What is a Software Product Line?

A software product line is a set of software-intensive systems sharing a common, managed set of features that satisfy the specific needs of a particular market segment or mission and that are developed from a common set of core assets in a prescribed way.
SOFTWARE PRODUCT LINES

Planned reuse

Many related products
  ▪ Common and variable parts

Domain and Product Engineering
  ▪ Assets and Reference Architecture
Figure 1. The ESAPS reference process according to van der Linden (2002).
RETURN ON INVESTMENT
FEATURE MODELS

Figure 1: A sample feature model