

PRODUCT NAME								
Brief product description. Note, this spreadsheet is specific to software / web development projects or products and may also have some industry specific terms (I work primarily in the education sphere). YMMV!								
	Phase	Responsible [1]	Accountable [2]	Consulted [3]	Informed [4]	ETA	Notes/Links	
Competitive Analysis	Pre-launch	Product Manager	CEO	Marketing	Marketing, Sales, Exec			
Working Demo with script (key USPs)	Pre-launch	Product Manager	Product Manager	Marketing (Content)	Marketing, Sales, Exec			
Pricing	Pre-launch	Product Manager	Chief Product Officer	Marketing	Marketing, Sales, Exec			
Purchase process aka go to market strategy	Pre-launch	Marketing	Chief Product Officer	Product Manager	Marketing, Sales, Exec			
Release timing: - Demo - Closed Alpha - Open Beta - General Availability	Release	Product Manager	Product Manager		Marketing, Sales, Exec			
Sales & marketing materials (see tab 2)	Pre-launch	Marketing (Content)	Marketing	Product Manager	Marketing, Sales, Exec			
Case studies based from alpha customers	Open Beta	Marketing (Content)	Marketing	Product Manager	Marketing, Sales, Exec			
Smoke testing script	Pre-launch	Tester	Product Manager	Engineering	Marketing, Sales, Exec			
Regression testing script	Pre-launch	Tester	Product Manager	Engineering	Marketing, Sales, Exec			
Security/Penetration Testing complete and any issues identified fixed	Pre-launch	Product Manager	Engineering		Marketing, Sales, Exec			
Load/Performance Testing complete and performance optimised	Pre-launch	Product Manager	Engineering		Marketing, Sales, Exec			
Hotfix process in place and tested	Pre-launch	Product Manager	Engineering		Marketing, Sales, Exec			
Google, Raygun etc quotas in place and reviewed	Pre-launch	Product Manager	Engineering		Marketing, Sales, Exec			
Backup & recovery process in place and tested	Pre-launch	Product Manager	Engineering		Marketing, Sales, Exec			
Monitoring and metrics collection in place and checked - Google Analytics (customer metrics) - Raygun & Raygun Pulse (error reporting)	Pre-launch	Product Manager	Engineering		Marketing, Sales, Exec			
Logs are available and the support team has been given access	Pre-launch	Product Manager	Product Manager	Engineering	Marketing, Sales, Exec			
Internationalisation: If relevant, is all code tagged for translation, translated, and documentation available	Pre-launch	Product Manager	Product Manager	Engineering	Marketing, Sales, Exec			
Product Manager + Tech Lead contact details and escalation path for launch	Pre-launch	Product Manager	Product Manager	Engineering	Marketing, Sales, Exec			
SOPs for Support & Ops: What happens when things go up in flames, who has the ball, what levers can you action, who needs to wake up in the middle of the night	Pre-launch	Product Manager	Product Manager	Support, Infrastructure, Operations	Sales, Exec			
A single and easy place for users to report bugs, feedback or concerns	Pre-launch	Product Manager	Product Manager	Support	Marketing, Sales, Exec			
Support has been taken through the product and all its features	Pre-launch	Product Manager	Product Manager	Support	Marketing, Sales, Exec			
Sales & Marketing have been taken through the product and all its features	Pre-launch	Product Manager	Product Manager	Sales & Marketing	Marketing, Sales, Exec			
The Implementation team who assists in the product setup knows how to setup the product and enable / disable any product modules or features	Pre-launch	Product Manager	Implementation		Marketing, Sales, Exec			
Internal Wiki updated	Pre-launch	Product Manager	Marketing (content)	Marketing (content)	Marketing, Sales, Exec			
Demo account for Sales Managers	Pre-launch	Product Manager	Chief Product Officer	Sales, Marketing (content)	Marketing, Sales, Exec			
Contingency checklist (issue + likelihood + response)	Pre-launch	Product Manager	Product Manager	Engineering	Marketing, Sales, Exec			
Legal Paperwork: - Terms and conditions - Privacy Policy - Does the customer have to sign something? Just the invoice/PO?	Pre-launch	Chief Financial Officer	Product Manager	Exec	Marketing, Sales, Implementation, Exec			
Consider IP and licensing (shipping open source software?), patents	Pre-launch	Exec	Product Manager	Exec	Exec, Chief Financial Officer			

Tool/Medium:	Phase	Responsible	Accountable	Consulted	Informed	ETA	Notes / Links
Product Roadmap: What functionality is available for the release? What is coming? What is the feedback process for feature requests? Who are the pilot reference sites?	pre-launch	Product	Product	Exec	Marketing, Sales, Exec, Professional Learning		
Clear Value Proposition: What's the one-liner?	pre-launch	CEO	Marketing	Product Manager, Exec, Sales	Marketing, Sales, Exec, Professional Learning		
FAQs: What do we think that the customer might struggle with? Do we have the answers documented for RSM/Support?	pre-launch	Product Manager	Product Manager	Marketing (Content)	Marketing, Sales, Exec, Professional Learning		
User Guide on Support Blog	pre-launch	Product Manager	Product Manager	Marketing (Content)	Marketing, Sales, Exec, Professional Learning		
Sales and Marketing Training: How do we use the product? How should it be positioned? What are the stories? What is the unique value prop? Who is the target audience?	pre-launch	Exec	Exec	Sales, Marketing, Product Manager	Marketing, Sales, Exec, Professional Learning		
Implementation Process: Once a purchase order comes through what happens next? Who is to be notified? What do they do? When is the customer communicated with? Who does this communication?	pre-launch	Implementation	Product Manager	Support, Marketing, Exec	Marketing, Sales, Exec		
Pricing	pre-launch	Product Manager	Chief Product Officer	Marketing	Marketing, Sales, Exec		
Targets: Do we have realistic targets in place for the Sales team?	pre-launch	Exec	Sales	Sales, Marketing	Product Manager		
Single page product sheet	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Sales Slide Deck: Is it being added to the current slide deck? Is it a standalone?	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Sales Script: What is the suggested verbiage that should be used in presenting the product?	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Salesforce Setup: Product SKUs entered, custom reports created, etc	pre-launch	Finance	Finance	Exec	Marketing, Sales, Executive		
Channel/reseller materials - collateral - pricing - SKU's - slide deck	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Territory Launch Plans: What unique strategy are we taking in specific territories? Who are the top 10 prospects we want to sell to?	pre-launch	Marketing (content) /Sales	Marketing	Product Manager	Marketing, Sales, Executive		
Communication Plan: When are we telling current customer? How? When are we telling prospect? How? Do we have a PR plan? Do we have a social media plan?	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Front of website	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Blog post/s	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Newsletter	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Video: promotional overview	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Video: user focussed	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Campaign teasers ahead of unveiling: - website updates - emails - twitter - linkedin - facebook - G+	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
High resolution and vector screen shots showing a variety of uses for website, advertising, and for tutorials	pre-launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Webinar about new release	launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Social Media posts	launch	Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Other people's blog posts (optional)		Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Paid for press (optional)		Marketing	Marketing	Product Manager	Marketing, Sales, Executive		
Advertisements in sm (optional)		Marketing (content)	Marketing	Product Manager	Marketing, Sales, Executive		
Conference buys (optional)		Marketing	Marketing	Product Manager	Marketing, Sales, Executive		

[1] Responsible: The person who has to do it. (The doer).

[2] Accountable: The person who makes the final decision and who has ultimate ownership of the task.

[3] Consulted: The person who is consulted BEFORE a decision or action is taken.

[4] Informed: The person who is informed that a decision or action is taken.