

Abstract

Rally Product Manager enables product managers to collect product feedback, prioritize feature backlogs and broadcast development progress to the entire organization. Integrating development management with Customer Relationship Management (CRM), Rally Product Manager drives innovation, collaboration and customer responsiveness for the agile enterprise.

Description

Rally Product Manager is for product managers who work with sales and support teams using Salesforce, and for Agile organizations who want to collaborate with their customers to maximize the business value of their software releases.

Rally Product Manager centralizes customer feedback collected by sales and support for product managers to derive customer-driven product features. Product managers can rank these features using Salesforce.com CRM data such as revenue opportunities and the number of customer requests. When used with Rally's Agile Lifecycle Management (ALM) solution, Rally Product Manager populates development's release backlogs with the features prioritized as most valuable to customers. As development works on a release, any Salesforce user - from marketing to sales, support or executives - can track development progress from a release dashboard in Salesforce. Plus, sales and support now have full visibility into the development status of customer-reported feedback.

Highlights

Name	Description	Type
About Rally Product Manager	Links to user and administrator guides	
Release Dashboard	Visibility into the Rally development status	◆ □
RPM Setup	Application settings	■ □
Feedback	Collects customer feedback	■ □
Feature	High-level requirements	
Backlog Candidate	Subset of features to add to release backlog	■ □
Dev Product	Products in development	■ □

■ = Custom Object, □ = Custom Tab, ● = Custom Link, ◆ = Custom S-Control
 ≡ = Plug-In, ✕ = Composite Component

Features & Benefits

- **Centralize feedback.** Support teams and sales staff can capture customer feedback from their respective Salesforce application to ensure products address real customer needs.
- **Prioritize features.** Features emerging from repeated customer feedback are scored by the number of customer requests, expected revenue, degree of alignment with the product strategy and competitive advantage.
- **Track customer feedback status.** The status of customer feedback reflects the development's progress toward implementation.
- **Track development release status.** The feature content of releases is now viewable by the entire organization to improve collaboration across departments.

Key Reports & Dashboards

Name	Description
Features by Feedback	Which features are most requested?
Features by Status	How many features are planned?
Features by Value	Which features would provide more value?
Features by Revenue	Which features will generate more revenue?
Features by Product	What product improvements are planned?
Features by Categories	Which product areas need more improvements?
Feedback by Account	Which customers are providing more feedback?
Feedback by Status	How many feedback submissions did we address?
Feedback by Product	Which products receive more feedback?

Requirements

External Service Rally Enterprise (www.rallydev.com)
Salesforce.com Edition Developer, Enterprise, Unlimited

Specifications

Publisher Rally Software Development Corp. (www.rallydev.com)
Type Native & Composite
Salesforce.com Certification Certified
Pricing Contact Rally

Screenshot

Feature Detail

Feature Name: Fedex shipping option
 Description: provide users the ability to select Fedex as their shipping method
 Product: Consumer Site
 Created By: Paul Pullman, 8/23/2008 1:28 PM
 Owner: Paul Pullman (Change)
 Category: Shipping
 Status: Planned
 Last Modified By: Paul Pullman, 8/27/2008 7:59 AM

Scoring & Prioritization

User Value: 4
 Competition Value: 2
 Strategy Value: 2
 Revenue Value: 3
 Total Value Score: 11.00
 Priority: Must Have
 Rank: 7
 Revenues: \$100,000.00

Backlog Preparation

Backlog Candidate: Consumer Site v4
 in Rally: Yes

Most valuable features added to Rally development backlog

Features ranked by customer requests and revenue opportunities

Select Rally Project: Acme
 Select Rally Release: 2008.4

Release Info

Release Name	Status	Date	Theme	Total Size
2008.4	Active	2008-08-23	First increment of the new Consumer Site redesign	40

Release Content

ID	Name	Team	Release	Status	Size	% Done
US20	Login portal	Consumer Site	2008.4	Accepted	5	0
US31	Feedback Status	Payment Team	2008.4	In-Progress	3	0
US19	Test Folders	Acme	2008.4	Accepted	3	0
US33	CUSTOMER:Weekly Special	Payment Team	2008.4	Defined	7	0
US37	CUSTOMER:User Admin: Bulk Edits	Analytics Team	2008.4	Defined	1	0
US32	CUSTOMER:test suites	Shopping Team	2008.4	Defined	2	0
US29	SF Rolled up test status	Analytics Team	2008.4	Completed	2	0
US35	CUSTOMER:User Management	Reseller Site	2008.4	Defined	4	0
US30	SF:Test hierarchy	Analytics Team	2008.4	In-Progress	3	0

Visibility into release status