

## **Product Management**

### **BUSINESS NEED**

The Product Management team is responsible for initiating new products by being in consistent contact with clients in order to understand what solutions will be useful to them in the near and long terms. We work with the sales and account management team to promote new products and we track how existing products are performing. All of the mentioned tasks are essential for our division to keep moving forward and staying in line with client's expectations and needs.

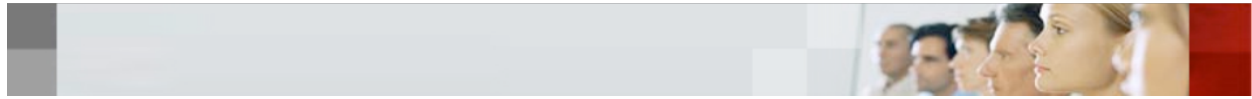
### **OPPORTUNITIES/CHALLENGES**

The major challenge is the current technology environment did not have the necessary product management features to support the new functionality required of this investment bank to the internal units..

### **enableIT SOLUTION**

The solution implemented by enableIT allowed this investment bank to satisfy the product management requirements as requested by senior management: below are the following solutions and tasks for this project.

- Simplifying and keeping up with monthly KPI reports
- Organizing and running Broadridge's Eurozone client focus groups
- Updating our product deck to keep clients informed of our offerings
- Composing a competitive analysis
- Managing the standardization of language used across multiple internal support teams
- Composing internal announcements of new products
- Composing templates for client Statements Of Work
- Cleaning up product baseline projection information to be used in future templates.



## **VALUE OF INVESTMENT**

The customers directly benefit from the product management team through our delivering of effective solutions

## **DOMAIN**

Fixed income, interest rates, trading

## **TECHNOLOGY**

N/A