

Product Success Analysis



success criteria

- strategic objectives met**
 - had strong customer engagement
 - had a tier 1 sponsor
 - was a compelling solution
- right product delivered**
 - met price target
 - met performance targets
 - customer satisfaction meets specified needs (assumes right requirements were gathered to begin with...)
- delivered at the right time**
 - delivered at start of sales cycle
 - delivered to customer within market window time frame
- right for us (we also won)**
 - met our margin target
 - met our ROI target
 - met our revenue target
 - achieved marketing objectives

define the problem

- define failure or absence of failure
- define what success would look like often, "success" is more than the absence of "failures"
- absence of intangibles
 - examples
 - effectiveness of sales force
 - poor customer communication
 - poor marketing/product positioning
 - lack of marketing dollars

decision model



rank each released product against success criteria (above)