

**opsdog**

**BPMN 2.0 FORMAT**

**PRODUCT DEVELOPMENT**

**Financial Product Development**

**The OpsDog General Line Hierarchy**

- Product Development
  - Sales
  - Call Centers
  - Customer Service
  - Collections
- Research & Development
  - Idea Generation/Innovation
  - Financial Product Development
- Engineering & Design
- Product Management
- Product Testing
- Product Packaging
- Product Launch Review & Analysis
- Product Quality & Safety

www.OpsDog.com | info@OpsDog.com | Phone: 201.526.1200 | www.TheLabConsulting.com

**Financial Product Development: Workflow**

- A Idea Generation & Development
- B Product Registration

**Workflow Description**

The process of creating and refining financial products (e.g. insurance and investment products). Includes idea conception, market analysis, product review and final approval.

**Legend**

- Start Event
- Intermediate Event
- End Event
- Gateway
- Group
- Task
- Expanded Sub-Process
- Pool
- Sequence Flow
- Message Flow

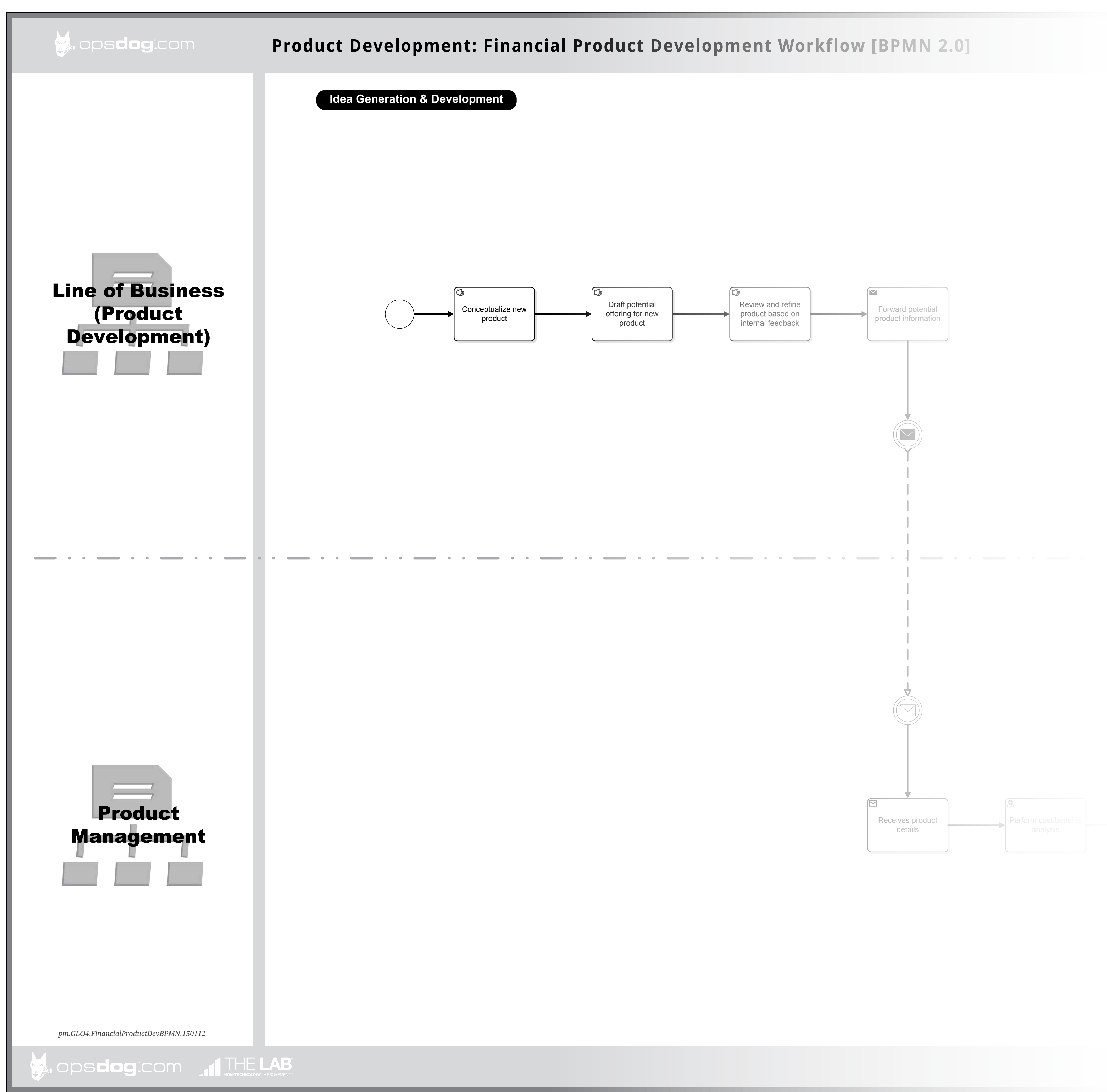
**Line of Business (Product Development)**

**Product Management**

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