Enterprise Product Development and Management

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Agenda

- Introduction
- Product Development Overview
- Corporate Overview
  - iPAss / GoRemote
- Role and Challenges of product Manager
- Q&A
Product Development Overview
Enterprise Value Chain

New Product Development

Marketing and Sales

Operations

Deployment

Customer Service

Finance

Accounting

Information Technology

Human Resources

Legal
Why Develop New Products or Features?

- Competition
- Customer retention
- Market Perception (Vision & Execution Leadership)
- Create new revenue streams
- Optimize existing products and processes to minimize cost and increase margins
Customers’ Point of Interest

- Know your target customer’s interest in the product
  - Be a partner not a vendor!
Typical Product Development Cycle

- Information collection and analysis
- Development, Launch, and deployment
- Internal review and approval
Corporate Overview - Business
iPass

Company:

iPass unifies the management of connectivity, security and devices for the distributed and mobile enterprise. iPass on-demand services combine home, branch and mobile office connections into a single manageable system, complete with security services such as patch management, endpoint policy enforcement and mobile device management services.
iPass Products

http://www.ipass.com/platform/platform_demo.html
GoRemote at a Glance

- Founded 1994; publicly listed since 1999 (NASDAQ: GRIC)
- Headquarters: Silicon Valley with presence in Bangalore, Beijing, Hong Kong, London, Paris, Tokyo and Irvine, CA
- Leading provider of secure managed broadband network services and remote access solutions to enterprises and service providers
- Largest virtual, secure global access network
- TTM revenues: $48M
- Gross margins: 58%-59%
- Number employees: 217
- $20 million cash reserves; no long-term debt
Largest, Global, Secured Access Network

- 45,000+ access points
- 150+ countries and territories
- 450+ service providers
- >20,000 WiFi access points
- WiFi in 50 countries
- Redundant
Two Groups in the Marketplace

1. Traditional large telecommunications providers
2. Innovative small companies with revenues between $40 million and $160 million

Gartner Managed Remote Access “Magic Quadrant” 1H ’05

- Ability to Execute
- Completeness of Vision

Challengers:
- MCI
- AT&T
- Qwest
- Sprint
- SBC

Leaders:
- FiberLink
- iPass
- MegaPath
- GoRemote

Niche Players:
- Netifice
- Virtela
- New Edge

Source: Gartner Group
Market Overview
Remote Access Challenges Facing the CIO

- Accelerating risks
  - Security
  - Liability
  - Lack of visibility and control
  - Regulatory Compliance

- Increasing complexity
  - More access types, devices, remote workers
  - Multiple service providers and vendors
  - Rising costs
### “Stovepipe” Remote Access Complexities

<table>
<thead>
<tr>
<th>Remote Work Type</th>
<th>Access Methods</th>
<th>Coverage</th>
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<tbody>
<tr>
<td>Mobile Workers</td>
<td>Dial-Up</td>
<td>Local/Regional</td>
</tr>
<tr>
<td>TeleWorkers</td>
<td>Cable</td>
<td>National</td>
</tr>
<tr>
<td>Branch Offices/Retail</td>
<td>DSL</td>
<td>International</td>
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**Security**
- VPNs, Firewall, SSL

**GoRemote Eliminates the Need for Multiple...**
- **Bills**
- **Service Provider contracts**
- **Technology platforms**
- **Security requirements**
GoRemote’s Enterprise Opportunity

- Secure Managed Broadband Network Services
  - Dramatically reduce complexity
  - Reduce vendor management
  - Provide connectivity across all access media
  - Improve service level
  - Provide a single point of regulatory accountability
  - Move your business to broadband faster
  - Save time, money and effort

“Distributed enterprises are increasingly interested in obtaining global network services through a single management source to improve organizational efficiencies and reduce expenditures.” – Gartner Group
End User Segmentation

Total GoRemote Potential Market = Mobile and Remote Workers (130 million)

- Mobile (45 million)
  - Mobile sales (22M)
  - Mobile Execs & Mgrs (13M)
  - Mobile data collector (10M)

- Remote (85 million)
  - Branch office workers (25M)
  - Tele-workers & Telecommuters (44M)
  - Work Extenders (16M)

- Global Roaming
- Wi-Fi, Hotel Ethernet, Cellular, dial-up
- Fixed, Intranet access
- DSL, Cable, dial-up

Source: Navitier estimates, worldwide estimates compiled from multiple research sources
A $20B Market - Broadband Driving the Growth

Total Remote Access Spend by Access Mode ($M)

Reflects total spend by segments on remote access: Includes services purchased ad hoc as well as those purchased through a remote access service provider

Underlying Trends
- Dial up in decline - replaced by broadband and wireless data access
- Rapid adoption of mobile (64K and high speed) data services
- Increasing availability of WLAN services in hot spots and hotels

Implications
- About 65% of the remote access spend is and will remain broadband access
- Mobile data access is a potential opportunity - currently still a small market but expected to grow
- Spending for hotspot services is expected to remain limited - growing use is offset by declining revenue per user as more free hotspot services are offered

Source: Gartner Group
Three Most-important Services Used As Part of Network Sourcing Strategy

- Monitor and report: 86%
- Remote management: 81%
- Security management: 65%
- Help desk: 35%

Importance of Monitoring and Management Services to Overall IT Sourcing Strategy

- 1 = no importance
- 7 = extremely important

- 2001: 2.3
- 2002: 3.4
- 2004: 4.5

In a recent Gartner Dataquest study, more than half of the respondents that sourced network operations used managed services as part of their network sourcing strategy.

- Trend analysis shows managed-service offerings are more important to the overall IT sourcing approach.
Solutions Overview
## GoRemote Core Services

<table>
<thead>
<tr>
<th>Enterprise Challenge</th>
<th>GoRemote Solution</th>
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<tbody>
<tr>
<td>Enable mobile employees to securely connect to corporate resources and the Internet from anywhere via any access method</td>
<td>GoRemote Mobile Office™</td>
</tr>
<tr>
<td>Provides branch offices and retail locations with secure, cost-effective access to enterprise applications and information to help increase employee productivity, enhance network performance and availability, and decrease risks to assets</td>
<td>GoRemote Branch Office™</td>
</tr>
<tr>
<td>Replace slow and inefficient dial-up access for teleworkers and home offices with high-speed broadband, increasing productivity and decreasing management and support</td>
<td>GoRemote Teleworker/Home Office™</td>
</tr>
</tbody>
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Centralized policy-based management, security and control
GoRemote Solution Stack

- Design
  - Voice Solutions
  - Deployment and Patch Management
- Deploy
  - Web Filtering
- Manage
  - Comprehensive Security
- Monitor
  - Application QoS
  - Proactive Monitoring, Management & Reporting
- Support
  - GoRemote Mobile Office™
  - GoRemote Teleworker™
  - GoRemote Branch Office™

- Intelligent Client
- GoRemote Global Network™
- Ubiquitous Local Access
  - DSL
  - Cable
  - Ethernet
  - Wi-Fi
  - Cellular 3G
  - ISDN
  - Dial-Up
  - Other
GoRemote Express ™

GoRemote Express is a unique software utility makes deploying new enterprise applications easy, quick, and cost-effective.

- **Key Features:**
  - Simplified installation process
  - Accelerated deployment timeframe
  - Real-time visibility and control
  - Optional hosting services

- **Benefits:**
  - Increase IT productivity
  - Deliver a rapid return on investment
  - Improve IT efficiency
  - Improve IT efficiency
Role of an Enterprise Product Manager
Role of a Product Manager (at GoRemote)

- **Product Life-Cycle Management**
  - Creating product requirements documents
  - Coordinating product engineering, deployment, and sales
  - Creating product roadmap (at least 4 quarters)
  - Creating Product datasheets, Product Service Description, Customer Presentation, and Competitive analysis.

- **Providing input to Marketing, Finance, and Legal**

- **Sales, customer care, and project management training**

- **Defining product packages and pricing options**

- **Negotiations with partners for new business or product development**
What are the challenges of a Product Manager?

- Market Challenges:
  - New Entrants
  - Suppliers
  - Complimentary
  - Competitors
  - Alternatives

Porter’s five(6) forces Diagram
What are the challenges of a PM?

- **Internal Challenges:**
  - **Making Choices**
    - Decision and Risk analysis are routines (what options should be considered in product design and when should these be executed)
  - Managing resources that you don’t own
    - (e.g. engineering, sales, and support)
  - Staying ahead of competition
  - Meeting announced product release dates.
  - Creating clear and concise Product Requirements for engineering
Product Management Document Templates

- Product Service Description:
  - Service Overview
  - Service Package Description
  - Key Features
  - Customer Benefits
  - Customer Support
  - Availability
  - Pricing
Product Management Document Template

- Product Requirements Document:
  - Executive Summary
  - Quality Function Deployment (House of Quality)
  - Business Description
    - Product Objectives
    - Roadmap Reconciliation
    - Positioning and Branding
    - Pricing Guidelines
  - Release Schedule
  - Functional Description
  - Product Requirements
  - Sample Use Cases
  - Expected Deliverables
Thank You!