

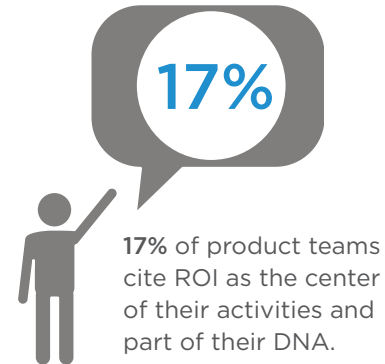
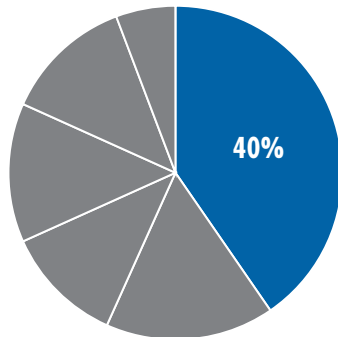
SHOW ME THE MONEY

Product success is closely tied to the numbers. Here are some financial factors.

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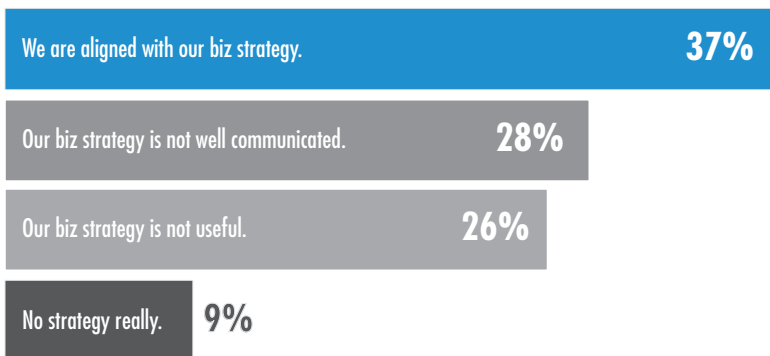
Product Manager Role

40% of product team members believe the product manager is the best source for developing a strong business case and as such are MOST OFTEN HELD ACCOUNTABLE for the financial outcomes of a product team's efforts.



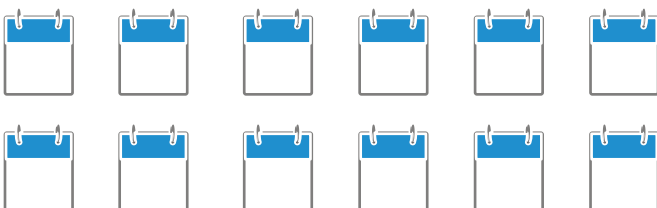
Strategy Alignment

37% of product teams state that they can connect their activities to a coherent corporate business strategy.



ROI

The most commonly expected ROI payback period is **12 months**.



Of all product development methodologies, Agile is viewed as having the most favorable impact on product profitability by **43%** of product team members.

43%