



Bridging the Boundaries in Product Line Organizations

Greetings from BigLever,

When it comes to the issues of successful software product line deployments, development organizations are not islands. Although the software product line community tends to focus on the methods, tools and techniques specific to development organizations, product line issues extend outward into many other organizations in the business.

Effective coordination of product line efforts across multiple organizations requires effective communication across these organizational boundaries. Different organizations think in different concepts and speak with different terminology, thus suitable product line abstractions are required to effectively bridge interdepartmental boundaries in a software product line organization.

Recent conversations with businesses regarding these interdepartmental communications issues prompted me to address this topic in my latest weblog posting:

>> [Bridging boundaries in product line organizations](#)

As I discussed in my weblog, what I frequently see and hear in the industry is that the boundary between product marketing and product development is both the most critical and the most problematic. Some businesses have told me that the effectiveness of the relationship between product marketing and development is one of the important determinants of the overall effectiveness of a product line business.

Fortunately, bridging this communication gap is not as hard as it might initially appear. The key is to create a common language for product marketing and software development teams to establish clarity and shared understanding regarding how the perceived marketing value of a particular product translates into the development-level feature and function combinations that deliver value. When this translation of marketing and development concepts is explicit and visible to both organizations, communication and cooperation is greatly improved.

For more information regarding these software product communications issues and solutions:

>> [See full weblog article.](#)

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Bridging the Communication Gap to Streamline Software Product Line Evolution

With the recent release of Gears™ 5.0, BigLever Software is delivering new capabilities that help align product marketing with software development to streamline the creation and evolution of products within a product line.

The release of Gears 5.0 marks the industry's first integrated engineering solution designed to facilitate the translation of market need into software product line models.

BigLever announced its Gears 5.0 product release on September 26th at the 9th International Software Product Line Conference in Rennes, France.

>> [See press release.](#)

About BigLever

BigLever Software, Inc.™ is a leading provider of software product line development tools and services. BigLever's patent-pending solution, Gears, dramatically simplifies the creation, evolution and maintenance of embedded or standalone software for a product line.

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