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COURSE BROCHURE

Product Lifecycle Management Skills Training Course

13 – 17 June 2027
Doha

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Registered in the United Kingdom and Saudi Arabia

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Ref: 3014_114299 **Date:** 13 – 17 June 2027 **Location:** Doha **Fees:** 5500 GBP

Product Lifecycle Management Skills is a 1-week training course for product, engineering and portfolio managers who steer a product from concept through growth, maturity and retirement, and who leave with a Product Line Lifecycle Review Plan. Shorter product lives, rising component costs and pressure to retire ageing variants make lifecycle choices a direct driver of margin and customer trust. Jupiter Prime Training delivers Product Lifecycle Management Skills as a decision-focused course.

Why Product Lifecycle Management Skills Matter Now

Three forces shape lifecycle work today: customers expect frequent releases, suppliers change parts and prices without warning, and finance teams ask for proof that every variant still earns its place. An organisation that handles the lifecycle well funds growth products early, protects margin in maturity and retires old lines without stranding customers or spare-parts stock. Weak handling leaves too many variants and margin erosion found too late. The course rests on widely used stage gate practice, lifecycle costing and configuration control, described in general terms.

Who Gains Most from Product Lifecycle Management Skills

- Professionals who own a product line's roadmap and its commercial results across several releases
- Engineers responsible for design changes, part substitutions and version records
- Portfolio leads who decide which concepts receive funding and which variants are withdrawn
- Operations and supply staff who plan spares, last-time buys and phase-out stock
- Finance partners who track unit cost, margin and service cost by product

A cross-functional product line group gains most when its product, engineering and finance members attend together.

Product Lifecycle Management Skills Capabilities

Participants turn stage evidence, cost curves and change records into go, hold or retire calls.

- Assess a concept against stage gate criteria — the funding decision at each gate
- Calculate lifecycle cost and contribution margin by variant — portfolio pruning choices
- Design a change request and version control route — engineering and quality leads
- Weigh maturity signals against renewal options — the refresh or extend decision
- Build an end-of-life plan covering customers, spares and stock — service and supply teams
- Communicate a lifecycle review to sponsors — the product line steering group

Key Product Lifecycle Management Skills Terms

- Stage gate — a checkpoint where evidence is reviewed and a product is funded, held, reshaped or stopped.
- Lifecycle cost — the total cost of a product from design to disposal.
- Contribution margin — revenue from a product minus its variable costs for each variant.
- Engineering change request — a formal proposal to alter a released design with its impact recorded.
- Bill of materials baseline — the approved list of parts and versions that defines one release of a product.
- Last-time buy — a final purchase of parts or units before a supplier stops making them.

Product Lifecycle Management Skills Day by Day

Day 1: Lifecycle Stages and Their Forces

- Introduction, Growth, Maturity and Decline Signals — Where Each Line Sits
- Product Line Variant Map — Overlap and Cannibalisation Between Offers
- Customer Release Expectations — Pace of Change by Segment
- Supplier Part Change Notices — Exposure Across the Installed Base
- Lifecycle Ownership Chart — Who Decides at Each Stage

Day 2: Stage Gates and Concept Funding

- Gate Criteria Scorecard — Go, Hold, Reshape or Stop Calls
- Concept Business Case Template — Evidence Needed Before Development Spend
- Technical Readiness Checklist — Risk Carried into Launch
- Gate Review Agenda and Roles — Speed Versus Rigour of Decisions
- Kill Criteria Log — Stopping Weak Concepts Without Blame

Day 3: Lifecycle Cost and Margin Reviews

- Lifecycle Cost Model — Build, Support, Warranty and Withdrawal Costs
- Variant Contribution Margin Table — Which Offers Fund the Line
- Cost-Down and Value Engineering Options — Protecting Margin in Maturity
- Price and Mix Review — Holding Value as Competitors Discount
- Service Cost Tracking — Hidden Losses in Ageing Variants

Day 4: Change, Version Control and Retirement

- Engineering Change Request Route — Approval Speed Against Quality Risk
- Bill of Materials Baseline and Revisions — Traceability of Installed Versions
- Refresh or Extend Analysis — Renewing a Mature Product
- End-of-Life Notice and Customer Migration — Retaining Accounts Through Withdrawal
- Last-Time Buy and Spares Sizing — Support Commitments After Retirement

Day 5: Practising the Product Line Lifecycle Review

- Stage Placement of a Participant Product Line — Applying Day 1 Signals
- Gate and Margin Evidence Pack — Combining Scorecard and Cost Model
- Change Backlog Triage — Applying Version Control to Live Requests
- Steering Group Presentation Rehearsal — Peer Challenge on Lifecycle Calls
- Product Line Lifecycle Review Plan — Final Decisions, Owners and Review Dates

Applying Product Lifecycle Management Skills After the Course

- Run a variant contribution margin review for one product line and propose which offers to keep, reshape or retire.
- Audit open engineering change requests against the bill of materials baseline and close or merge stale items.

Product Lifecycle Management Skills Questions FAQ

What are product lifecycle management skills and why do they matter now?

Product lifecycle management skills are the methods used to fund, grow, sustain and retire products on evidence. They matter now because shorter product lives and changing part costs make late or unclear lifecycle calls expensive.

Which roles gain most from product lifecycle management skills?

Product, engineering and portfolio managers gain most, along with supply and finance staff who share lifecycle decisions. You benefit most if you influence which variants are funded, changed or withdrawn, in sectors such as industrial equipment or consumer electronics.

How does a product lifecycle management skills course differ from a product discovery course?

It covers the whole life of a product after the idea is chosen. A discovery course focuses on finding customer problems and shaping early ideas, while this course covers gate funding, margin in maturity, version control and orderly retirement of existing lines.

What do you bring back from product lifecycle management skills training?

You bring back a lifecycle review plan for one product line. It places each variant in its stage and sets end-of-life steps with owners.

Product Lifecycle Management Skills: The Way Forward

The Product Line Lifecycle Review Plan first informs which variants to keep investing in and which to schedule for withdrawal. Product and finance leads use it to set priorities. After its first use, revisit the margin and service cost evidence, since ageing variants often reveal losses only once support costs are tracked closely.