SOFTWARE PRODUCT MANAGEMENT FOR THE INTERNET OF THINGS

Join us for this 2-day course in Heidelberg, Germany January 28-29, 2016!

You've been hearing all the hype around the Internet of Things (IoT) for months or even years, but do you understand what it means for your product, company and career? Do you need insight into both the critical business and technical aspects of one today's most disruptive technologies? Perhaps you've done your own research and were overwhelmed by the sheer volume of information and the seemingly endless hype.

This **2-day course** taught by global software industry veteran, Greg Prickril, will give you and understanding of both the business opportunities and technological challenges presented by one of today's most disruptive tech trends. After taking this course, you will be able to:

- Describe the key technologies and architectural components that underlie the IoT stack
- List the key IoT scenarios and implemented projects that are disrupting markets globally and changing the lives of millions
- Explain the key business aspects of the IoT and identify the most compelling business opportunities for you and your company
- Assess the role of the IoT in your products and identify the most compelling market opportunities
- Enjoy your expanded professional network of people from around the world with interests and challenges similar to yours

Whether you're completely new to the IoT or have already begun working in this field, this course will quickly give you the subject matter expertise and real-world insight you need to conceive of and manage software products that leverage the disruptive power of the IoT.

In a **15-year career** shipping software at **IBM, Microsoft and SAP**, Greg Prickril, a strategic product management **consultant, coach and trainer** is also a subject matter expert in smart cities and other IoT scenarios. Greg is on the board of the International Software Product Management Association (ISPMA), curator of SPMResources.com, and regularly writes about strategic product management topics on his SPM Intersections blog. Find more information at www.prickril.com.

Microsoft   SAP   IBM

THE COURSE

This **2-day course** is given in **English** and costs **€2,500** (plus VAT). *Anyone* who is interested in the impact of the IoT on software product development from a business and technology perspective is invited to attend. While there are no strict prerequisites to take this course, some understanding of technology and software product and solution development is recommended

Agenda

DAY 1

- Foundations and History
- Key Scenarios and Use Cases
- Technology Overview
- Market Overview

DAY 2

- IoT Business Models
- Designing Products and Solutions for the IoT
- Preparing the Organization for the IoT

Who should attend?

- **New and experienced product managers** interested in understanding the business and technological aspects of the IoT and how it can impact their product strategy
- **Software engineering professionals** like architects, developers and quality professionals interested in enhancing their technical knowledge and understanding of the key business impacts of IoT
- **Executive leadership** of software solution companies assessing the potential impact of IoT on their business
- **Entrepreneurs** interested in identifying the most compelling business opportunities related to the IoT
- **Other professionals** working in the area of the IoT who need a thorough yet approachable explanation of the most important aspects of building software solutions for the IoT

Course Benefits

- Insight into the most critical business and technical aspects of the IoT
- Specific guidance for software product managers on identifying market opportunities and designing solutions for the IoT
- Certificate of Attendance and optional Certificate of Mastery (requires passing grade on optional test given at the end of the course)
- Become a **member of Prickril Consulting's Alumni Network**, providing you ongoing access to special resources and, Alumni-only events

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