Product Marketing explained!

The power of Constraints

POOJA DEY
Product Marketing Leader

Your impact is bigger than the task in front of you.

01

Understand constraints

02

Apply constraints

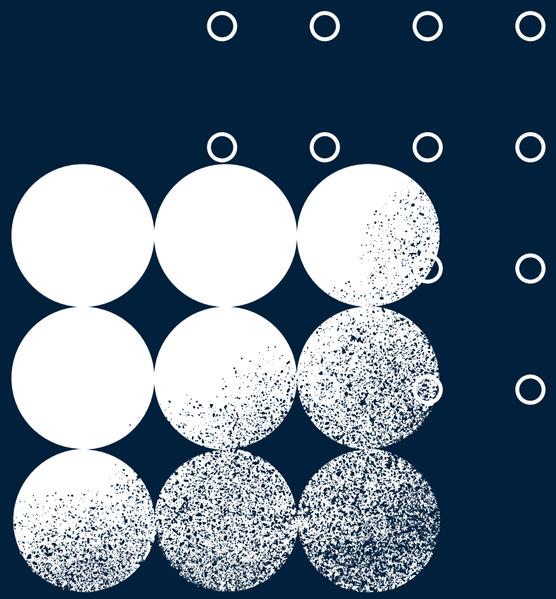
03

Connected Outcome

Understand Constraints

The power of Constraints

How to Apply Constraints



Business Challenge #1

Improve future win rate

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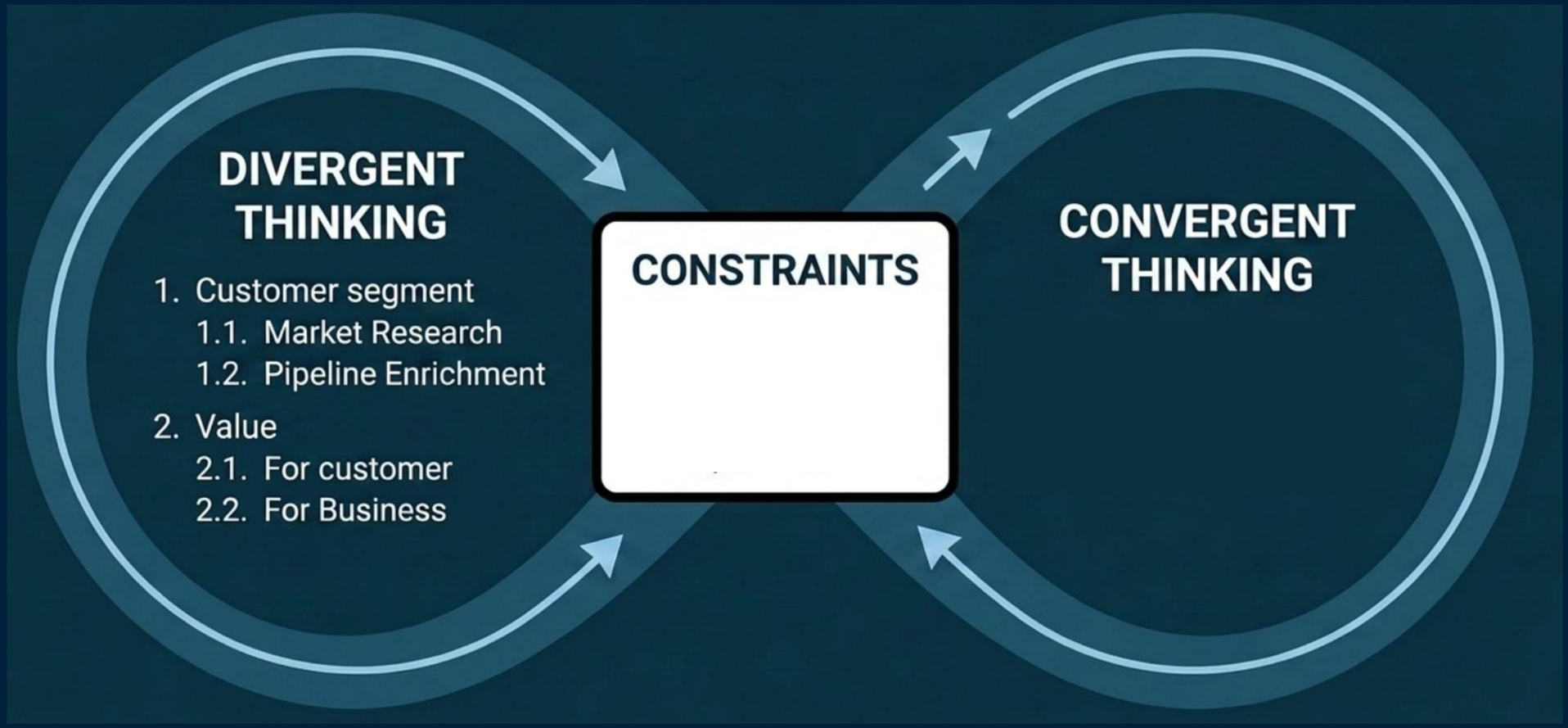
Structuring the Win



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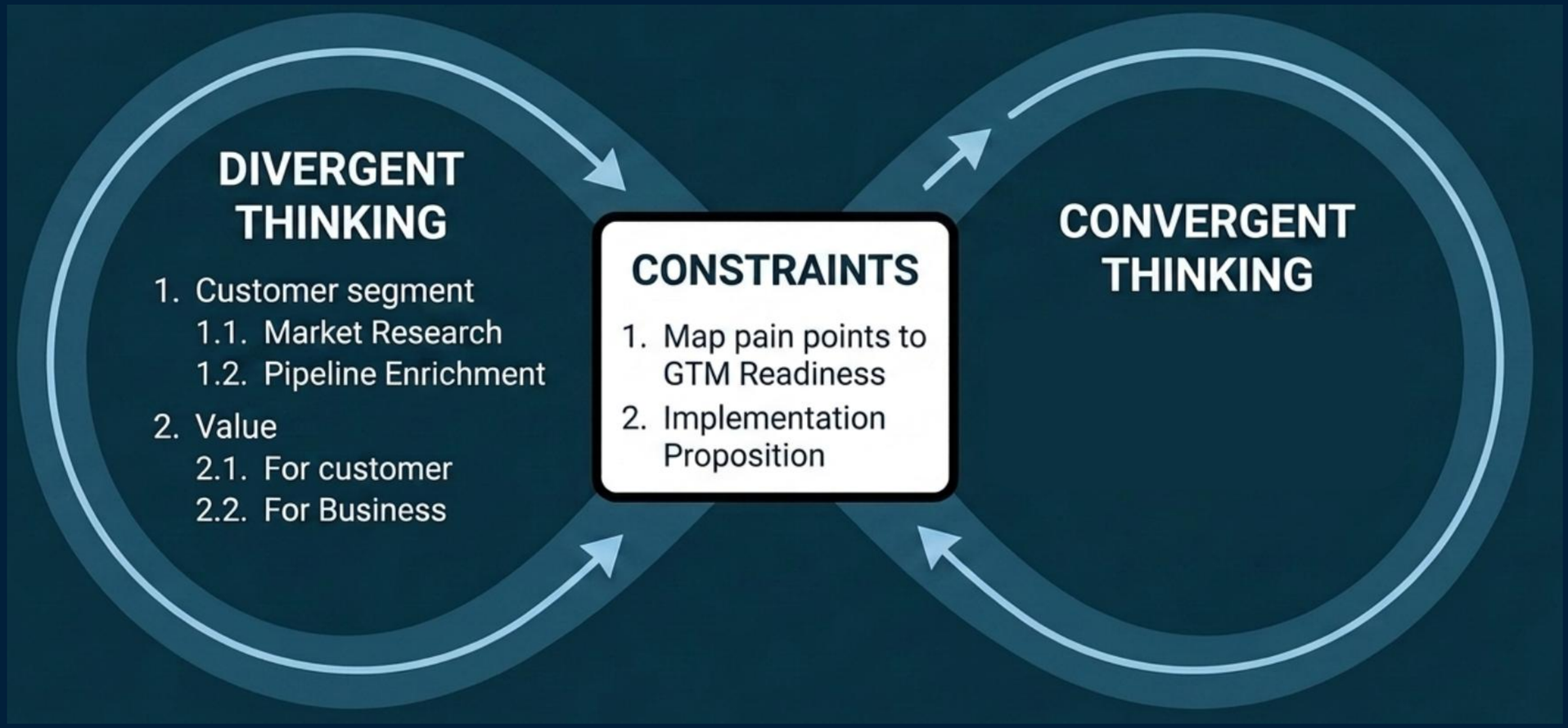

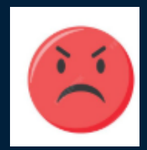

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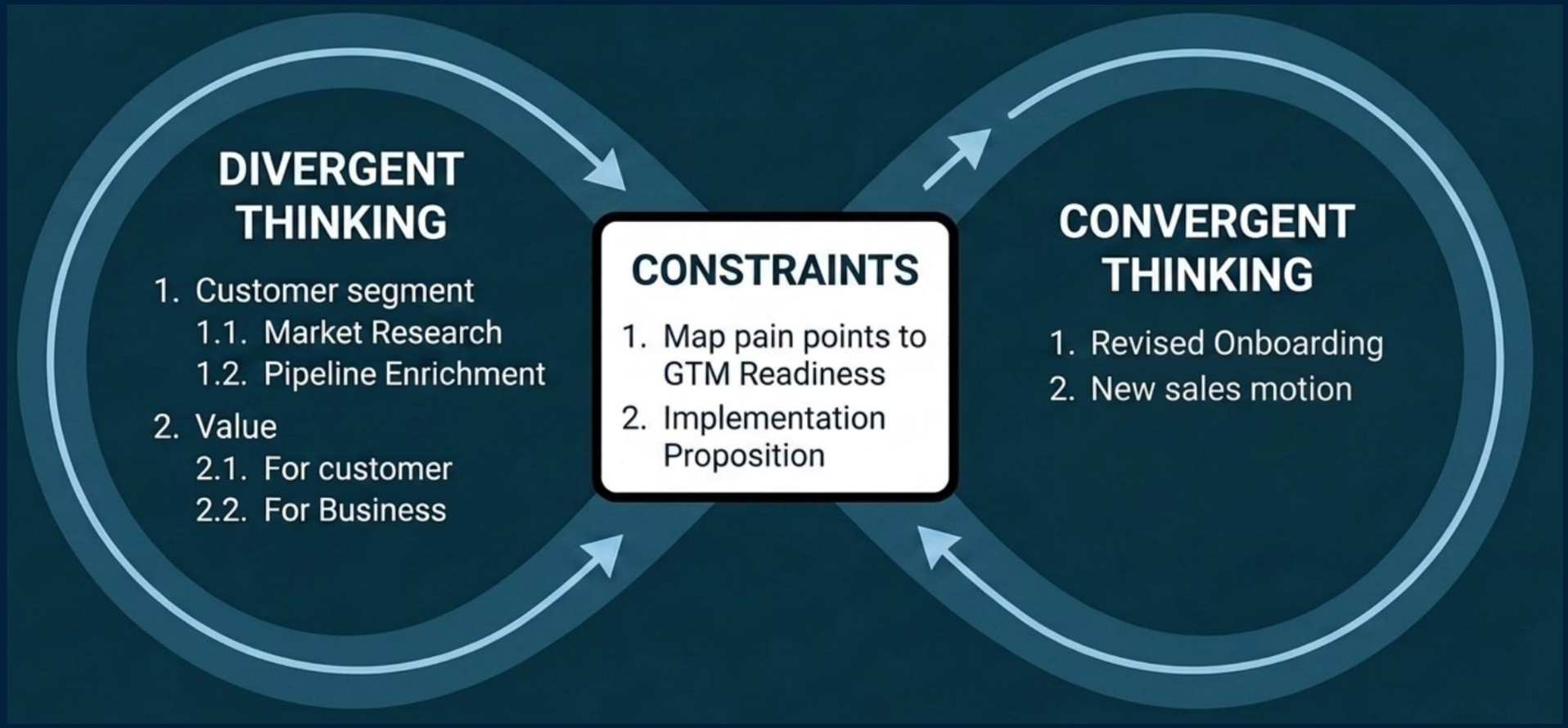

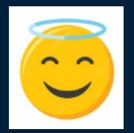

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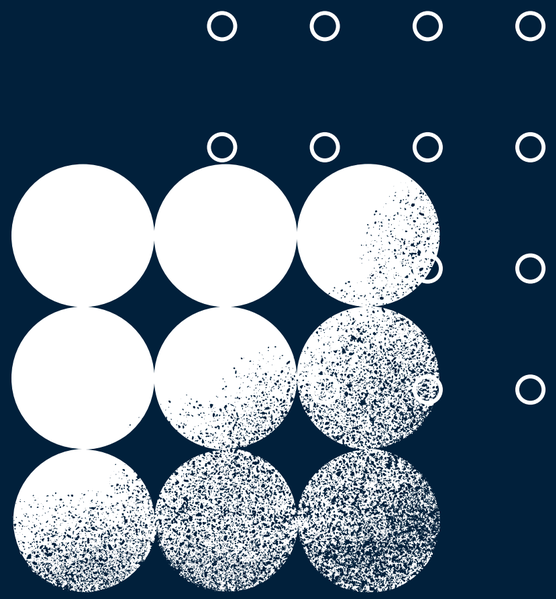
Business Value	01	02
1st Quarter	Pipeline Expansion	Shorter sales cycle
Annual impact	13% improvement in win rate	20+ peer promoted

How to Apply Constraints



Business Challenge #2

2-factor Authentication roll out

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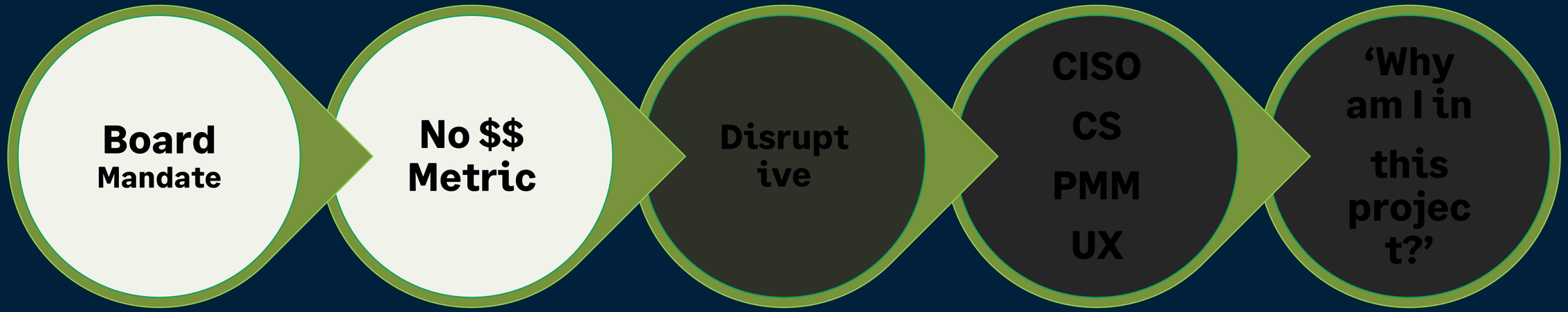

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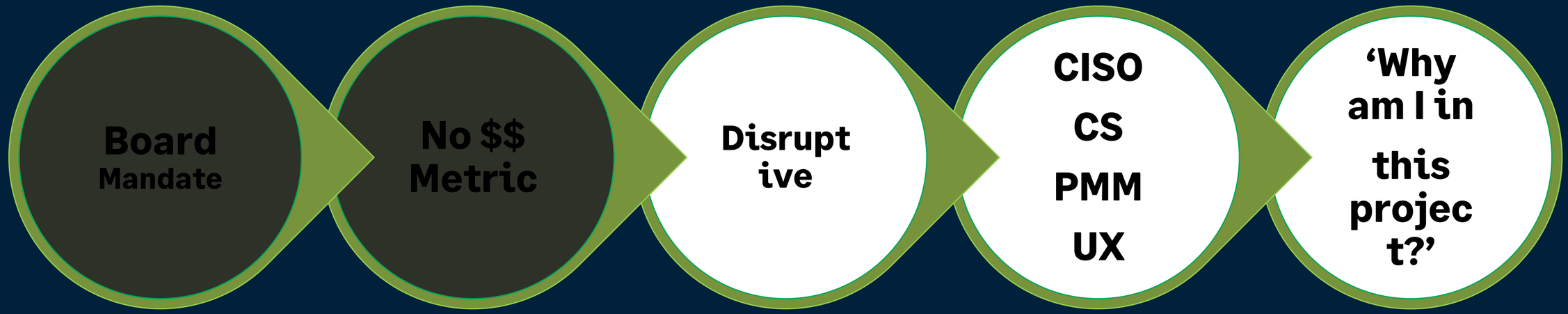
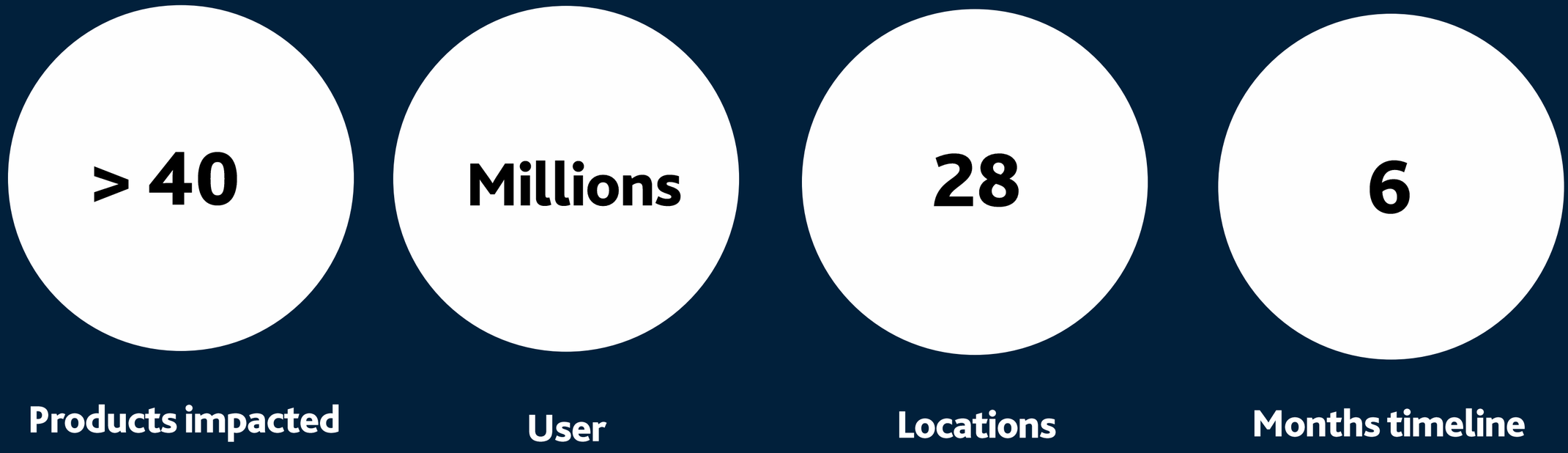
2-factor Authentication roll out



2-factor Authentication roll out

The Scale of the challenge



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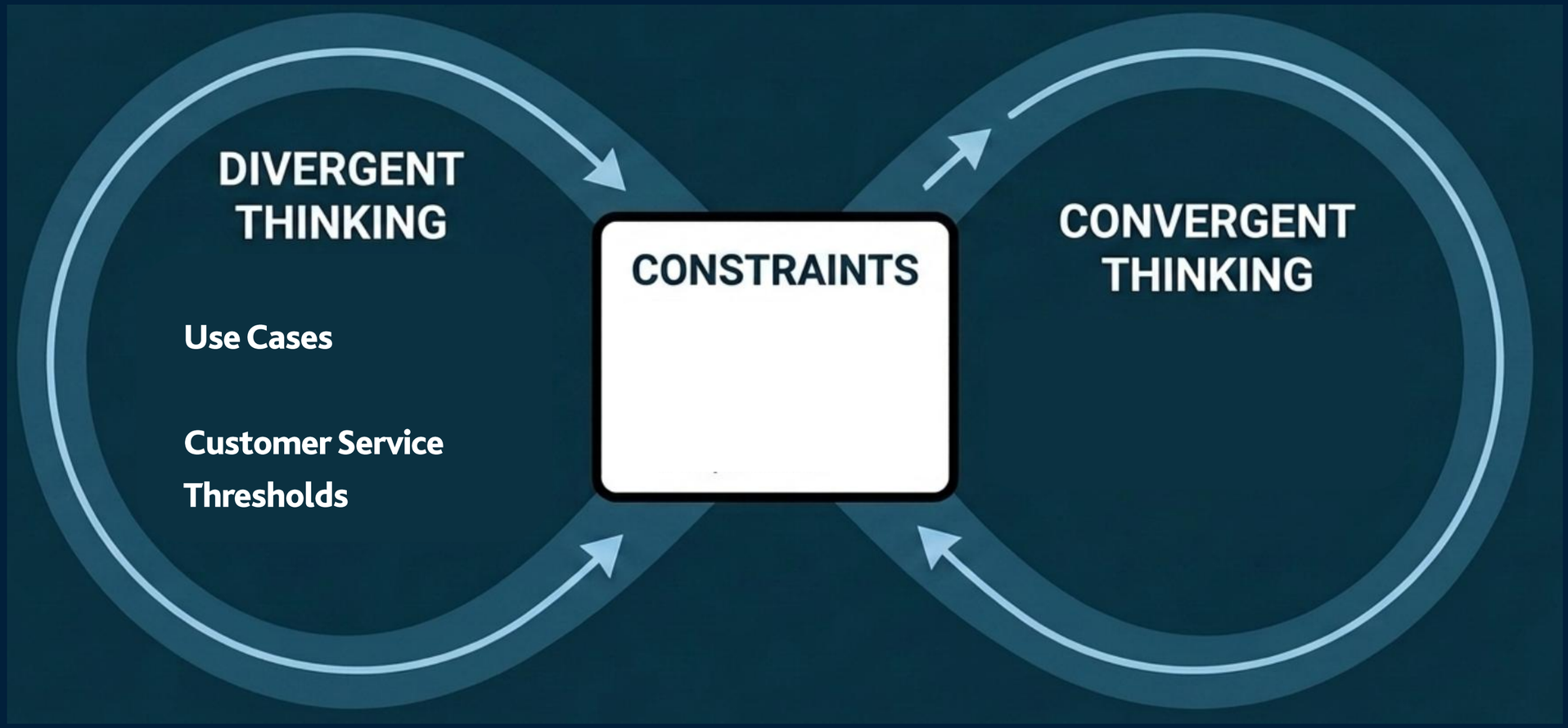

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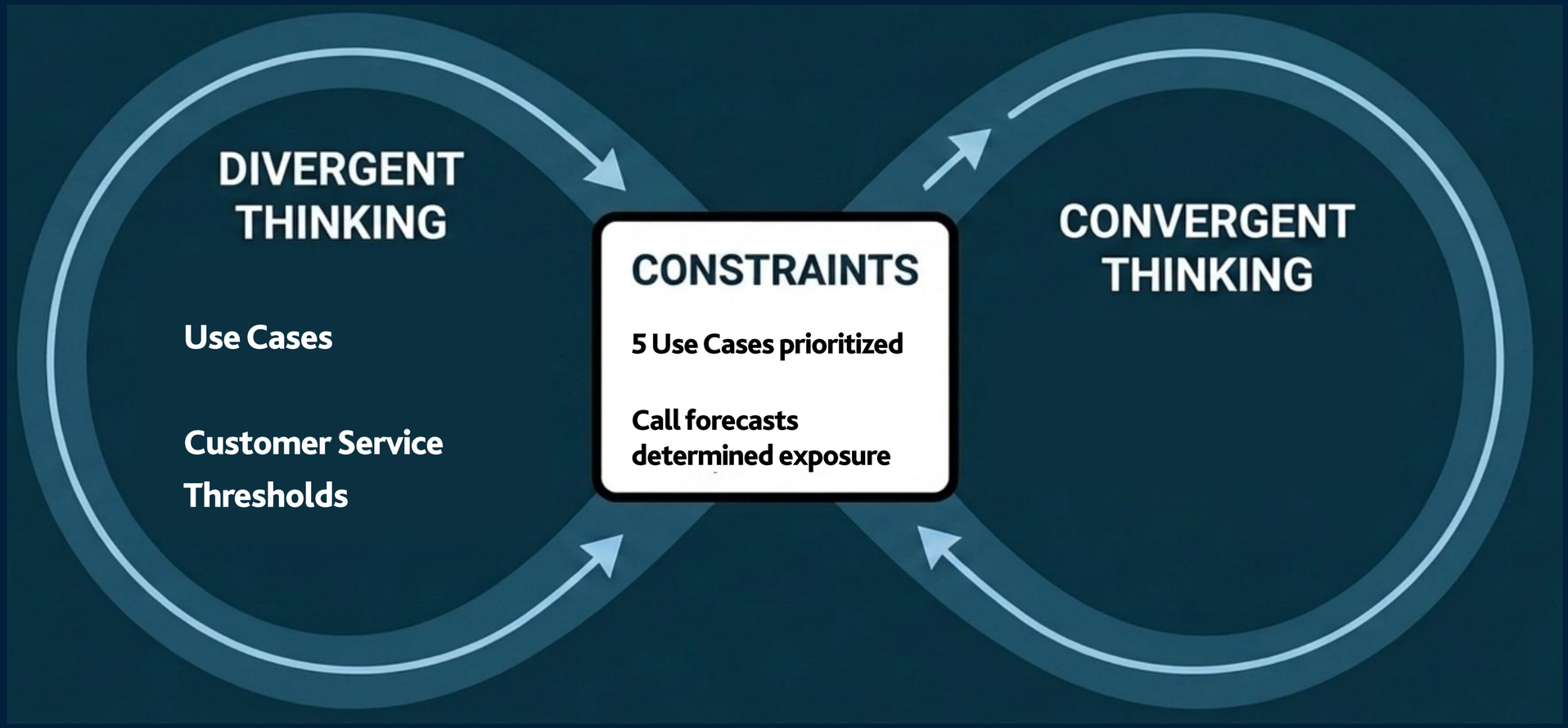

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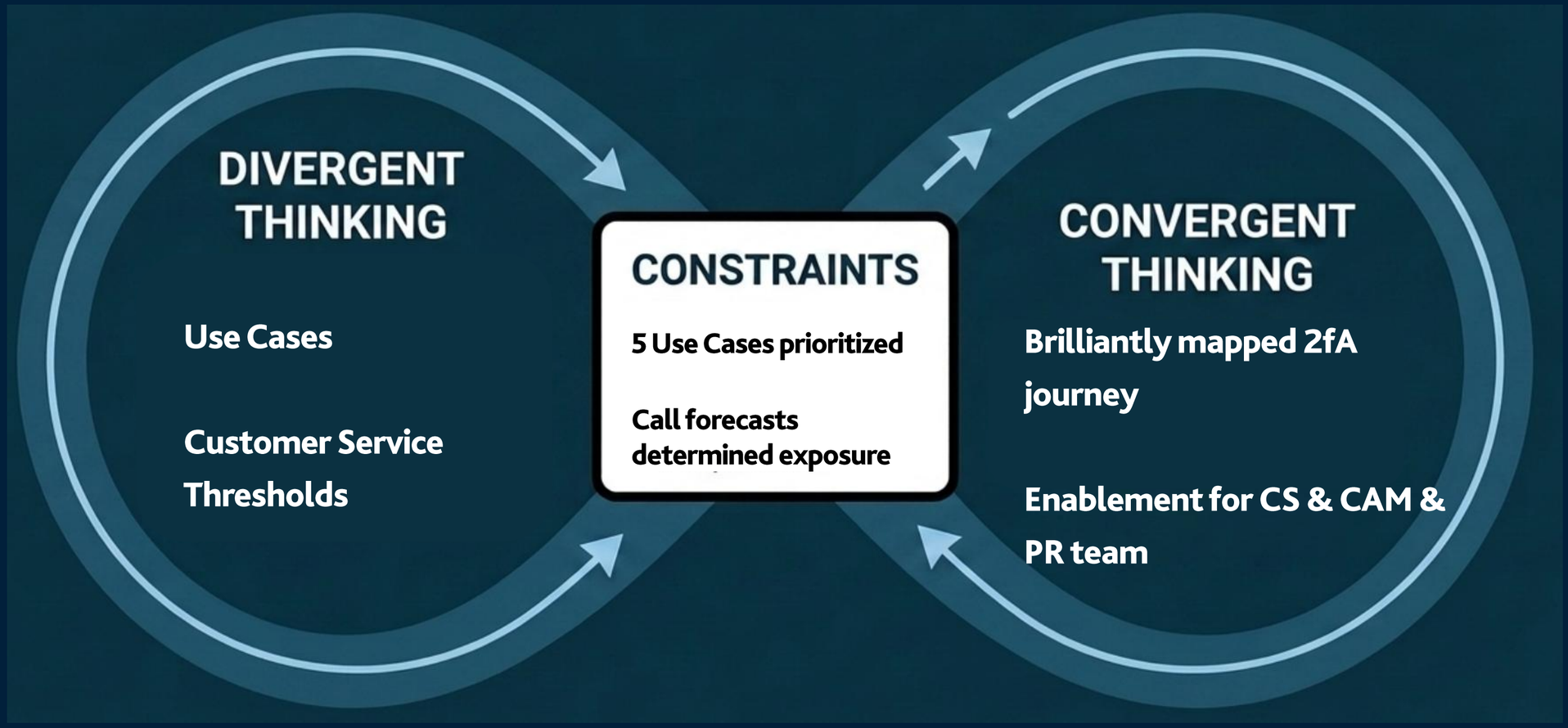

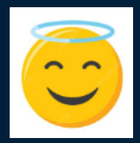

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Business Value	01	02
In Quarters	2fA rolled out	Delivered a secured log-in journey
Annual impact	Protect business from risk exposure	Deliver on security governance

Make Constraints your competitive edge

01

Align Around Constraints

Great teams don’t eliminate constraints (human, business, technical, organisational) — they align around them

02

Product Work is Decision-Making

…under competing realities — not just roadmap management or feature prioritisation.

03

Balance Exploration with Prioritisation

Create clarity on business objectives by deliberately shifting between ‘generate’ (divergent thinking) and ‘refine’ (ruthless prioritisation) modes.

04

Stay Close to Outcomes

The work doesn’t end at handover. Stay close to the results, outcomes, and customer impact.

Growth often happens inside constraints.
Just ask the caterpillar before it became a butterfly.

Thank you