Product Management Domain

The Product Domain is concerned with the lifecycle of products and information and contract operations related to products' lifecycle. The Domain contains Aggregate Business Entities that deal with the strategic portfolio plans, products offered, product performance, product usage statistics, as well as the product instances delivered to a customer.

Product Management Domain Applications	eTOM L1s	Primary Process	Secondary Process
Product Catalog Management Repository of product listing within a service provider; includes ability to design, create, augment and map new entities and supporting data	M&OM – PLM	• Product & Offer Development & Retirement	• Marketing Fulfillment Response • Determine Customer Order Feasibility • Order Handling • Selling • Correlate Service Performance Event Notifications • Product & Offer Capability Delivery • Product Marketing Communications & Promotion
Product Lifecycle Management Responsible for managing entire lifecycle of product and its underlying components	CRM – F	• Order Handling	• Bill Inquiry Handling • Bill Invoice Management • Bill Payments & Receivables Management • Charging • Customer QoS/SLA Management • Verify Product Configuration • Problem Handling • Selling • Create Resource Orders • SM&O Support & Readiness • Develop Detailed Service Design • Create Service Orders • Service Configuration & Activation • Service Guiding & Mediation • Service Problem Management • Service Quality Management
Product Performance Management Activities and tools that gather and analyze data regarding efficacy of product strategy, propositions and products based upon their performance in the marketplace			
Product Strategy / Proposition Management Capture and manage detail of company strategy and resulting propositions			