

Product Success Index (PSI)

measurement criteria

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

define the problem

- define failure i.e. absence of failure?
- define what success would look like
 - often, "success" is more than the absence of "failures"
- absence of intangibles (for example...)
 - effectiveness of sales force
 - poor customer communication
 - poor marketing/product positioning
 - lack of marketing dollars
 - etc.

decision model

- #1 rank each released product against measurement criteria above
 - use weighting from model #1 for use in model #2
- #2 spreadsheet with scoring for each criteria - to calculate PSI