Contact references
 8. Complete software acquisition
 9. Schedule user training
 10. Begin roll out of TRUReq product

¹ Summarized from a formal customer survey conducted 4/15/2004

² While hard dollar savings are obtainable by implementing the TRUReq solution, substantial increases in productivity should be anticipated.

³ Customers have told us features are add by conversations in the hallway, scraps of paper, Excel spreadsheet stored on individual’s computers and other random communications – which may or may not find their way into the product.

⁴ Our customers tell us this is one of the single most important aspects of the TRUReq product. This forces a systematic process for making changes to requirements.

⁵ See unassailable truth #2.

⁶ A direct customer quote.



⁷ Pragmatic Marketing 2002 survey of 921 respondents. Results can be found at web site <http://www.productmarketing.com/survey.htm>

⁸ The team would include Management, Sales, Engineering, Customer Support and Marketing. Clearly not all of these people are as focused on Product Management as much as the PM himself hence a generalized reduction factor is used to ratio their time.

⁹ True story; a TRUEreq customer told us of a situation where a prospective customer of theirs agreed to a contract on the provision that a new and important feature they wanted be placed in the next release of the product. That information was passed along to the Product Manger via email. The Product Manager left the company and his email account was erased. The feature did not get into the next release of the product and the customer was furious. How's that for customer satisfaction.

¹⁰ The wage information used in this analysis was provided by SALARY.COM, a website that offers salary ranges by metropolitan areas for a wide variety of professions. The numbers used were the lowest in the range for the titles indicated for the San Francisco Bay Area.

¹¹ This outline is done in Word. I should be done in TRUEreq because in Word, you cannot share the information or collaborate with other team members. This is a static outline and of little use in a team environment.