

A series of thin, black, overlapping lines forming various geometric shapes like triangles and polygons, scattered across the top and left side of the page.

WHEN YOUR PRODUCT IS IN FACT A SERVICE

A WORKING SESSION
AND DISCUSSION


AGENDA

- Product vs Service
- Ownership
- Where does the Product Management fit in?
- Winning strategy for PMs

PRODUCT VS SERVICE

Home / Robotic Lawn Mowers / AUTOMOWER® 430XH

OFFER



Residential Robotic Lawn Mowers
AUTOMOWER® 430XH
★★★★★ 4.5 (100) [Write a review](#)
\$1,999.99
~~\$2,499.99~~MSRP

0.8 acre
Lawn Size (±20)

45 %
Maximum slope performance inside installation

Automower® Connect
App controlled

- Patented Features
- Premium X-Line Features
- Superior Connectivity
- [View all features](#)

✓ Available online

ADD TO CART


FIND A DEALER

[Compare](#)

1/5 ↗

Enjoy free shipping + buy now, pay over time.
Husqvarna Automower® 430XH is a reliable, high cut performance model in the X-line series. Suited for medium sized lawns up to 0.8 acres, it comes with a variety of exclusive features found below in the product information section.

DIY



a family of trusted landscape brands

Quarterly plans and monthly walk-throughs

Each quarter, your account manager will outline the steps necessary to maintain t... include mulching, pruni... all tasks are identified, y... walk-through to make s... each task properly, on t...

We're serious about accountability

When you partner with critical landscape beau... quarter in addition to re...

Take the guesswork out of landscape planning and hold your landscape team accountable. Collaborating with your management team, we will identify all tasks necessary to maintain the long-term health of your outdoor spaces.

All tasks outlined in the quarterly plan are tracked monthly with status always available through [syncscope™](#), our exclusive online customer portal.

Let the pros handle it

PRODUCT VS SERVICE

Time to be your own boss

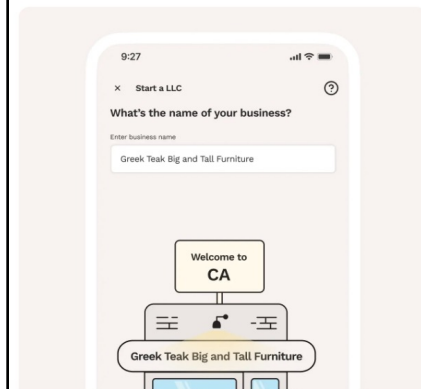
Join the millions who launched their businesses with LegalZoom. LLC plans start at \$0 + filing fees.

Start my business

Excellent Trustpilot [Learn more](#)

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Use LegalZoom to start your business in 3 easy steps



01

Choose a business structure and a business name

We'll help you get set up right, and we'll check with the state to make sure the name you want is available.

- DIY
- Ease of use

Home About Services Form A Company FAQs Order Testimonials Blog Pay Online

Professional services for the lifecycle of your business.

From Same Day filings to good standing certificates within minutes, our wide range of services are more convenient than ever. Whether your request is placed by phone, fax, email or online, you will receive the prompt, personal attention you expect. At NRAI Services, we deliver.

Understanding your needs and delivering quality results is what we do. Our veteran team of corporate specialists has knowledge and experience considered top notch in the industry. You can trust their expertise to handle your corporate projects regardless of complexity. NRAI Services' sole focus is to provide you with outstanding customer service and quality product. Stop talking to voicemail and enjoy the benefits of talking to a seasoned professional. Our corporate service specialists are ready to take your call.

Corporate Document Preparation and Filing Services:

- ✓ Name Clearance/Reservation
- ✓ Entity Formation/Registration
- ✓ Conversions
- ✓ Domestications
- ✓ Mergers & Amendments
- ✓ Change of Agents
- ✓ Restated Certificates
- ✓ Dissolutions, Cancellations & Withdrawals
- ✓ Trade Names
- ✓ Annual Reports

Document Retrieval and Information

- ✓ Status Searches
- ✓ Good Standing Certificates
- ✓ Certified Copies
- ✓ Certificates of Fact

Uniform Commercial Code:

- ✓ UCC Filings
- ✓ UCC Searches and Retrievals

- Let the pros handle it
- Peace of mind

SETTING THE STAGE

Traditional Product Org

The product 'IS' the software / widget

Product Management 'IS' the business

PM defines the: Why, What, How much,
Who to sell to

Product Success predominantly lies with
PM

Service based Org

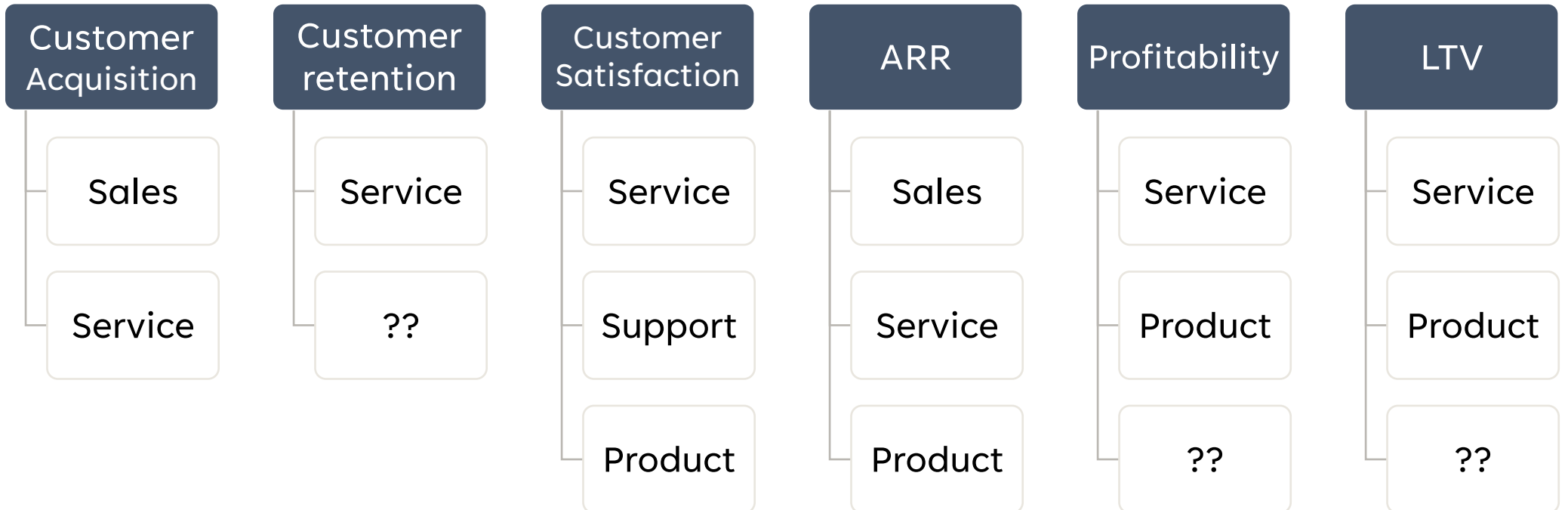
The product is the entire client journey
and service delivery

Technology is the enabler

Multiple business owners (Service,
Fulfilment etc)

Product success lies with Service teams
primarily

GOALS AND OWNERSHIP



WHAT SHOULD PM OWN?

Product in charge of 'Business of the service'

and that makes the job even more fun !!



Customer
feedback



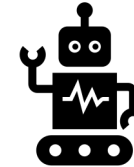
Customer
delight



P&L



Service
Offerings



Service
Automation



Product
updates

PARTNER AND WIN - JOINTLY

- Make Service team be the Hero
 - Make the service experience better
 - Refine and improve SLA
- Turn the cost center to a revenue center
 - Enable cross-sell
 - Build product tiers that enable Service revenue
 - Automate the commodity work - Generate value added services

THANK YOU



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