

Product Management & Development 2018

December 2018

ON PRODUCT GROUP STRUCTURE

Product group team structure experienced a noticeable shift away from having team members with specific product responsibilities.

Only 39% of managers employ this product-specific approach where individuals "own" specific products, down from 55% in our prior study.

Study Overview

The FUSE BenchMark Series is a comprehensive research service focused on benchmarking and optimization of resources within different functional areas of an asset management firm. Our BenchMarks are effectively support programs that combine market intelligence with a pre-defined methodology for self-assessment to produce a structured approach to the decision-making process of senior executives. FUSE provides upfront evaluations and ongoing monitoring to help ensure that business needs are met and objectives realized. The baseline research for the *Product Management & Development* study comes from a detailed survey and series of interviews with senior product executives.

Benefits

This study will help Product Leaders, Heads of Product Management and Product Development, Senior Product Managers, and other product executives evaluate their teams and gain best practices and client empowerment by providing the following:

- Staffing and compensation metrics
- Productivity measures
- Time management benchmarks
- Best practices for product review and approval processes
- Product rationalization
- Recommendations and insight on the most important topics impacting product strategy today

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ON PRODUCT DEVELOPMENT PROCESS

Investment management continues to be the primary source of new product ideas with over one-third (36%) of surveyed managers employing this strategy.

There are over 60 exhibits in the study including:

- Development vs. Rationalization Activity, 2000-October 2018
- Average Product Team Time Allocation by Function, 2017 vs. 2018
- Compensation Metrics
- Plans for New Products in the Next 12 Months by Asset Class, 2017 vs. 2018

Answers to These Questions:

What product management activities are most meaningful in terms of impact on business results?

How much time should product pros be spending with sales, asset management, marketing?

What are the pros and cons of various product management structures within the organization?

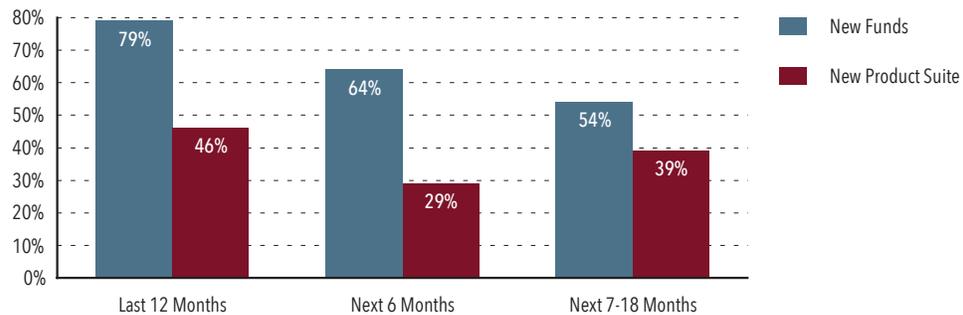
How well positioned is our firm to manage comprehensive product solutions?

... and many more that are critical to the overall success of your product initiatives.

Study Excerpt on New Product Development

The resources required to roll out an entirely new product lineup need to clear a much higher hurdle in order to receive approval from senior management at an asset manager. The percentage of surveyed firms planning long-term buildouts (7 to 18 months) of product suites dropped significantly from 60% in 2017 to 39% this year. This is partially driven by firms taking a more focused approach and delivering a new product suite to the market that requires investment expertise, marketing support, and education/training for the sales team. Another driver of this decline may be due to firms completing a rollout of a smart-beta ETF lineup or multi-asset solutions that are no longer on their radar.

Exhibit - New Product Development Activity and Plans



Source: FUSE Product Survey, 2018



Service & Pricing

FUSE's mission is to deliver actionable, practical recommendations that are customized to each client's business situation. Our BenchMark series studies are far more than a "data dump" of statistics and general trends.

When you purchase a BenchMark series study, FUSE will provide ongoing support and periodic updates to help ensure that our research will have a longer shelf life than similar studies available in the marketplace. Contact us for more information on our service and support model for the study and pricing details.

About FUSE Research Network, LLC

FUSE Research Network was launched with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The future competitive environment will demand that clients make important business decisions within shorter and shorter time frames.

In order to support clients in this setting, FUSE provides a dynamic research platform that covers our clients' current and future decision areas (strategic and tactical). Our goal is to become an invaluable business partner through the delivery of highly informed and forward-looking recommendations that are among the critical inputs our clients need to optimize results.

**FOR MORE
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