



Successful Product Launch Strategies

A presentation to the Software Council of Southern California

February 28, 2002

Pittiglio Rabin Todd & McGrath

*For further information,
please contact:*

Eric Finch, Director
Pittiglio Rabin Todd & McGrath
1503 Grant Road, Suite 200
Mountain View, CA 94040
Tel: 650-967-2900
Fax: 650-967-6367
efinch@prtm.com

URL: www.prtm.com



To be successful, a software product launch...

...is not just a task in a project plan

...is not just a marketing activity

...is not the same for every product ...or every market

...should not be a matter of opinion

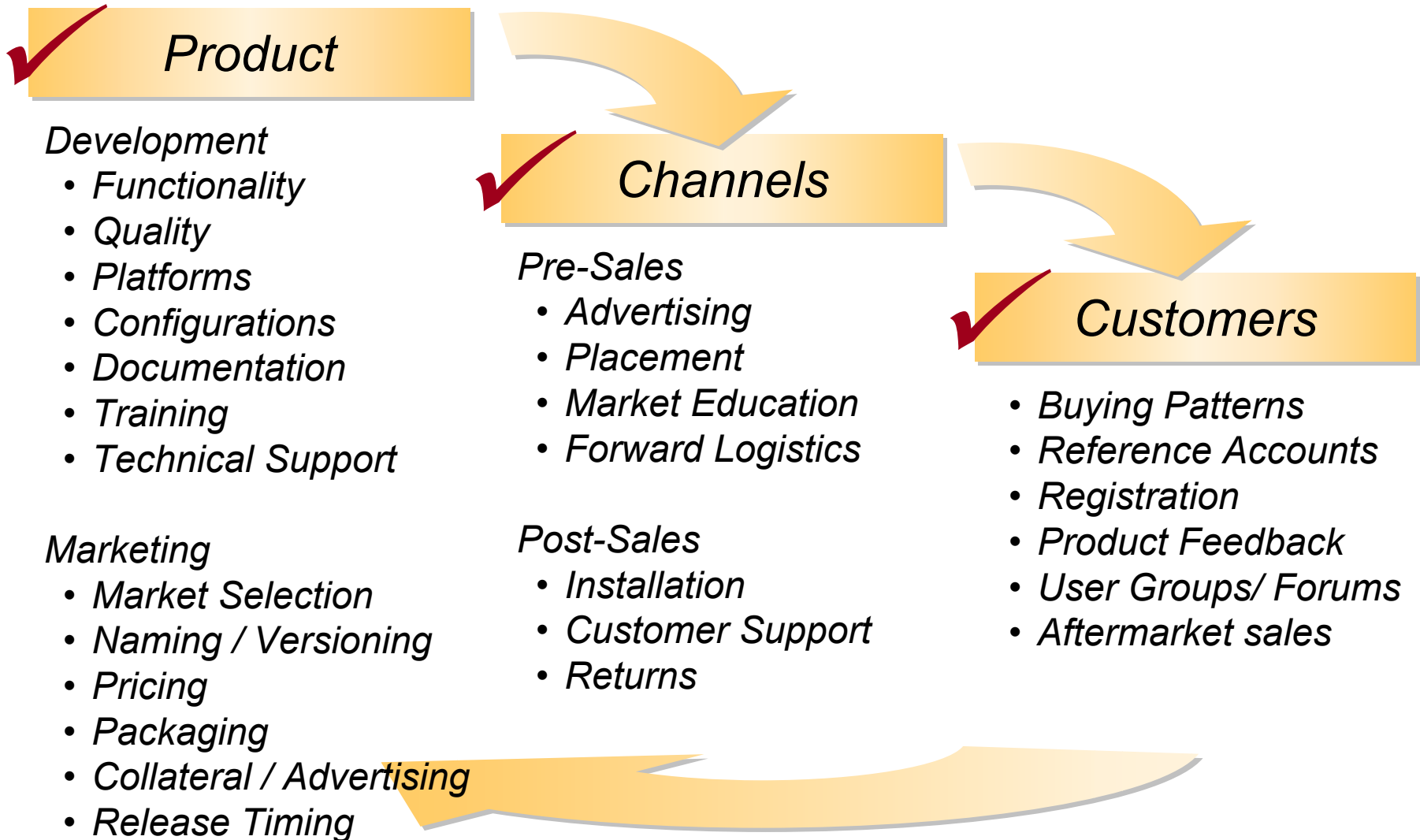
...is the end result of a integrated launch process

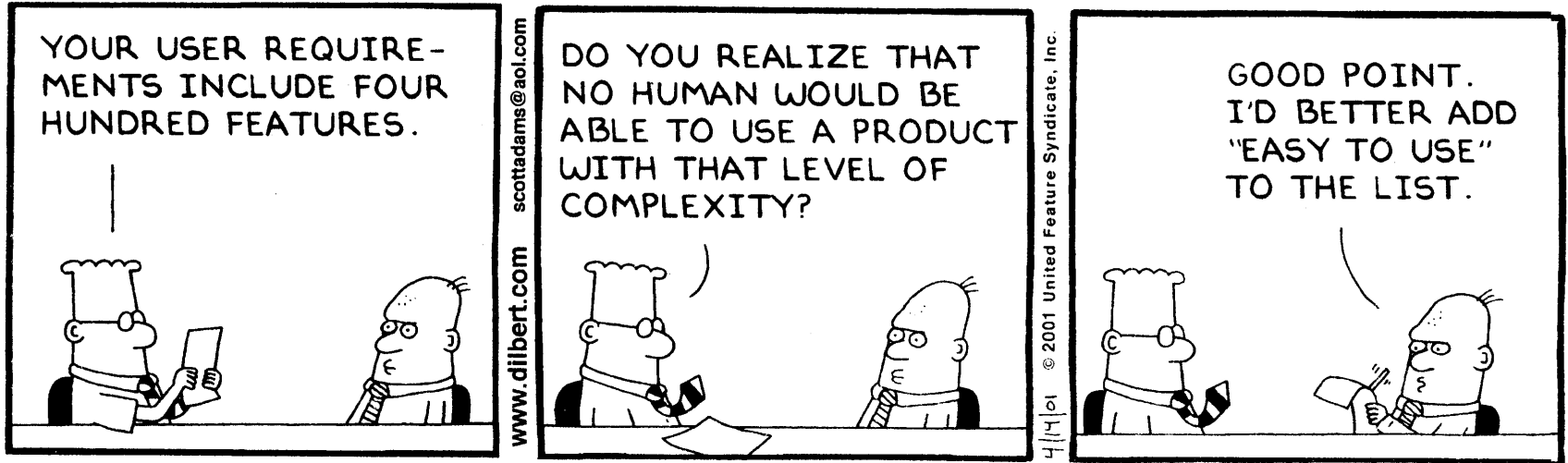
...is a cross-functional activity lead by marketing

...requires flexibility and adaptability

...should be measured by established performance metrics

Key elements of a successful launch

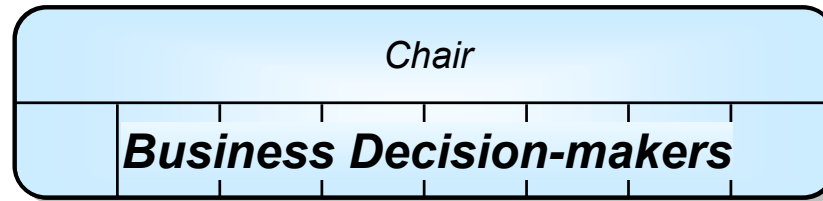




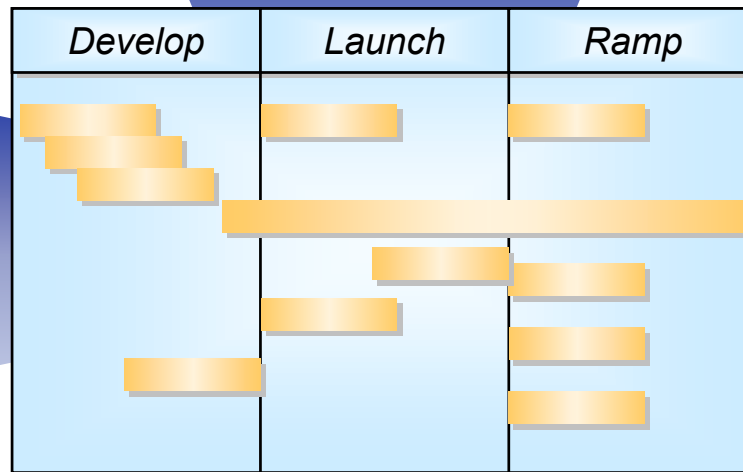
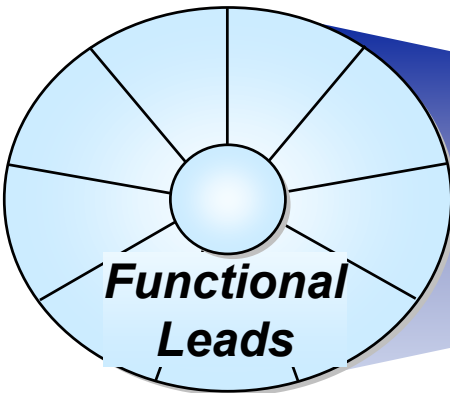
An example of poor cross-functional coordination

Four elements of effective product development

1. Decision Team

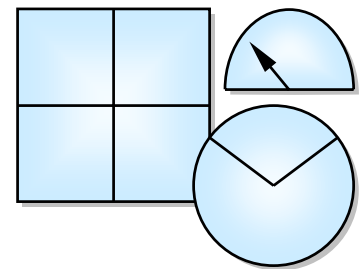


2. Core Team



3. Structured Process

4. Tools / Metrics

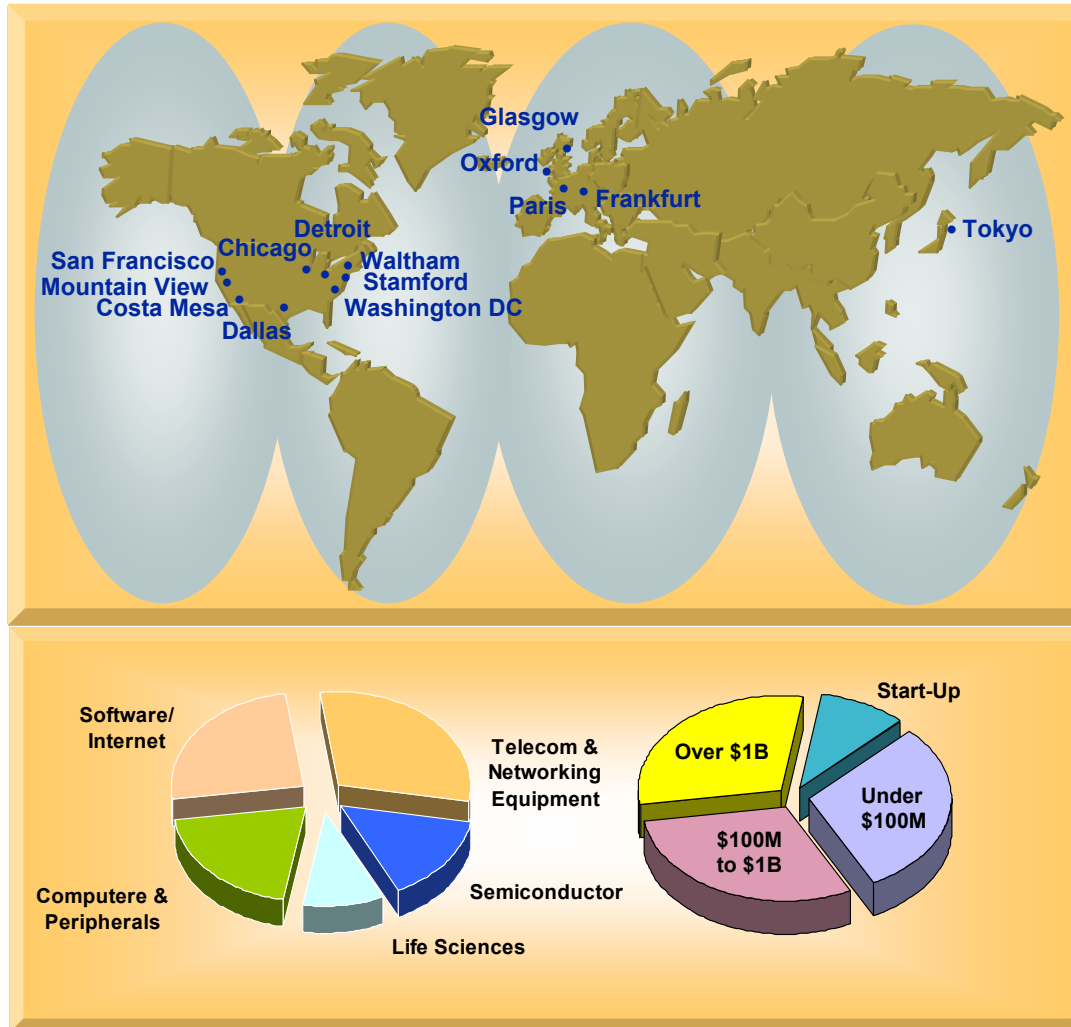


In each market, key drivers determine which channels are most likely to succeed

Sample U.S. Solutions Value Table™ for software

		Enterprise Size									
		Smallest					Largest				
		A	B	C	D	E	F	G	H	I	J
Solution Complexity	Most Complex	VAR, SI, SW, or Industry Specialist Teamed with HW Direct Sales					Publisher or OEM				
	1						Field Sales and Commissioned Agents				
	2										
	3	SI / VARs Selling LAN and LAN/WAN Apps									
	4	SW Reseller Small Business and Corporate Sales									
	5	SuperStores and Corporate Sales Forces									
	6	Office Product Stores			Direct Response			Vendor Direct Responsibility and E-Commerce			
	7										
	Least Complex										

PRTM is a worldwide organization dedicated to achieving measurable results for our clients



Focus

PRTM was founded in 1976 with a unique focus

- Core business processes
- “Results not reports”
- Technology-based companies

Experience

More than 1,200 satisfied clients

- Over 6,000 successful implementation projects
- 90% level of repeat business

Depth

More than 450 consultants

- Technical backgrounds with practical experience and MBAs from top schools
- Low staff/director ratio with significant director involvement in all projects



Here is Edward Bear, coming downstairs, bump, bump, bump on the back of his head behind Christopher Robin. It is, as far as he knows, the only way of coming downstairs, but sometimes he feels that there really is another way, if only he could stop bumping for a moment and think of it.