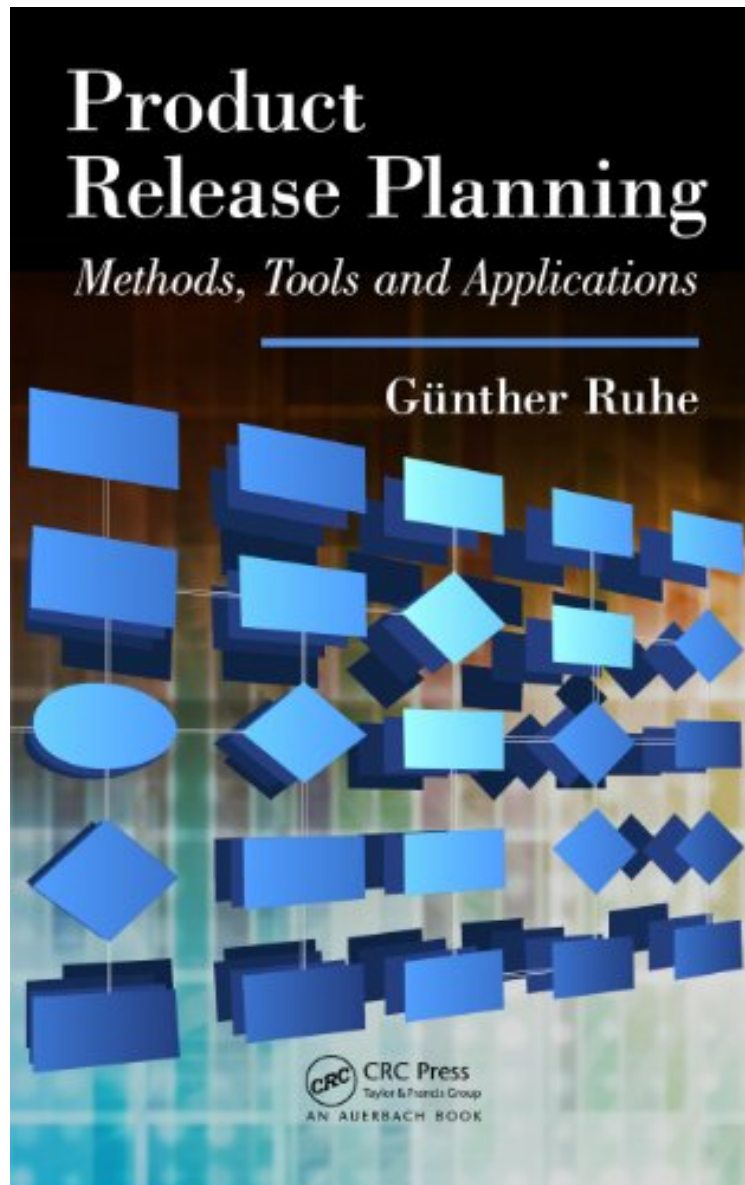


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Product Release Planning: Methods, Tools and Applications

Guenther Ruhe

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Guenther Ruhe : Product Release Planning: Methods, Tools and Applications before purchasing it in order to gauge whether or not it would be worth my time, and all praised Product Release Planning: Methods, Tools and Applications:

2 of 2 people found the following review helpful. Must read for product developers. By Bob F, measurement guy Ruhe's book is truly excellent and comprehensive. He address the breadth of the decisions required for product releases from prioritizing features to staffing and practically everything in between. He also brings very sophisticated

methods into the process. For example, the collection of desired features in planning for a release is particularly difficult. There are usually many different voices competing for the development resources and there are limitations on both budget and schedule. The investor's voice (usually a sponsor) addresses time-value of money. The developer's voice who is concerned that product architecture addresses concerns for product support and maintainability. The customer's voice may be several different value systems. Marketing is interested in features that yield high product margins. End users are interested in transaction volume and learning requirements. Their bosses are interested in the performance of their respective businesses. Ruhe describes a decision process that identifies different collections of features rather than strictly feature by feature. Each collection meets budget and / or schedule constraints but each collection is as different as possible by the collection of the stakeholder values. This allows stakeholders to better understand the necessary compromises to improve the value of their selection. I would declare this book a "must read" for leaders of product development organizations.

0 of 0 people found the following review helpful. Comprehensive overview of a underappreciated and important subject By Ian Guenther Ruhe provides an excellent and comprehensive overview of how product releases can be planned and how schedules and staff can be optimized accordingly. His book helped me get up-to-speed on the topic quickly so that I could make important decisions about the software development lifecycle at my company. I am a CIO of a small Internet media firm. Thank you.

Business success hinges on successfully creating products with the right features. You must correctly analyze the needs of the customer and match these needs with your resources to not only produce a product and but also deliver it in a timely manner. An in-depth understanding of systematic release planning can put you on this path. Authored by renowned expert Guenther Ruhe, *Product Release Planning: Methods, Tools and Applications* presents methods and tools to apply sound planning to product development and product management. The book covers the different aspects of supporting product release decisions ranging from foundations to methods, tools, and applications. Equal parts art and science, the actual decision-making is described as a process of combining rigorous methods with the intuition and experience of human experts. Ruhe provides a guided tour through the methodology and use of release planning, starting with technology and market needs and proceeding to product planning and finally to development projects. He studies three fundamental classes of problems: prioritization of features, product release planning on a strategic level (roadmapping), and release planning on an operational level (staffing). Presenting and discussing tool support for all the methods covered, the author supplies case studies that underpin the methodologies with practical examples. He also supplies trial accounts (read only) for the two most important decision tools for prioritization and product release planning. The author freely admits that the techniques presented are not supposed to be the ultimate truth, but a direction to go to support human decision-making, to better understand the rationale of the decisions made, and to grow in the capability of mastering the whole planning process.

About the Author: Guenther Ruhe holds an Industrial Research Chair in Software Engineering at University of Calgary. His main results and publications are in software engineering decision support, product release planning, project management, as well as measurement, simulation, optimization and empirical research for software-based systems. From 1996 until 2001 he was deputy director of the Fraunhofer Institute for Experimental Software Engineering in Kaiserslautern, Germany. He has comprehensive experience in industry collaboration projects and is the Founder and CEO of Expert Decisions Inc. Dr. Ruhe is a member of the ACM, the IEEE Computer Society and the German Computer Society GI.

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