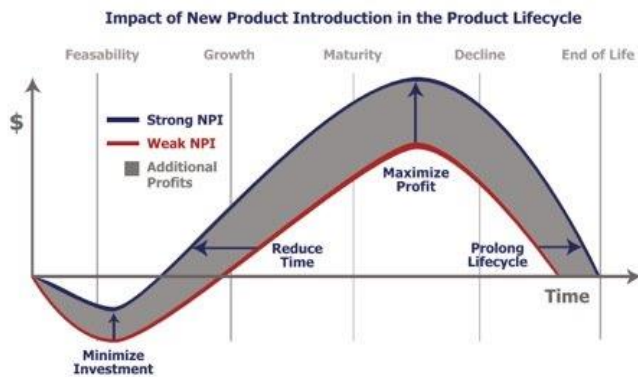


Opportunity

Launching a new product is a high-impact initiative with strategic implications. Many organizations focus only on the product-related activities of a launch, but success is generally the result of well-conceived plans that are effectively executed. Studies have shown that a comprehensive New Product Introduction process delivers meaningful financial and broader business results.



Adoption of Lean and Agile approaches further increases the need for effective Product Launch capabilities. An integrated Lean approach should incorporate Agile development from concept/feasibility to end-of-life.

Challenges

Product Launches present the most complex project management challenges. PMs require cross-domain expertise that may not be available to them internally.



Actionable Strategies has been called upon to act as Product and Project Managers for Product Launches as well as support these functions in critical situations.

Solution Approach

Product Launches are best treated as programs comprised of inter-linked projects. Actionable Strategies embeds into the client organization and acts

collaboratively to drive success. Documentation of the process and key decisions enable clients to launch future products with greater success. Actionable Strategies applies a high-level Market Entry Framework proven in a variety of market situations.



Examples of Product Launch activities from past projects include:

- Market assessment / Product strategy
- Confidential competitive analysis
- Financial modeling / lifecycle cost analysis
- Environmental impact and economic assessment
- Regulatory and Industry body engagement
- Iterative product development
- Process design for implementation and operations
- Customer product testing and pre-launch surveys
- Sales, partner and distributor management
- Training and ramp-up of operations and support
- Program management of changing expectations, budgets, timelines and risks
- Post-launch market feedback and recalibration

Engaging a number of expert advisors from Actionable Strategies enables our clients to benefit from extensive industry experience and also apply proven concepts from other markets. The engagement model is significantly more cost effective than using dedicated resources.

Actionable Strategies Value

Actionable Strategies can apply consultants with different expertise and capabilities on an as-needed basis. Experience comes from many global markets and challenging industries including:

- Communications
- Consumer Goods
- Energy and Mining
- Financial Services
- Healthcare/Pharma
- Manufacturing
- Publishing
- Real Estate
- Retailing
- Software