

Checklist

by **airfocus**



How To Choose the Right Tool
for Internal PM

There are many factors to consider when choosing the right tool to use for internal product management.

Even if you have an existing tool, pay attention to this checklist as you may be in the market for a new tool in the future as your business needs a change.

Choose a tool that:

- 1 ☐ Is flexible, modular and easy to integrate into your existing workflows
- 2 ☐ Has enterprise grade security
- 3 ☐ Has all ISO standards
- 4 ☐ Is GDPR and CCPA compliant
- 5 ☐ Enables collaboration across multiple large teams
- 6 ☐ Provides a structured and customizable prioritization process
- 7 ☐ Can share a centralized vision of your roadmap and product portfolio
- 8 ☐ Enables your many teams to be involved and share information
- 9 ☐ Is able to solve key problems that your team is looking to solve
- 10 ☐ Can grow with your team as your team and company grows

It's important to have a tool that is flexible, modular and easy to use

Flexible means that you can customize it and modular means that it has various standardized parts that can interact with one another to build and suit your needs.

This is especially important when it comes to integrating your tool with your existing workflows and processes. And if these change in the future then your tool can adapt with it.

This is also important when you want to scale or when you have multiple teams. Give them the ability to customize their own workspaces and work the way they want within the same tool.

Enterprise grade security must also be kept in mind

Your business carries sensitive data about your employees, customers, users, business plans, and more. It will only erode the trust of your key stakeholders if there is a breach in your system.

Using a tool that meets ISO standards will help your IT security team sleep more comfortably at night.

On the topic of data, if you have a global customer base, utilizing a tool that is GDPR compliant and CCPA compliant are beneficial, if not needed.

GDPR is the General Data Protection Regulation. Enacted by the European Union It outlines the rules for data protection and privacy for citizens within the EU and the European Economic Area.

CCPA is the California Consumer Privacy Act. Enacted by the state of California it is meant to enhance privacy rights and data protection for residents of California.

Collaboration is key to success

Some additional key factors to consider are tools that enable collaboration across multiple large teams and provide a structured and standardized prioritization process.

Team collaboration and running prioritization exercises are easier when teams are small. As companies grow in size and there are larger teams it becomes more difficult to work with others and also prioritize to reach decisions.

This is partly why Scrum has been adapted into LeSS.

Using a [product management tool](#) that enables your many teams to be involved, share information, and go through prioritization activities will make the process easier. Share a centralized vision of your roadmap and product portfolio with your entire team.

Driving change with the best solution

Here are some other factors to consider as you work on driving change with your team.

Before you start speaking with vendors, know the specific use cases that your team and organization needs and prioritize them. Think about the key problems that your team is looking to solve.

It helps to list all of the needed use cases down on a score sheet to complete as you receive demos of various tools.

Also gain feedback from other stakeholders in your company that will be interacting with this tool.

Think past the product team, but what actions and key information does the executive team and the leads of various departments need?

Take the time to understand the requirements of other business stakeholders.

When acquiring new tools, ensure that you are setting your team up for nothing but success. Learning how new tools work, their capabilities, workflows, etc. out of the box is not easy.

When speaking to vendors, understand what they offer for not only onboarding assistance, but even post onboarding. Negotiate the best conditions for your team.

This goes past simply understanding how to use their product, but ensuring that they will be available to assist as your team and company grows, to help you apply best practices as you use their tool.

At airfocus we support our customers along every step of their journey. Even past onboarding we continue to make ourselves available to advise our customers and share quality content related to product management and best practices.

About airfocus

airfocus offers a modern, modular and easy to use product management platform.

It provides a complete solution for product teams to manage and communicate their strategy, prioritize their work, build roadmaps, and connect feedback to solve the right problems.

Designed with flexibility in mind, airfocus allows you to quickly customize the platform to fit your needs without disrupting the way your team works.

Join thousands of global product teams who use airfocus to make better decisions and build outstanding products. Kick-start your way to better product management today.

Give airfocus a chance and start with a [14-day free trial](#), or [book a demo here](#).

