



BLACKSTONE&

G-Cloud 15 | Lot 3 – Cloud Support Services

Digital Product Management & Strategy

Service Description

Digital product management services providing experienced Product Managers, Product Owners, and product strategists to define, prioritise, and guide digital service development. We establish product vision, manage backlogs, define roadmaps, and measure outcomes—ensuring teams build the right things that deliver measurable user value aligned to organisational strategy and GDS service standards.

Service Features

- Product Managers and Product Owners for agile delivery teams
- Product vision, strategy, and roadmap definition and alignment
- Backlog management, prioritisation frameworks, and refinement facilitation
- User value proposition development and product-market fit validation
- OKRs, product metrics, KPIs, and outcome measurement frameworks
- Stakeholder management, governance, and product decision facilitation
- Product discovery combining user research with commercial viability
- Product lifecycle management from inception through to retirement
- GDS service assessment preparation and product leadership support
- Product management capability transfer through coaching and training

Service Benefits

- Right products built through evidence-based prioritisation decisions
- Measurable outcomes aligned to organisational strategic objectives
- Improved ROI through disciplined backlog and scope management
- User-centred products validated against real user needs
- Accelerated delivery through clear vision and focused priorities
- Stakeholder alignment reducing conflict and decision delays
- GDS assessment success through experienced product leadership
- Reduced waste by deprioritising low-value features early

- Sustainable internal capability through product management coaching
- Flexible engagement scaling with product portfolio demands

Available through G-Cloud 15 Framework | Lot 3 – Cloud Support Services