



The keys to our success were to quickly define a new launch process using the Strategic Launch Framework and to leverage templates for launch plans, checklists, roles and responsibilities, activities and deliverables.

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*Director of Product Marketing*

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Product launches were executed in one year by their small product marketing team of three



## Challenge

The company was looking to gain visibility into the multiple product roadmaps that product management owned and create effective content and training for each release. They wanted to **launch an end-to-end launch process** that aligned the product management and product marketing teams, streamlined processes and put more emphasis on the new offerings that would drive most impact.



## Solution

Fuze leveraged the **SiriusDecisions Strategic Launch Framework** to build the foundation for a new launch process. They followed **SiriusDecisions research** to set up tiers on the basis of market impact of each release. They also used **SiriusDecisions templates** for business cases, product roadmaps and launch checklists so that deliverables could be standardized across products and launches.



## Result

Product marketing successfully **established itself as a key function** that helped drive marketplace success for new and enhanced offerings. The team also saw **increased product marketing efficiency**, which led to more time to focus on other responsibilities and goals.