Launch Tier Definitions

# Purpose

The purpose of a launch tier structure is to prioritize GTM resources for the right products for the right reasons, and to engage the right cross-functional partners to ensure launch readiness across the organization.

The launch tiers are ranked from highest (Tier 1) to lowest (Tier 4) based on the impact to the status quo. The higher the impact, the higher the tier. It is not intended as a checklist of the quantity or type of deliverables.

*The launch tier definitions are intended to provide guidance and should be modified to fit the rhythms of your business. There is a degree of subjectivity between tiers and from time to time you may find it necessary to increase or decrease the launch tier of a specific product launch based on the situation at the time. The goal is to balance priorities with resources to achieve the best outcome.*

# TIER 1

A Tier 1 Launch is reserved for differentiated new products, new services, new partners, new acquisitions, disruptive new features, new pricing models, or a re-launch of a product. This level of product launch is a significant effort by the company intended to increase revenue growth, enter new markets, or support a strategic direction.

**A Tier 1 launch has significant cross-functional impact on the business or on customers’ business (the market). It carries the highest risk profile and is the most watched.**

Examples of a Tier 1 Launch include:

* Impacting the status quo in significant ways either internally or externally
* Introducing an existing product into an unfamiliar market segment
* Introducing a new product into a familiar market segment in a category we have not sold previously
* Introducing a new product into an unfamiliar market segment
* Introducing a SaaS version of an existing On-Prem product

# TIER 2

A Tier 2 Launch is for existing products, new product features, services, pricing models, and partnerships that **increase our competitive advantage** in support of growth and customer retention.

There is a modest cross-functional impact on the business or on customers' business but not as severe as a Tier 1 launch.

Examples of a Tier 2 Launch include:

* Change to the status quo but not as severe as a Tier 1 launch
* A major revision to an existing product (On-Prem to On-Prem, SaaS to SaaS)
* Important new functionality of an existing product
* Reduce customer churn
* Increase competitive advantage
* A new add-on product with a dependency on an existing product (there is a pre-req)

# TIER 3

A Tier 3 Launch is for existing products, new features, services, pricing models, and partnerships that **deliver competitive parity**. It fills gaps in our products that are impacting win rates and customer retention. Competitive Parity is defined as the set of capabilities needed to compete directly with a competitor and it represents the capabilities customers want to make a buying decision.

There is a minimal cross-functional impact on our business and on our customers’ business.

Examples of a Tier 3 Launch include:

* Little to no change in the status quo
* Gain competitive parity through the addition of missing features to existing products
* Adding new professional services to support the implementation of an existing product
* A technology refresh to a product for technology that the product is dependent on and is behind the technology curve

# TIER 4

A Tier 4 launch is reserved for bug fixes, UI improvements, and performance enhancements to an existing product or service.

There is no cross-functional impact on our business or on our customers' business.

The product does what it’s supposed to do, even better.

Examples of a Tier 4 Launch include:

* No change to the status quo
* Fixing bugs
* Improving performance
* Minor enhancements