#### Figure 1: Electronic Brokerage Product Development Process



# Concept Stage Review\* Go (contract), No-Go, Redirect Core Team and Core Team Leader are chosen.



# **Definition Stage Review\***Go (contract), No-Go, Redirect



Development Stage Review\* Go (contract), No-Go, Redirect



#### Test and Prelaunch Stage Review\* Go (contract), No-Go, Redirect



Launch Stage Review

#### **Concept Stage**

- New product ideas are evaluated in a timely manner.
- The Concept Champion prepares and presents a Concept Plan to the Governance Team.
- The decision is made to pursue further development - yes or no.

### **Definition Stage**

- Core Team Leader leads effort from this point on.
- The product is clearly defined.
- Marketing is planned.
- Risk is assessed.
- Schedule is prepared.
- The Offer Description defines the product.
- Resources are allocated.

## **Development Stage**

- Core Team enlists other resources to form Full Team.
- The Product is developed and completed.
- Product is readied for testing.
- Marketing and Service plans are prepared.
- Extended and full teams are enlisted on an as-needed basis.
- Functional managers provide crossproject leadership.

## **Test and Prelaunch Stage**

- The Product is tested.
- Service processes are finalized.
- Introduction and support plans are completed.
- The product goes to General Availability (GA) at the end of this stage.

## Launch Stage

- The Product is launched.
- Core Team activities are concluded.
- The product is turned over to maintenance enhancement teams.

## Steps

- Integrated Plan
- Offer Description ("What" document)

Concept Plan describes

preliminary scope, plans

and assumptions.

- Marketing requirements and opportunities
- Schedule and resources
- Technology Design ("How" document)

#### Steps

- Marketing Development
- Technology Development
- Customer Marketing and Market Feedback
- Customer Service Development

#### **Steps**

- Marketing Rollout
- Acceptance Testing
- Technical Implementation
- Customer Service Rollout
- Product Performance Monitoring
- Transition Plan

#### **Steps**

- Technology Operations
- Interim Stage Reviews can be convened at any point if contract variances will be exceeded.