

# Product management

PwC enables GCCs to adopt a product-centric approach by defining strategy, governance, and lifecycle processes that accelerate innovation, improve alignment with business objectives, and deliver measurable value.

## Key activities

### Product strategy and operating model

Define product vision, outcomes and north star metrics; establish product lines, roles, and funding models.

### Product delivery and backlog governance

Implement structured discovery (JTBD, hypothesis testing) and value-based backlog prioritisation

### Product economics and success management

Set product-level ROI and unit economics; design dashboards for adoption, retention, feature utilisation, and NPS

### Lifecycle execution and sunsetting

Manage launch, scale and decommission plans; ensure risk controls and user migration strategies.

### Embed with Agile/DevOps and enterprise guardrails

Align product rituals with Agile delivery, ensure architecture compliance and integrate product KPIs into CIO scorecards

## Value delivery

1

Accelerated product innovation and faster time-to-market

2

Clear accountability for outcomes and improved ROI

3

Enhanced customer experience through digital-first product strategies

4

Reduced waste via disciplined discovery and governed backlog

# Facilitating business analysis process



Needs assessment



Market and risk analysis



Process mapping and optimisation



Technology and systems evaluation



Change management



Performance metrics and reporting

## Our approach

1

Gather requirements and map to business objectives

2

Perform risk assessment

3

Facilitate process mapping and identify optimisation opportunities

4

Evaluate existing technology infrastructure

5

Implement change management

6

Design KPI dashboards, reporting mechanisms