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ISA Software Skillnet launches Scala Executive programme to address product management skills gap in Irish software companies

37% of projects fail due to inaccurate requirements gathering

Dublin, Ireland 2 September 2014 – The ISA (Irish Software Association) Software Skillnet announces the launch of a new product management training programme, Scala Executive in conjunction with the Dublin Institute of Technology.

In 2013, the ISA in partnership with the ISA Software Skillnet conducted research to ascertain the experiences of member company CEOs from a number of software companies. This study, also supported by Enterprise Ireland and its client companies, found a significant need for improved product management skills within Irish software organisations.

 "A recent global survey of practitioners established that inaccurate requirements gathering remained a primary cause of project failure in 2014," said Edel Creely, MD of Trilogy Technologies and Chairperson of the Irish Software Association. "This figure has grown from 32% in 2013 to 37% in 2014. By developing the Scala programme, we want to ensure that executives in Irish technology companies have the relevant skills in order to tackle these constraints and build successful products and services."

ISA Software Skillnet identified the key areas of interest for executives leading or delivering product management capability and developed a selection of training courses.

Scala Executive, a series of 4 workshops being held in the Radisson Blu Royal Hotel Dublin, commences in September 2014. Each course centres on key product management areas which will help drive revenue growth, increase profitability and shorten the sales process.

"The report also found that 51% of companies don't have the necessary resources in place to properly perform requirements management," said John Maguire, S3 Group and chair, ISA Product Management Working Group. "Organisations can slow the trend towards failed projects and lost revenue by developing the skills and processes to elicit and prioritise requirements."

The first workshop in the series, Discovering Customer Requirements, will be delivered by Ellen Gottesdiener, renowned author and expert in product management. Her most recent book *Discover to Deliver: Agile Product Planning and Analysis* provides the essential planning and analysis practices needed to collaboratively deliver high value products.

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Scala Executive programme details

Discovering Customer Requirements – 29 September
This highly interactive course covers how to explore, evaluate and confirm customer requirements to make smart product decisions.

Product Roadmapping – 30 October
Delegates will learn best practice about how to collate and prioritise ideas and then plan and communicate an effective roadmap.

Strategic Pricing – 20 November
How to keep price (and discounts) aligned with objectives. This will cover the pros and cons of different strategies, the issues to look out for and how to set a price for products and services.

Quickstart Product Management – 4 February
The Quickstart workshop helps new and aspiring product managers understand the role so that they can become as productive as possible, as fast as possible.

About ISA Software Skillnet

The ISA Software Skillnet is the national training network for the Irish software technology sector. Its growing membership of 200 companies includes start-ups, indigenous companies and global brands.

The network provides training and education to ensure that employees remain at the cutting edge of skills. An initiative of the Irish Software Association, it provides grant support and sector specific programmes and holds a number of prestigious national training awards.

The ISA Software Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills. www.isa-skillnet.com

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Editor's notes

About Irish Software Association
The Irish Software Association (ISA) is an organisation within IBEC and ICT Ireland. It provides a powerful united voice for the software sector to enable companies to build their ability to scale, increase funding levels and push the sector's requirements in the political sphere in a coherent and coordinated manner.

In 2011 the ISA established a product management working group to set a strategy for the development of a supportive infrastructure to enable world class product management capability in Ireland. This group has worked with the ISA Software Skillnet and DIT to develop a postgraduate Diploma and Master's Degree in Product management and its new SCALA CEO and SCALA Executive programmes. www.software.ie

About Skillnets
Skillnets Ltd is an enterprise-led support body founded to enhance the skills of people in Irish industry to support competitiveness and employability. Skillnets is funded from the National Training Fund (NTF) through the Department of Education. www.skillnets.ie

The PMI Requirements Management report referred to can be downloaded at http://www.pmi.org/~/media/PDF/Knowledge%20Center/PMI-Pulse-Requirements-Management-In-Depth-Report.ashx

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