



The background is a dark blue maze with blue walls and a grid of small orange squares. At the top, a red Pac-Man character is positioned on a pink pellet line. At the bottom, a yellow Pac-Man character is positioned on a pellet line.

Corporate eats product? V 2.0

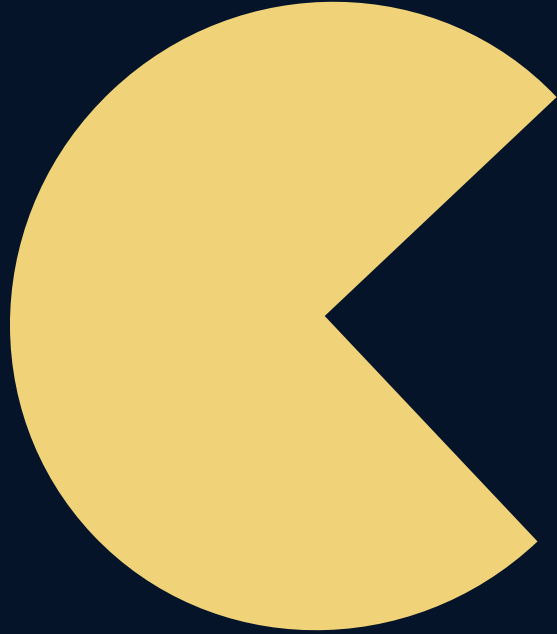
**PT + PT + PC =
Success**

PT + PT + PC =

~~Success~~

PT + PT + PC =

Progress





Passion for **food**

Hunger for **tech**

As a product-driven organization, we develop digital solutions for the METRO global wholesale business.



100.000

1.000

1.000.000.000.000.000





Martin Filipczyk • 1.

Technical Architect at METRO.digital

1 Jahr • 



Friday thought: If you don't want to be called "IT guys", why won't you stop calling them the "business guys"?



Martin Filipczyk · 1.

Technical Architect at METRO.digital

1 Jahr · 



Friday thought: If you don't want to be called "IT guys", why won't you stop calling them the "business guys"?

Let's make BIZTECH work

Countries

Let's make magic in the triangle happen.

Corporate

Tech/ IT



Product Thinking Beyond Cucumbers

Value in use

Reality is messy and diverse



Romania – Trader



Germany



Pakistan



France



Bulgaria



Austria

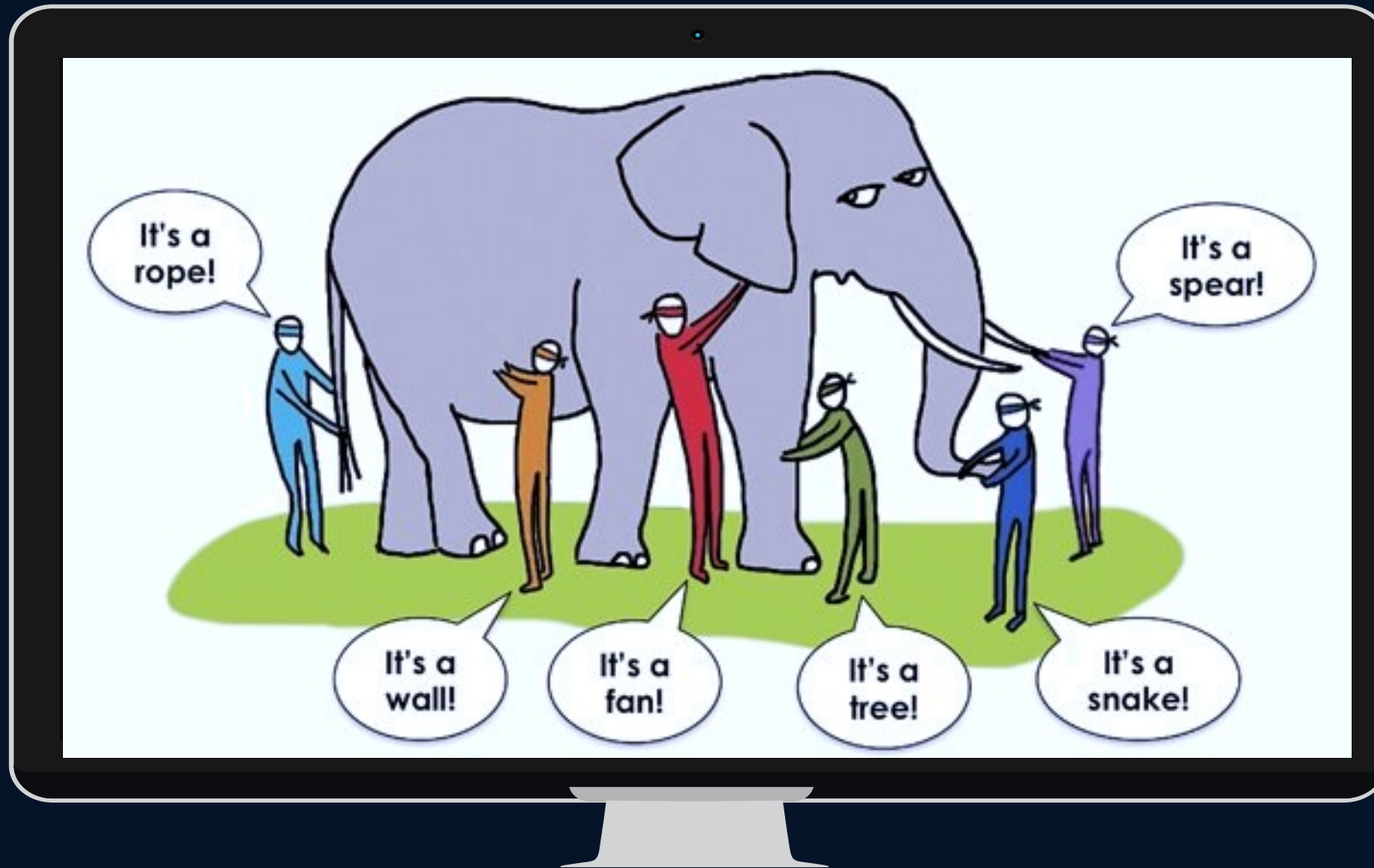


Poland

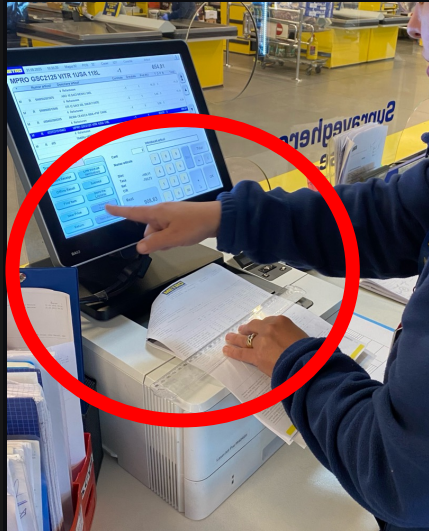


Romania

What is your perspective...



Product Discovery



Problem/ opportunity template

Problem description:

| | |
|---|--|
|  Business gains |  Business pains/ impact |
|  Impact Impacted business areas & solutions Country specific or not, legal or not |  KPIs/ Leading indicators |
| AS IS Process description | Impacted roles |

Data-inspired decision-making – Company Dashboard



METRO's Product Manifesto



We are uncovering even better ways of developing software **in addition to the Agile Software Development Manifesto**.

To help teams **become empowered in delivering successful products that realise business value sooner**, and focus on what matters most, we have come to value:

Owning outcomes over producing outputs.

Clarity in purpose & end user needs over comprehensive tickets & acceptance criteria.

Failing and learning faster vs achieving perfection.

Testing risks & hypothesis over rushing into ideas.

Containing product & technical debts over chasing new features.

Timeboxed continuous discovery over delivering to plan.

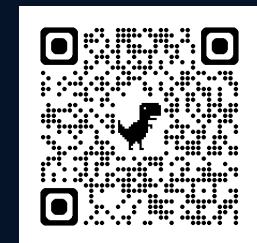
Harnessing diverse perspectives over conforming to stakeholder opinions.

Staying relevant & fixing causes over fire-fighting bugs & issues.

Maintaining focus over staying occupied.

Measuring results over assuming an impact.

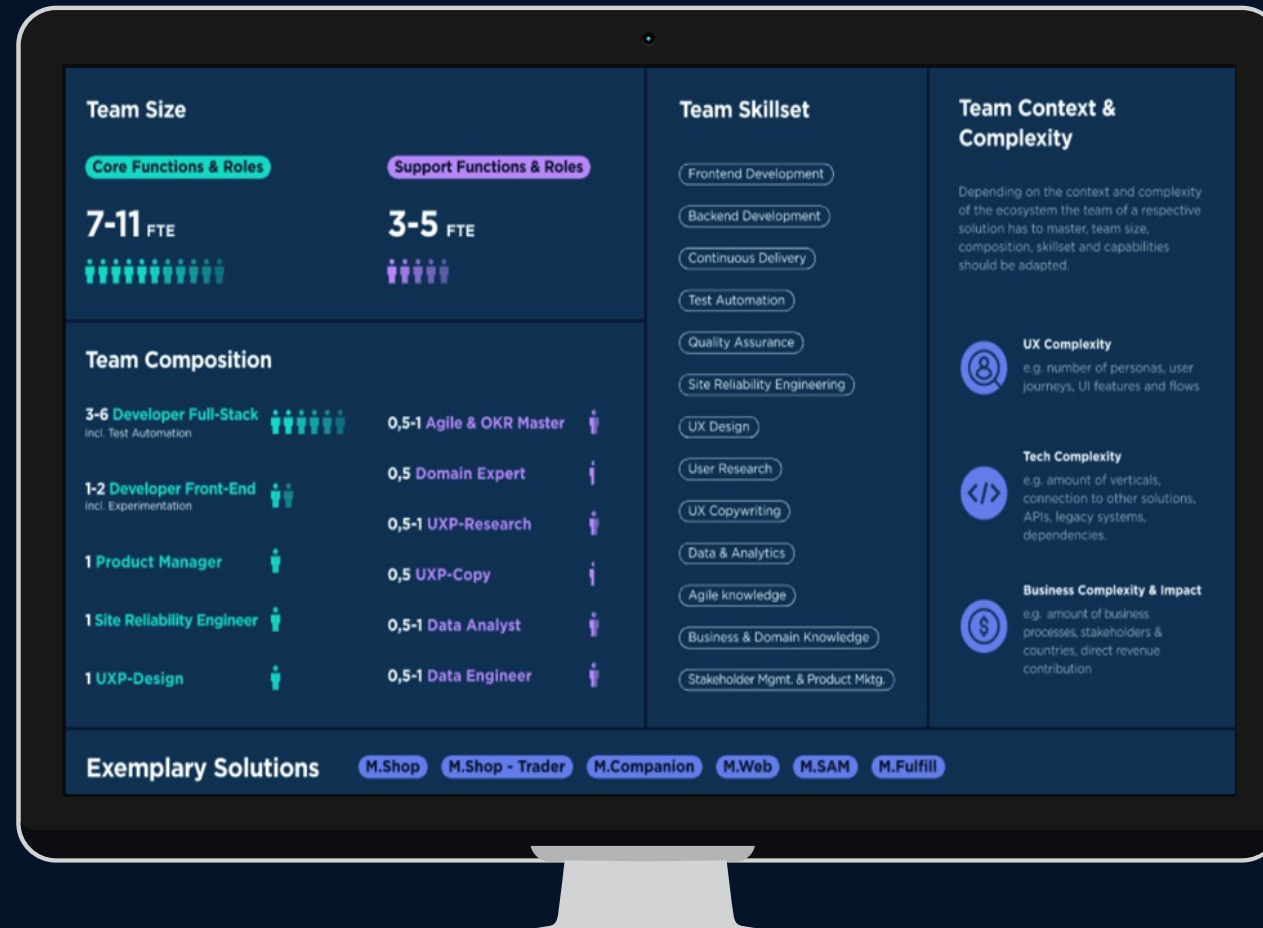
That is, while there is value in the items on the right,
we value the items on the left even more.





Build Strong Product Teams

Ideal Product Team Blueprint



Product Strategy & Roadmap Workshops



Product Strategy & Product Roadmap Team: _____
Contact: _____

Vision: _____

Purpose: _____

Strategic Goals / Intents:

1. _____
2. _____
3. _____

Business metric: _____

North star metric: _____

Key Risks/Challenges:

1. _____
2. _____
3. _____

Strategy - Summary: _____

Key Initiatives and Roadmap:

| TEAM | PRODUCT INITIATIVES GROUP & DESCRIPTION | NOW ≤4 weeks | NEXT 6 months | LATER > 6 months |
|------|---|--|--|---------------------|
| | Objective / Initiative 1 Description | Theme1 → Outcome 1 Theme2 → Outcome 2 | Theme1 → Outcome 1 Theme2 → Outcome 2 | Theme1 → Outcome 1 |
| | Objective / Initiative 2 | Theme3 → Outcome 3 | | |

Maximise your digital products' value with our Data Literacy workshop. Contact us to sign up now!

Looking to take your digital products to the next level? Join us for a hands-on workshop on Data Literacy. Bring your product/solutions teams and discover how to analyze your data to create more impact for your business and customers.

During the workshop, you will:

- Learn to generate insights by analyzing data, creating hypotheses, identifying problems worth solving, and defining further validation processes. 📊
- Master the basics of evidence-based decision-making using your own solution and data. 📖
- Collaborate with data analysis and UX experts to achieve your goals. 👥

Your teams will also benefit by:

- Learning how to work with business data 💰
- Getting focused on the next phase of your solution 🎯
- Evaluating successes and focusing on problems worth solving ✅

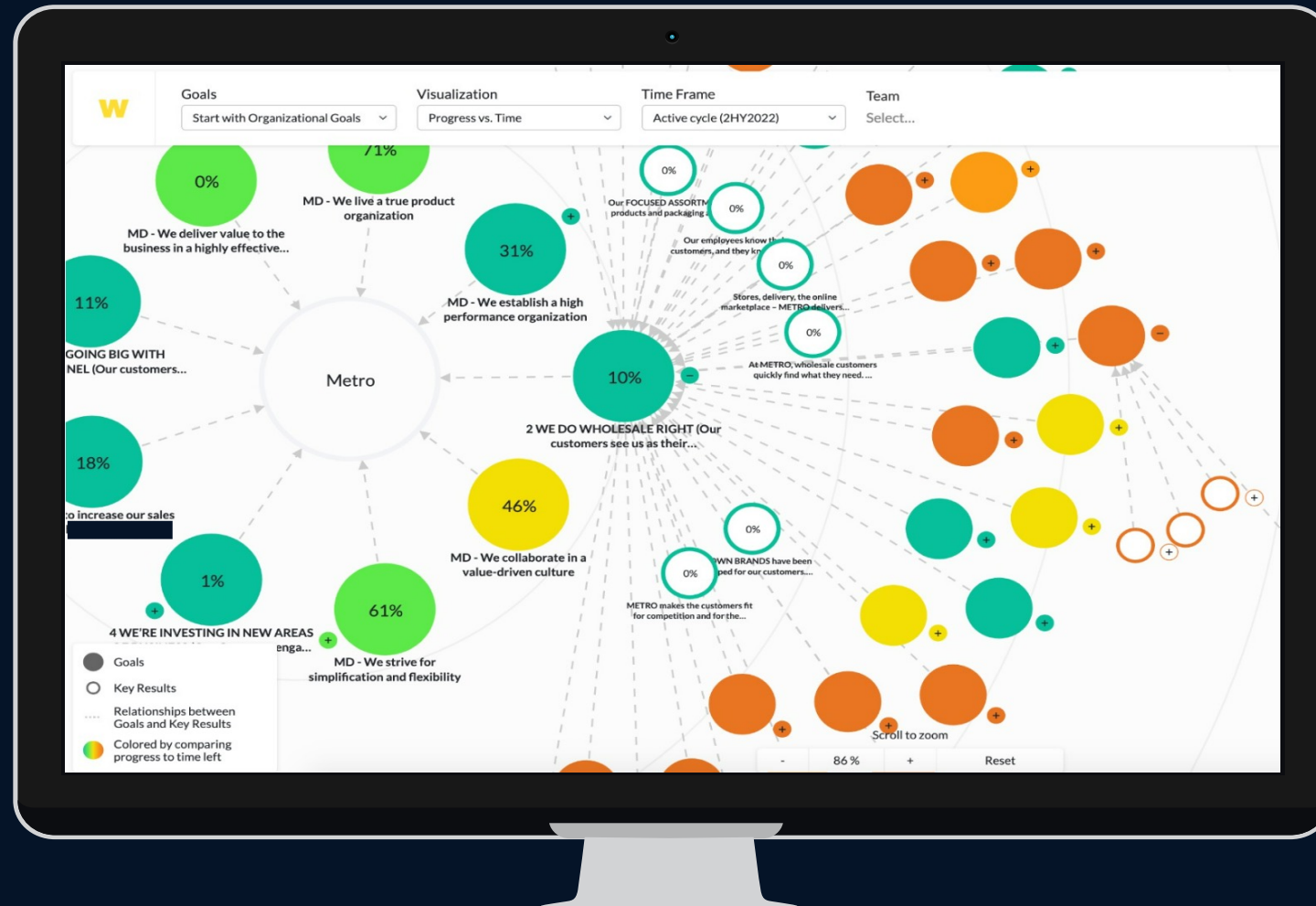


**Build an environment
that boosts product culture**

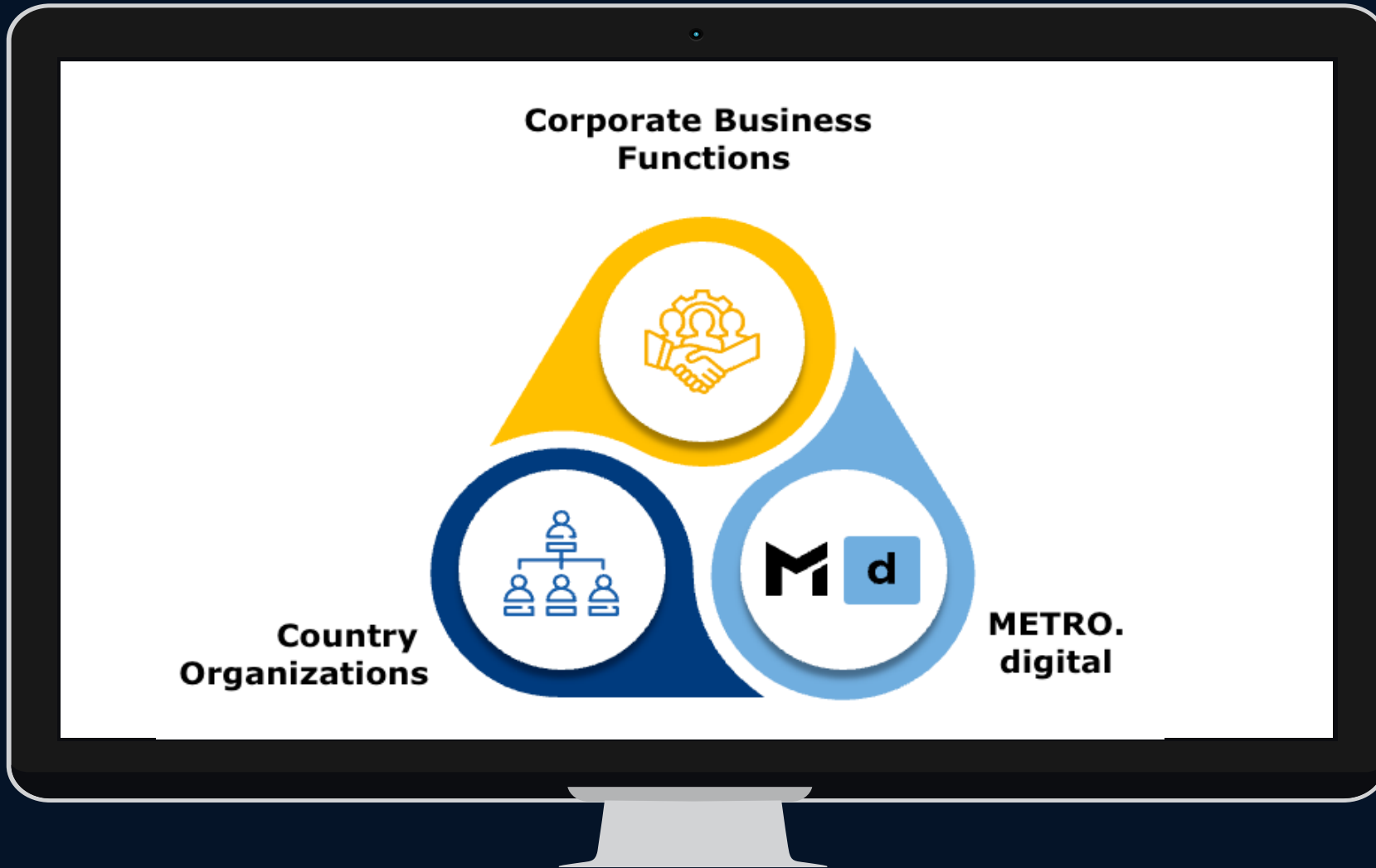
An aerial photograph of two speedboats on turquoise water. The larger boat is in the foreground, moving from left to right, leaving a wide, white wake. It is filled with people and has a cabin structure. The smaller boat is further ahead, also moving from left to right, leaving a narrower wake. The water is a vibrant greenish-blue color.

**Be a flotilla
of speed boats**

Since 2017: Spread The Outcome & Data Virus



Evolve to a BizTech Governance



Rhythm is queen.





What if stakeholders still think you are an IT provider?





**Problems & Outcomes
instead of just features.**



Invest time to WORK with product teams, e.g., design sprints



**Give product teams
access to our METRO customers**



**Embrace failing faster:
The more we build
the heavier to maintain.**

Our Journey: „PT+PT+PC=Progress“



What is Product Discovery?

We know our customers by heart & experiment



Wishlist of Requirements

We know our customers by heart & experiment



Hippo / Gut feeling decisions

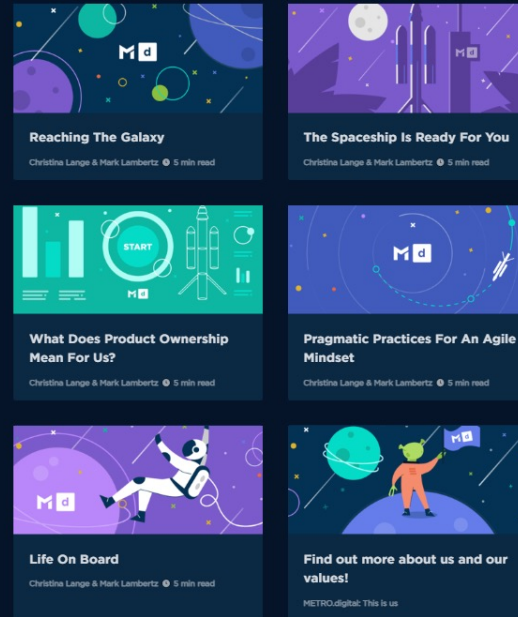
Data-inspired decision making



The background is a pixelated Pac-Man game scene. At the top, a red ghost with large eyes is positioned in a blue maze. Below it, three other ghosts (cyan, purple, and grey) are visible. The word 'READY?' is written in green, pixelated letters. At the bottom, a yellow Pac-Man character is positioned in the center of the maze, ready to eat a pellet. The maze is composed of blue lines on a black background with small orange dots representing pellets.

**BizTech has hunger for
customer needs!**

Looking forward to continue the exchange!



metro.digital/handbook

