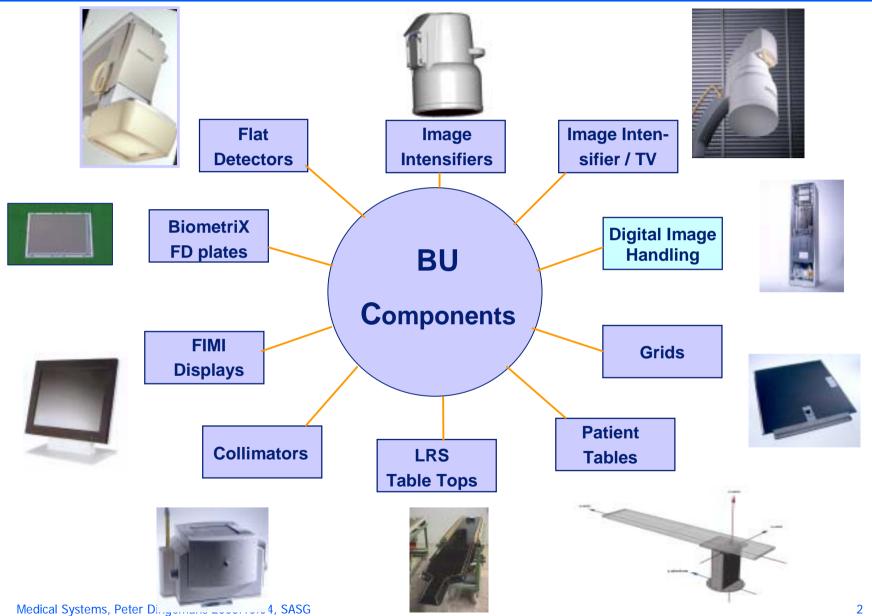
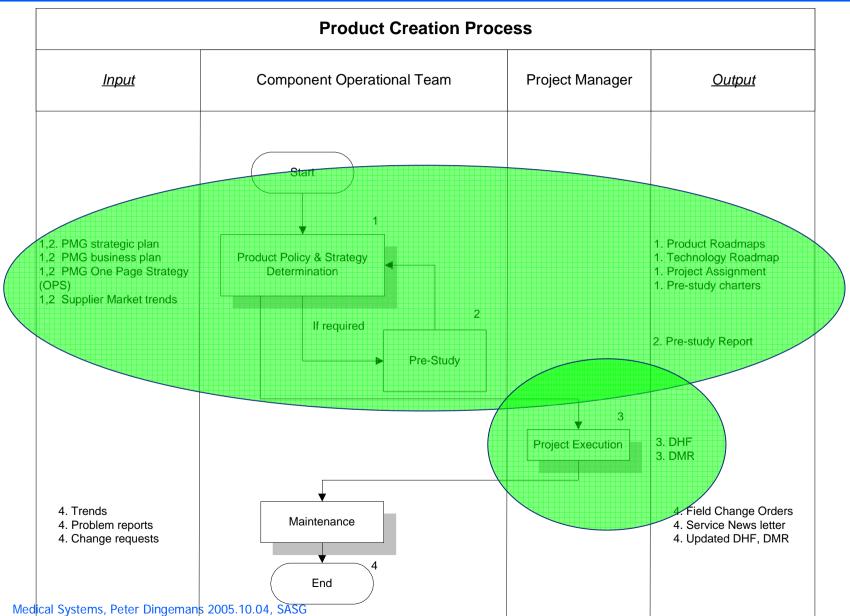
PHILIPS

Get into control?

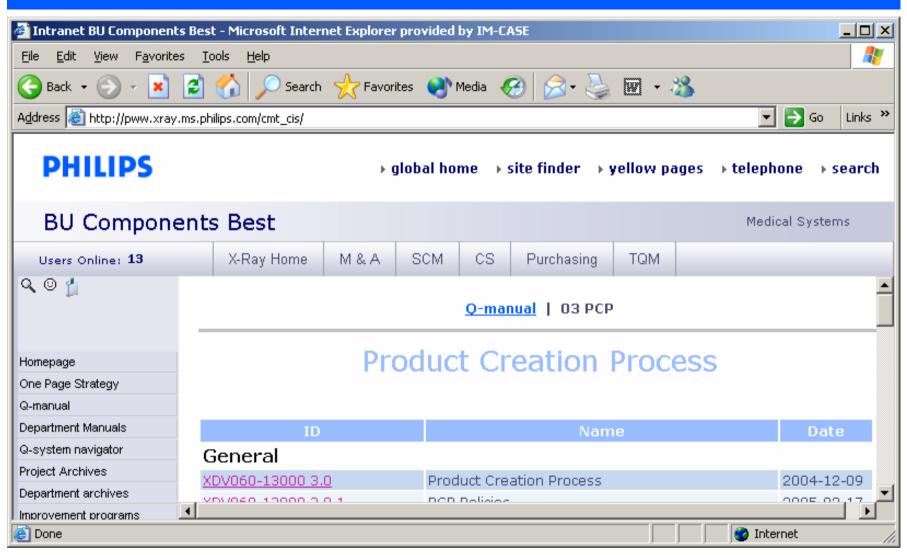
Peter Dingemans SASG october 2005

BU-COMP

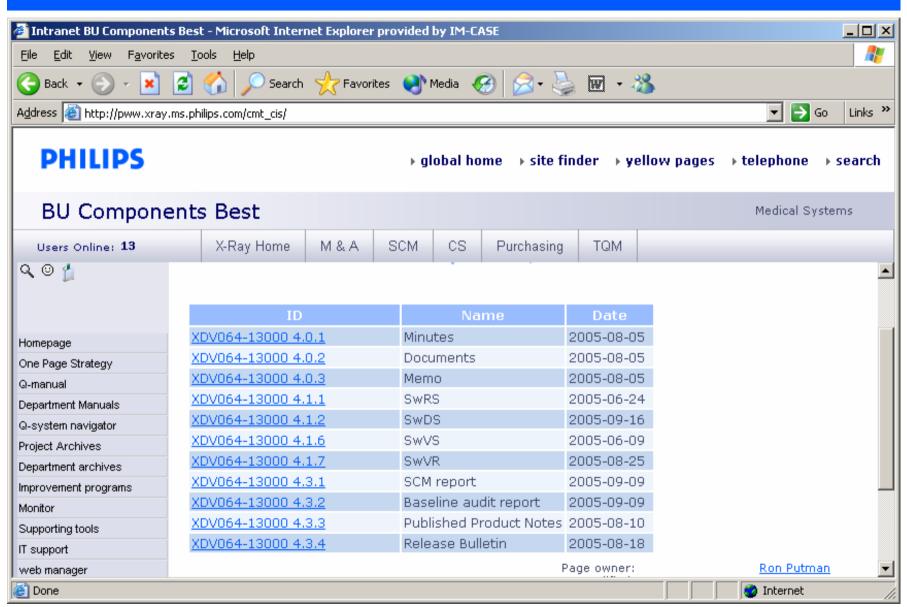


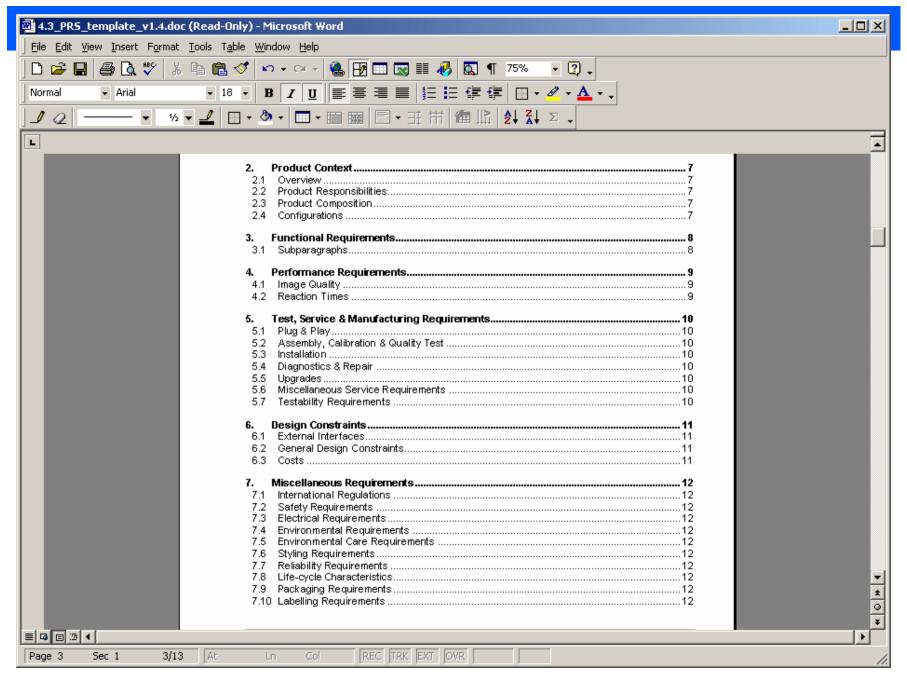


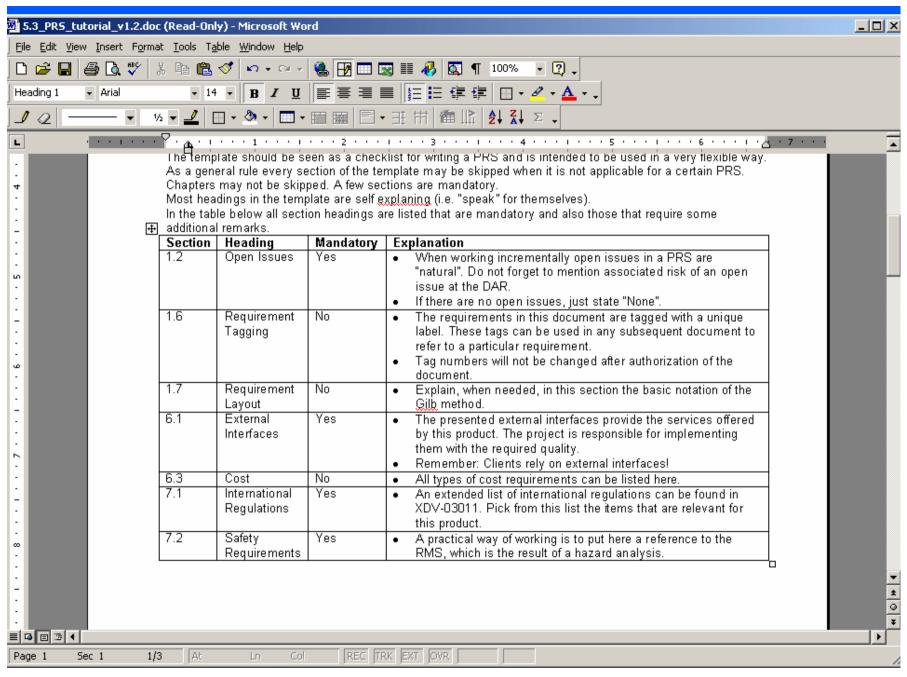


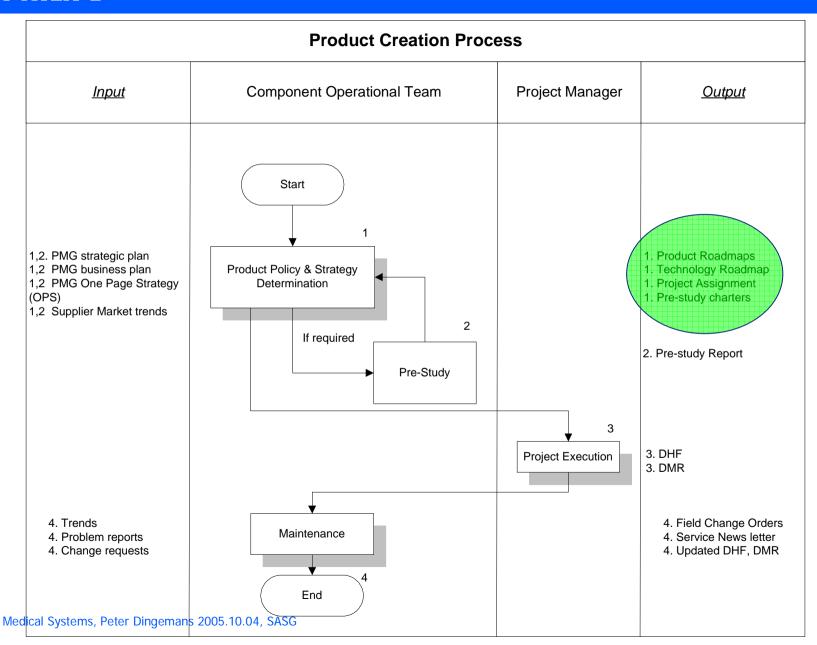




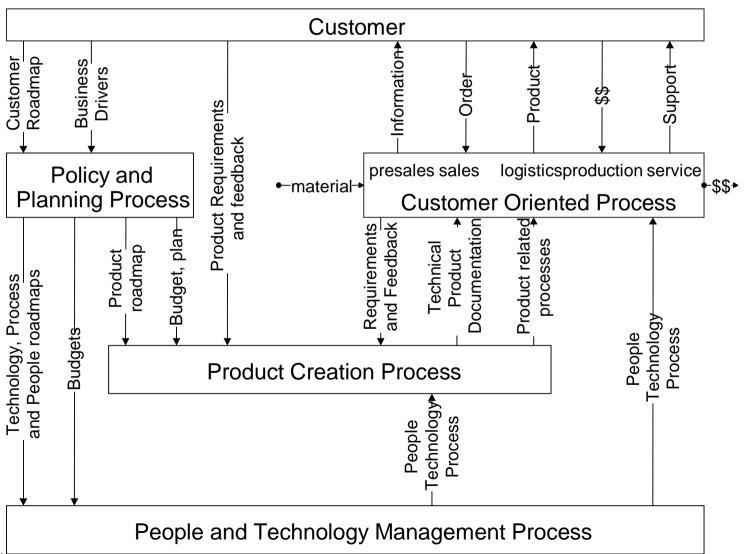


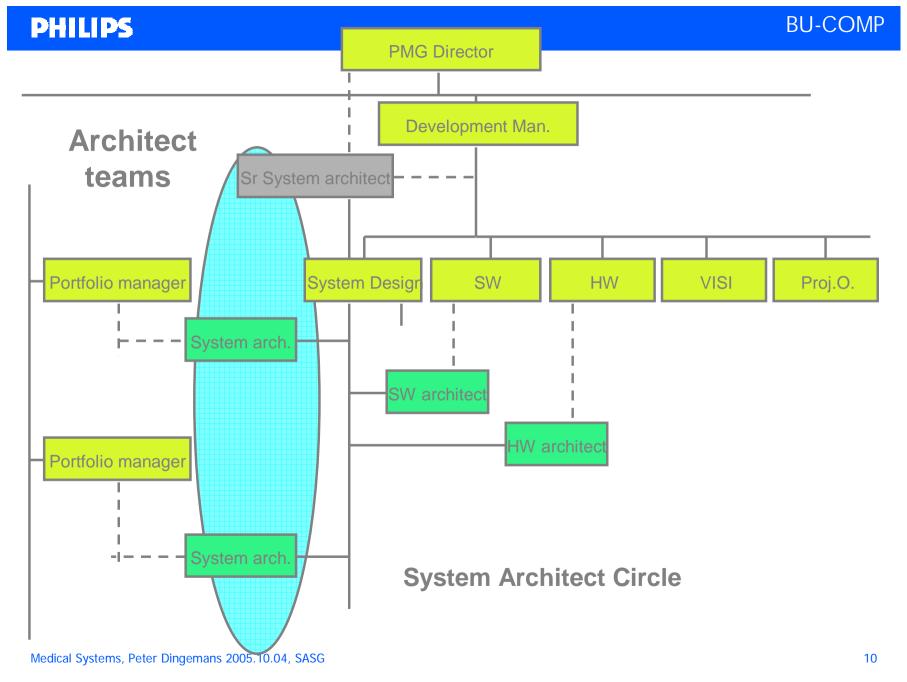


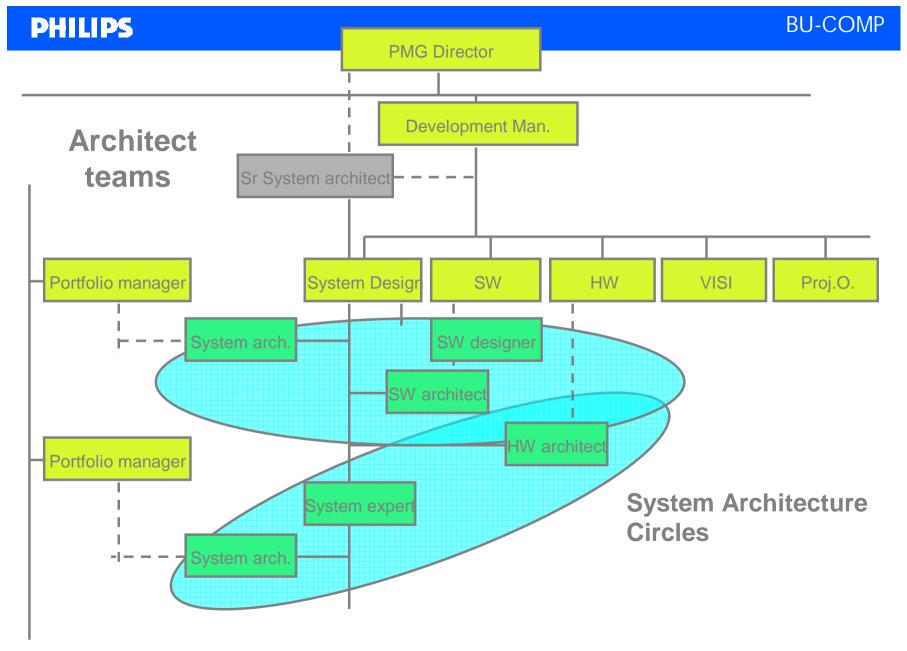




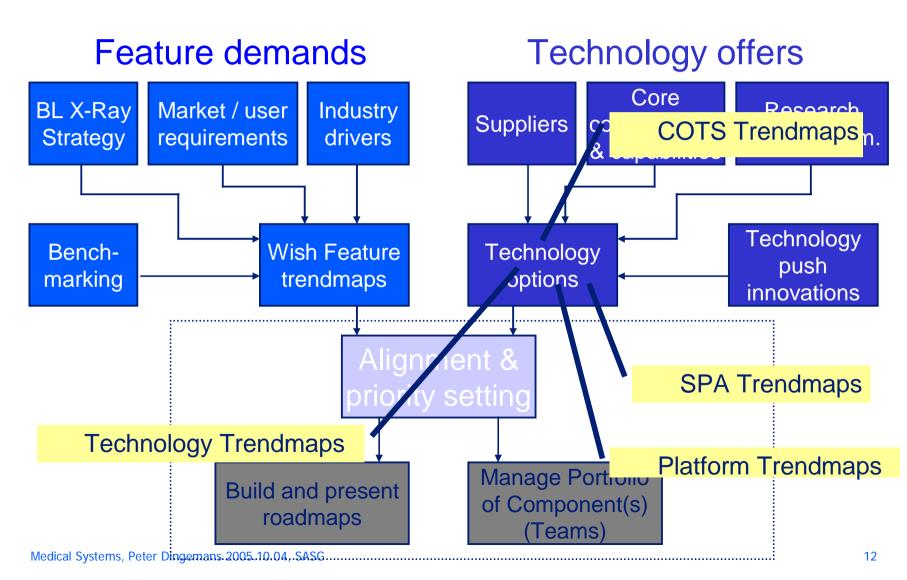
Scope of architects

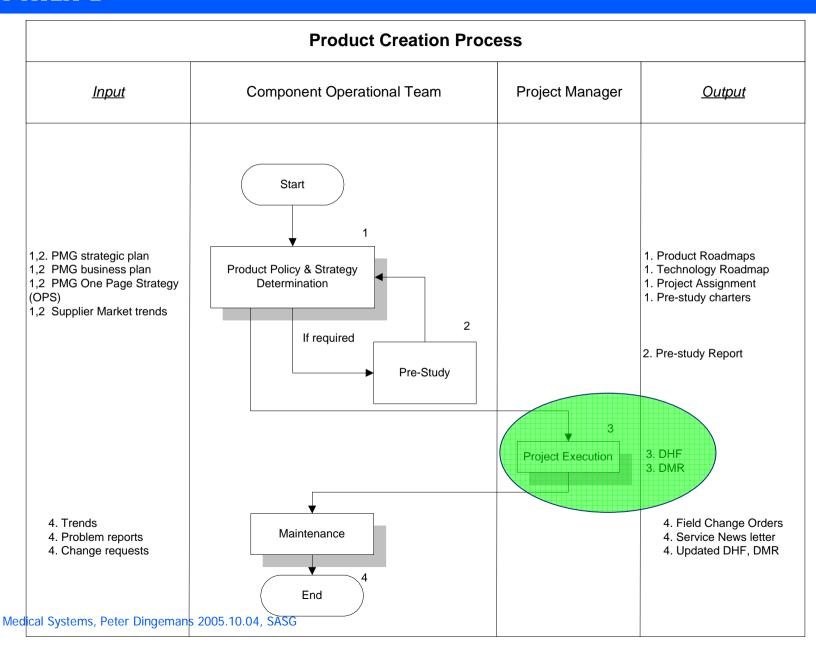


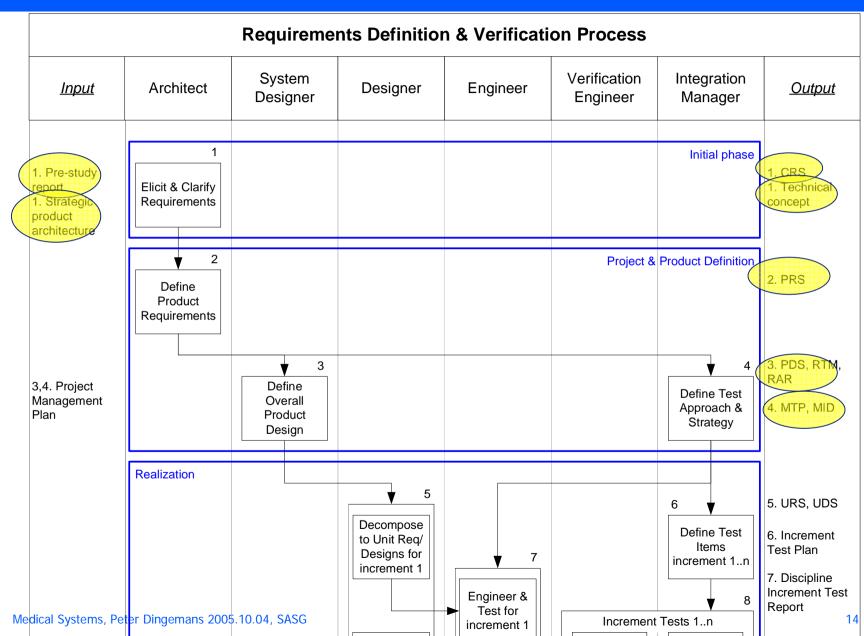


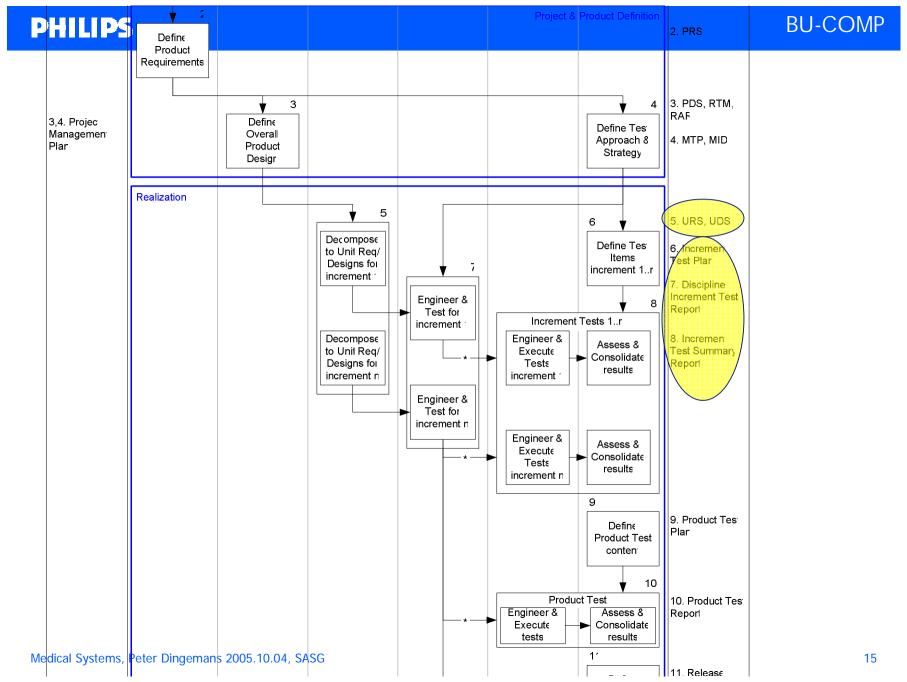


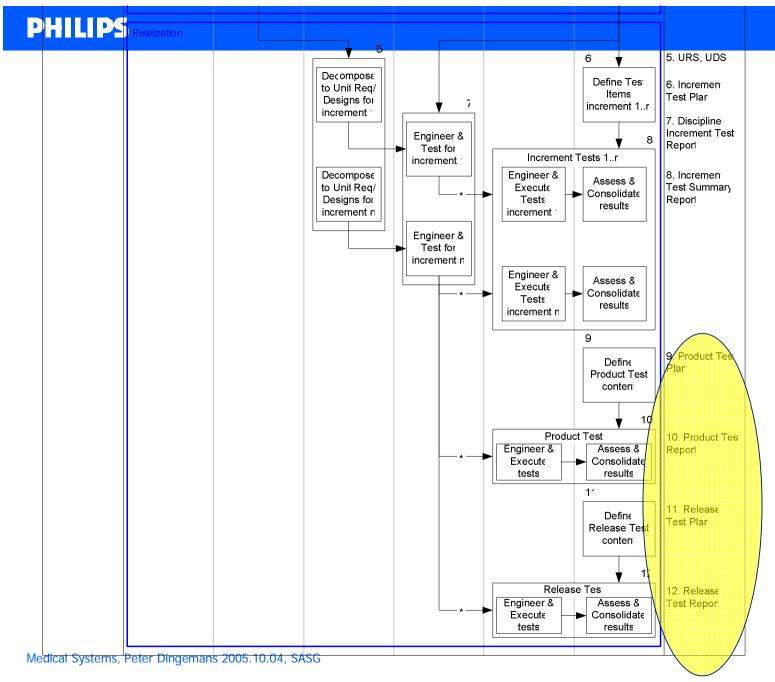
PRODUCT ROADMAP CREATION Process











Conclusion

- Pre-project phase
 - High level architecture defined
 - ◆ Trendmaps
 - ◆ roadmaps
- Project execution phase
 - Requirements
 - Product design
- Supporting processes
 - Helps to keep focus on "what"

