

PRODUCT PORTFOLIO MANAGEMENT STRATEGIC TARGETS AND KEY PERFORMANCE INDICATORS OVER LIFE-CYCLE – A CASE STUDY IN TELECOMMUNICATIONS BUSINESS

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Abstract

The main objective of this study is to examine the relationship between product portfolio management and business strategy to propose a practical approach for defining product portfolio management strategic targets and key performance indicators over life-cycle. The study is qualitative by nature and utilises a constructive research approach. The main results include proposing product portfolio management target setting to cover horizontally all product life-cycle phases and vertically the product structure, including both commercial and technical aspects. Product portfolio management strategic targets and key performance indicators over life-cycle and vertical product structure through four success factors of strategic fit, value maximization, portfolio balance and portfolio renewal are proposed. The study contributes to the previous studies on aligning product portfolio management with business strategy by providing a practical example.

Keywords: Product portfolio management, Performance management, Strategic management, Product life-cycle management