Gartner Product Management Score

Sample report excerpt
Meet Gartner Product Management Score

Introduction to Gartner Product Management Score

Functional leaders use Gartner Product Management Score to measure the maturity of their function in key activities, prioritize areas of improvement and plot the function’s path to improvement. This is an excerpt from a full report, which provides detail on a wide range of functional activities. Gartner Product Management Score covers 22 functional activities across 5 functional objectives.

Here’s how it works

1. Measure the performance of the function in terms of:
   - **Maturity.** We ask a series of yes/no questions about how your function approaches and executes each one of a range of key activities and objectives specific to your function.
   - **Importance.** We ask you to indicate how important each of those activities is for your function to meet its enterprise objectives.

2. Prioritize.
   - **See your maturity levels at a glance.** On a simple bar graph, we plot the maturity level of each activity and its importance — and you get your first glimpse of where maturity and importance aren't aligned. For example, your function may be highly mature in activities that aren't very important to driving business priorities or highly immature in activities that are.
   - **See your priorities in rank order,** based on those gaps between maturity and importance. Immediately you can see what should be your highest priorities for improvement if your function is to drive business goals effectively. You also see which activities need less attention.

3. Improve. We provide you with steps to take on your path to improvement in whatever activities the data shows to be the biggest significant opportunities for improvement.
   - **“A Pathway to Maturity”** lists action steps required to reach the next level in each specific activity.
   - **Recommended related resources** provide associated insights. In some cases, a Gartner advisor delivers the report and helps with prioritization and action planning.

Read on for more insights and recommendations you might receive on an individual activity. A complete report shows you the current status and improvement path for all activities and objectives in your function.
How mature are your functional activities?

Gartner Product Management Score benchmarks your self-assessment to provide you with a current maturity score by activity.

**Legend**

- **High Maturity**
- **Medium Maturity**
- **Low Maturity**
- **Not Assessed**

**Maturity:** Measured on a scale ranging from 1 (Low) to 5 (High), maturity measures how advanced an organization's development is in a functional activity relative to Gartner's best practice research. Maturity scores are refined with a (+) or (-) to indicate intermediate levels of maturity.

The set of activities as mapped here is subject to change.

Source: Gartner

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How do maturity and importance compare?

Gartner Product Management Score plots your benchmarked maturity score against the importance you assign to that activity in terms of its criticality for your function to meet enterprise business objectives.

Select Findings

**Lowest Maturity**
- Improve Cross-Departmental Collaborations
- Collaborate to Drive Business
- Build Compelling Customer Experiences
- Accelerate Time to Market

**Highest Importance**
- Analyze the Competitive Landscape
- Differentiate Products
- Invest in the Right Tools
- Create the Product Strategy

**Product Planning**
- Maturity = 1+
- Very Important

**Product Development**
- Maturity = 2
- Very Important

**Product Introduction**
- Maturity = 2
- Very Important

**Product Life Cycle Management**
- Maturity = 2+
- Important

**Product Leadership**
- Maturity = 3
- Important
What are the high-priority areas for your function?

Gartner Product Management Score rank-orders your improvement priorities, based on the gap between maturity and importance. The Activity Priority Index (API) identifies where the function is less mature in activities of greater importance. A higher API score indicates a greater priority to the organization.

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**Highest Priority**
- Analyze the Competitive Landscape
- Differentiate Products
- Know the Customer and more activities

**Lowest Priority**
- Prioritize Product Investments
- Invest in Strong Teams
- Innovate Product Management Approaches and more activities

Source: Gartner
High-priority area: Analyze the competitive landscape

Evaluate the strengths and weaknesses of competitors to determine how to improve your competitive position

Gartner Product Management Score provides next steps for each individual activity, based on current and desired state.

Path to Maturity
Start doing the following to achieve the next level of maturity:

- Standardized process to collect intelligent via internal sources

Current Level maturity averages your function’s maturity across each activity. Next Level shows the goal with next steps. The benchmark (as available) provides a peer view.
Analyze the competitive landscape

Sample recommended resources

**Featured resources**

Create an Agile Features, Advantages and Benefits Framework to Improve Your Product Roadmap

How to Use a Competitive Positioning Model to Differentiate Your Product

Track Social Media Activities — An Essential Part of Competitive Intelligence

Win/Loss Data Is a Rich Source for Competitive Intelligence

**Foundational practices**

Critical Steps for Tech Product Managers: Analyze the Competitive Landscape

How Product Managers Should Approach Competitive Intelligence

How to Implement a Repository to Effectively Share Competitive Intelligence

Improve Product Planning by Better Knowing Your Competitors

Note: Some documents may not be available as part of your current Gartner subscription.

Learn how you can use Gartner Product Management Score to evaluate your functional maturity and priorities.

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