

# Challenges for Product Roadmapping in Inter-Company Collaboration

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**Abstract.** Product roadmapping is a critical activity in product development, as it provides a link between business aspects and requirements engineering and thus helps to manage a high-level view of the company's products. Nowadays, inter-company collaboration, such as outsourcing, is a common way of developing software products, as through collaboration, organisations gain advantages, such as flexibility with in-house resources, savings in product development costs and gain a physical presence in important markets. The role of product roadmapping becomes even more critical in collaborative settings, since different companies need to align strategies and work together to create products. In order to support companies in improving their own product roadmapping processes, this paper first gives an overview of product roadmapping and then discusses in detail an empirical study of the current practices in industry. The presented results particularly focus on the most challenging and important activities of product roadmapping in collaboration.

**Keywords:** Product roadmap, roadmapping process, inter-company collaboration, outsourcing