

Product Launch Checklist

- ❖ Product readiness
 - Signoff on exit criteria (from PRD)
 - EA-ready documentation review/signoff
- ❖ Early Adopter (EA) Trial
 - EA test plan/objectives/coverage goals
 - EA FAQ
 - Recruit EA customers
 - Review test plans
 - Execute EA agreements
 - Regular status calls/review
 - Define GA release criteria
- ❖ GA Release
 - Product readiness
 - Sign off on GA release criteria
 - Final documentation signoff
 - Field/channel readiness
 - Field announcement e-mail
 - Field/channel –facing webinar
 - Scripted sales presentation
 - Scripted sales demos/demo guide
 - Services/Implementation partner readiness
 - Consulting training
 - Support readiness
 - Product supportability evaluation
 - PR/AR
 - Analyst presentation
 - Pre-briefing of analysts
 - Press release
 - Website/collateral
 - New features FAQ
 - Data sheet
 - Whitepaper
 - Web site content/updates
 - Pricing
 - Competitive pricing survey
 - Profitability/breakeven analysis
 - Pricing proposal
 - Pricing committee approval (Business practices, field/channel sales)
 - Updating global price list
- Packaging
 - Review/update product packaging
 - Product naming (Legal review/management approval)
- ❖ Post release activities
 - Sales tools/demos
 - Customer success stories
 - Competitive analysis/ competitive hit pieces
 - PR/AR
 - Publicize customer successes
 - Web site/collateral
 - User web forums
 - Sales training
 - Sales successes
 - Field webinars/training
 - Marketing/lead generation
 - Product roadmap
 - Requirements gathering (customers, field, channel, support, development, strategic goals)
 - Candidate feature list maintenance
 - PRD development
 - Prioritization and first order effort estimation
 - Product C/L/P (Critical/Likely/Possible) List
 - Technology partner development
 - Joint solutions development
 - Webinars/sales tools