

## The Big Data Product Readiness Checklist for 2020

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Building customer-facing analytics for your application is about more than just the technology you select. In fact, it's almost never the technology that causes data product to fail — it's the business end of the process. Here's a simple set of checklists to help you consider the business part of bringing a data product to market.

### Checklist 1: What's the Plan?

- ☐ Has an executive sponsor been appointed?
- ☐ Is the project essential to revenue growth, customer retention, or market positioning?
- ☐ Will this be considered a profit-center for the business?
- ☐ Is the executive team in agreement that a data product should be?
- ☐ Have goals been set?
- ☐ Has a timeline been set?
- ☐ Is the timeline realistic given the goals?
- ☐ Is budget available?
- ☐ Is the budget realistic given the project goals?
- ☐ Has a priority been set for the project?

### Checklist 2: Have you considered the logistics?

- ☐ Has a project team been established?
- ☐ Has a chairperson or leader been selected?
- ☐ Are all stakeholder groups represented?
- ☐ Do all members have decision-making authority?
- ☐ Has a process for tracking tasks and communicating status been implemented?
- ☐ Have you defined the "table stakes" or "must-haves" for project success?
- ☐ Have you defined the constraints or "off-limits" items for the project?

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- ☐ Have all executives approved the strategy?
- ☐ Do you have the resources to execute the strategy?
- ☐ Have you set metrics and goals to track performance?

## **Checklist 3: Data Readiness Basics**

- ☐ Have you defined a plan for data cleansing/preparation?
- ☐ Have you performed “buy vs. build” analysis for data preparation needs?
- ☐ Have you evaluated data preparation vendors/platforms?
- ☐ Have you evaluated the cost of the data preparation solution under high/medium/low user growth scenarios?
- ☐ Have you evaluated the initial (year 1) cost of buying a data preparation solution?
- ☐ Have you evaluated the long-term (years 2-5) costs of buying a data preparation solution?
- ☐ Have you selected a vendor (if not building in-house)?
- ☐ Does the vendor make professional services available?
- ☐ Will you be using vendor professional services for implementation?
- ☐ Have you evaluated the support model offered by the data preparation vendor?

## **Checklist 4: Analytics Technology— What’s the Plan?**

- ☐ Have you evaluated analytics visualization vendors/platforms?
- ☐ Have you analyzed the cost of building an analytic platform?
- ☐ Have you selected your preferred deployment model (cloud vs. on-premise)?
- ☐ Will the technology scale in terms of customer instances (tenants)?
- ☐ Do you need real-time analytics?
- ☐ Do you need event-based analytics?
- ☐ Have you evaluated the initial (year 1) cost of buying an analytic platform?
- ☐ Have you evaluated the long-term (year 2-5) costs of buying an analytic platform?
- ☐ Have you evaluated the cost of the data visualization solution under high/medium/low user growth scenarios?

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- ☐ Have you evaluated the support model offered by the data visualization vendor?
- ☐ Does the vendor make professional services available?
- ☐ Can/will the vendor provide project management services?

## **Checklist 5: Product Strategy**

- ☐ Have you determined what functionality will be "must have" for the data product?
- ☐ Have you determined the "nice to have" functionality for the data product?
- ☐ Have you defined the "Minimum Viable Product" for launch?
- ☐ Have you defined problem sets or requests that will be addressed by the core product?
- ☐ Have you defined problem sets or requests that will be addressed through custom (paid) feature development?
- ☐ Have you defined problem sets or requests that will NOT be addressed by the core product, services, or through custom development?
- ☐ Have you planned for user permissions and roles?
- ☐ Have you brainstormed a list of possible personas to be addressed?
- ☐ Have you captured personas for internal (your) users, customer tactical users, and customer strategic users?
- ☐ Do you understand the key personas that have the most leverage over the buying process (e.g., executives, high engagement users, champion users)?
- ☐ Have you selected 2-3 personas for the first phase of the data product?

## **Checklist 6: The Engagement Model**

- ☐ Have you identified the "missions" or objectives for each persona within the data product?
- ☐ Have you identified the key pain points within each workflow to be solved for each of your selected personas?
- ☐ Have you defined the specific analytics that need to be present to solve each persona's pain points?
- ☐ Have you defined the "triggers" that will draw the user to the product on a regular basis?

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- ☐ Have you structured the dashboards into a workflow to guide the user through the analytics?
- ☐ Have you defined logical drill down paths for each analytic?
- ☐ Have you created easy-to-understand explanations for each analytic?
- ☐ Have you created a help system for the user?
- ☐ Have you defined all metrics so the user can understand the algorithm being applied?

## **Checklist 7: Pricing & Legal Readiness**

- ☐ Will you be charging additional fees for your analytics?
- ☐ Does the pricing model match your existing product suite (if applicable)?
- ☐ Is the pricing easy to understand?
- ☐ Have you defined an upgrade path (tiers, levels, etc) for analytics buyers?
- ☐ Have you defined the specific features in each upgrade tier?
- ☐ Have you defined the implementation or setup pricing?
- ☐ Have you defined the professional services and customer work pricing model?
- ☐ Have you determined the subscription term and cancelation policies?
- ☐ Have pricing sheets been updated?
- ☐ Has the Legal team approved the business model?
- ☐ Has the Legal Team approved the new contract template?
- ☐ Have you created or updated your contract template to account for analytics?
- ☐ Have you developed a plan for re-signing existing customers to the new contract?

## **Checklist 8: Marketing & Operational Readiness**

- ☐ Has the sales training been updated?
- ☐ Has the sales presentation/deck been updated?
- ☐ Has the sales team been briefed on the product?
- ☐ Have marketing materials including webpages, brochures, presentations, logos, etc. been updated as needed?
- ☐ Have you created marketing campaigns and/collateral around the analytical capabilities?

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- ☐ Has the ordering process been defined?
- ☐ Has the change management process been defined?
- ☐ Has the provisioning/setup process been defined?
- ☐ Has the billing process been defined?
- ☐ Are systems in place to track utilization and overages?
- ☐ Has the decommissioning process been defined?
- ☐ Has the issue management/trouble reporting process been defined?

## Checklist 9: The Launch

- ☐ Have you defined the launch timeline?
- ☐ Are you conducting a beta or limited launch?
- ☐ Have you selected beta customers?
- ☐ Do you have a process to gather beta feedback?
- ☐ Is there time allocated to make changes surfaced during beta testing?
- ☐ Have you defined the general rollout plan?
- ☐ Have you created the messaging to customers who will be receiving the analytics?
- ☐ Have you prepared training and training materials for the customer base?
- ☐ Do you have a roadmap for functionality development beyond launch day?
- ☐ Have you defined an issue management process?
- ☐ Have you defined a change management process?

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