

Learn what every product manager needs to know to Create, Plan and Market successful high-tech products and services

# High-Tech Product Marketing Training

# High-Tech Product Marketing NEWS

Case Studies in Practical Product Management from Pragmatic Marketing, the World-Leader in Product Marketing Training Courses.

<b>Practical Product Management™</b>	<p><b>Build market-driven products by listening to the market:</b></p> <ol style="list-style-type: none"> <li>I. Strategic Role of Product Management</li> <li>II. Market Analysis</li> <li>III. Quantitative Analysis</li> <li>IV. Strategic Planning</li> <li>V. Product Planning</li> <li>VI. Working with Development Projects</li> <li>VII. Promotional Communications, Sales Tools and Channel Support</li> </ol>	<b>Requirements That Work™</b>	<p><b>Create Market Requirements Documents that get executed and deliver solutions your market wants:</b></p> <ol style="list-style-type: none"> <li>I. Defining Roles and Methodology</li> <li>II. Gathering Input</li> <li>III. Building the Market Requirements Document</li> <li>IV. Analyzing Business and Technology Drivers</li> <li>V. Getting (and Keeping) Commitments</li> </ol>	<b>Analyzing Market Opportunities™</b>	<p><b>Build a compelling business case for your high-tech product:</b></p> <ol style="list-style-type: none"> <li>I. Building Business Cases</li> <li>II. Market Sensing</li> <li>III. Opportunity Validation</li> <li>IV. Planning &amp; Analysis</li> <li>V. Selling the Plan</li> <li>VI. The Product (or Project) Termination Decision</li> </ol>	<b>Effective Marketing Programs™</b>	<p><b>Plan and execute marketing programs that produce measurable results:</b></p> <ol style="list-style-type: none"> <li>I. Roles and Responsibilities</li> <li>II. Prospect Profiles</li> <li>III. Program Goals and Priorities</li> <li>IV. The Strategic Programs Plan</li> <li>V. High ROI Sales Tools</li> <li>VI. Goal-Oriented Program Execution</li> <li>VII. Begin Again with New Clarity</li> </ol>
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Visit our website for course schedules and locations.

[www.PragmaticMarketing.com](http://www.PragmaticMarketing.com) or call to register at **(800) 816-7861**

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*“The Pragmatic courses are a must-have for product managers.*

*They are incredibly practical and directly applicable.*

*You walk in the office on Monday after attending a Pragmatic course, and you can immediately start doing things differently.*

*The seminars are loaded with real-life experiences, war stories, and examples. And they are taught by instructors who have felt my pain.”*



## Sitraka Sharpens Its Focus on Strategic Marketing with a Pragmatic Approach

*“From the CEO on down, this market-driven focus is our mantra. And we have implemented a proven process for customer interaction that enables us to build successful products that resonate with the market.”*

Sitraka is a company that knows performance. A leader in the J2EE performance assurance field, Sitraka delivers advanced diagnostic solutions that help companies pinpoint and eliminate performance hazards in Java applications. But the company not only helps its customers tune-up their performance, it also focuses on sharpening its own.

Toward that end, the product management team at Sitraka is unwavering in its commitment to becoming more and more market-driven. “At Sitraka, we work hard to understand our customers and their challenges,” emphasizes Alan Armstrong, Director of New Products. “From the CEO on down, this market-driven focus is our mantra. And we have implemented a proven process for customer interaction that enables us to build successful products that resonate with the market.”

Sitraka’s market-driven approach to software development has been fueled by the lessons learned from in-depth seminars delivered by Pragmatic Marketing, Inc. In its high-impact training for high-tech, Pragmatic emphasizes strategic product

management and offers a blueprint for product marketing that focuses on communicating with target market segments in order to address high-value prospect problems. Sitraka has commissioned Pragmatic to deliver courses ranging from Practical Product Management™ to Requirements That Work™. And it has sent its product managers to Pragmatic’s Analyzing Market Opportunities™ presented in conjunction with the expanding Toronto Product Management Association.

For Sitraka, this focus on strategic marketing works. “One of Sitraka’s greatest advantages is that it is a marketing powerhouse,” says Josephine Coombe, Director of Corporate Marketing. “And we have a dominant brand in the Java industry. The Pragmatic Marketing methodology has been a key contributor to that success. It has informed our product marketing decision-making and helped us structure the way we manage our activities. It’s enabled us to seamlessly bridge strategy and execution. And it’s helped us build the right products for the right markets and launch them in a compelling manner.”



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