

Product modelling in a digital organization – defining the process workshop

(Course code - ODF-5304)

Creating actionable insights and improvements into your organization's New Product Introduction and demonstrate how ODA Methodology helps to create a modern catalog drive approach.

TM Forum's Product Modelling – Defining the Process Workshop builds on our established product modeling curriculum to drive tangible improvements in your organization's new product introduction (NPI) process. Using a real-life product from your business, this hands-on workshop guides cross-functional teams through the steps of product design, decomposition into the Product/Service/Resource (PSR) hierarchy, and correct allocation within catalog applications in a telecom environment. By the end of the session, your teams will have developed or refined an NPI process that aligns with TM Forum best practices—ready to accelerate innovation and streamline delivery.

Team members from across your organization and your delivery partners come together to learn how to leverage the Open Digital Architecture to implement a modern catalog-driven approach to create an efficient and robust product catalogue solution.

The focus of the workshop is specifically on your organization and the improvement of your New Product Introduction process. We recommend that you invite your delivery partners to be part of this workshop, thus establishing buy-in and agreement to the new/updated NPI process. This ensures that a process agreed by all parties will be followed in an effective manner, ensuring quicker time to market for new products with less rework due to misunderstood requirements.

The progression of the two days will take your team members through step-by-step exercises that drive them to think through how to make changes that will enable customer centric approaches. The workshop will be highly interactive featuring small group discussions, structured brainstorming and interactive exercises.

Each topic will have actionable outcomes tailored to your company that you can take away and use to drive prioritization and actions in your product catalog programs.

who should attend?

This course is suitable for:

- Technical staff in IT responsible for the delivery and management of software applications related to product, service, and resource lifecycles
- End-to-end business process people responsible for the concept-to-cash flow
- Senior Managers and Project Managers responsible for the delivery and maintenance of these areas.
- Cross functional teams across the organization responsible for the product catalogues potentially including delivery partners.

Format: Expert Led

Level: Implementers

Duration: 2 Days

Prerequisites:

- Product modelling in a digital organization – populating catalogs practitioners (Course code: ODF-3304) and its pre-requisites

key outcomes

- A deep understanding of the Product Modelling and Product Catalog process allow you to address the challenges across your business, technical implementations, and strategies regarding new product introduction.
- Insight into where Product, Service, Resource is used within Open Digital Architecture, understanding the importance of a common structure and repository.
- Identify key information about your products and map it to Product / Service / Resource hierarchy.
- Insights into the transition techniques of moving from existing processes and the implications of the new governance models required.

course certification:

There is no certification associated with this workshop.

course syllabus

Discovery Engagements

The actual agenda and workshop sessions will depend on the specific needs which as defined in discovery engagements with the instructors and your organizations points of contact. These discovery engagements will be prior to the actual 2 days of the workshop and will need coordination with the technical teams.

Two Day Workshop Sample Agenda

Each day is divided into 3 blocks of interactive and facilitated discussions and exercises.

DAY 1 INFORMATION REQUIREMENTS

- **Module 1:** Why ODA? Discussion and Summary of Previous Workshops.
- **Module 2:** Identification and decomposition of current Product, Service and Resources to be address in the workshop.
- **Module 3:** Mapping touchpoints, functional and information requirements.

DAY 2 MAPPING AND GOVERNANCE

- **Module 1:** Identify (Confirm) Product, Service and Resource which has been specifically identified for this engagement.
- **Module 2:** Mapping Product Services and Resources connected to this engagement.
- **Module 3:** Governance structure of the Product, Service and Resource.

suggested courses to take next

Once the learnings of the workshop have been digested, in-depth training in Business Process Framework, Information Framework, and Open APIs are recommended. Please talk with your Engagement Manager for further information.