

# CaseStudy

GETTING **PRODUCT MANAGEMENT**  
**FOCUSED** ON THE CUSTOMER PROBLEM.



How private training in Optimal Product Management and Product Marketing created a Product Management team focused on customer problems.

# theChallenge

**A**s a small company gearing up for growth, Aranz Geo offered 3D geological modelling software. As the company grew, a Product Management organization was formed and new people joined the team. The product line was also splitting into more established products and potential opportunities. However, management and the team were uncertain what constituted great Product Management and how to create a process that solved for both scenarios: new products and established ones. The search was on for a Product Management training company that could help the entire team get off on the right foot. The training had to include Product Management processes that would drive creating the right products.

Aranz Geo had become so successful that they started hiring. More Product Managers joined the company and needed access to the same training and skills. Private on-site training for individual Product Managers who joined the organization at different times didn't make sense so they explored other 280 Group training options.



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*“280 Group training was worth every cent that it cost. The entire Aranz Geo Product Management team is focused on the customer’s problem. Solving for the right customer problem leads to company growth.”*

**Tim Schurr**

**Director of Product and Innovation**

# theSolution

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After much research, 280 Group was chosen to deliver a semi-customized Optimal Product Management and Product Marketing course. The 280 Group trainer worked with the manager to determine how to integrate the Aranz Geo development process steps into the 280 Group framework. In addition, the manager wanted to use Aranz Geo's scenarios during the training.

"The 280 group trainer was a joy to work with and everyone had a great time during the training. Once the training was complete, the Product Management team regrouped to determine how the learning and process insights could best be used in the Aranz Geo context."

Later on, Aranz Geo brought in new Product Managers who needed to come up to speed with their colleagues. Taking advantage of the Certified Product Manager Online Course and Exam, Aranz Geo chose to enroll selected Product Managers in the online course to catch up with the team members who had in-person course knowledge built into their day to day work.

# theResults

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As a result of the training and conversations with the 280 Group consultant, Aranz Geo took on board a key concept: it was more important to focus on the problem space before starting product development.

By understanding the role of the Product Lifecycle in developing and bringing new products to market, the team could focus on doing the right work at the right time. These core concepts helped drive the organization as it faced growing the product line.

Aranz Geo realized that with online training, the new members of the Product Management team could learn to speak the same Product Management language as the rest of the team and come up to speed on key skills more quickly.

# theConclusion

The Product Management team at Aranz Geo keeps their focus centered on customer problems. They avoid moving into solutions mode until they are sure that the customer problem is well understood. The outcome of 280 Group training for Aranz Geo led to greater financial success. The company is growing strongly and has a clear sight on what delivers that success: Product Managers and their laser focus on customer needs.

