Milestones Timeline

Phase →	Product Proposal Phase	Definition Phase	Development Phase	Release Phase	Deploy

Customer
- Agreement on wants (Product Proposal Phase)
- Agreement on Deliverables (Definition Phase)

Product Marketing
- Product Idea | Concept Presentation | Mkt. Req. Def. & Plng | Business case (Product Proposal Phase)
- Committ to Customer | PIT Creation | Project Definition | Work Breakdown | Project Plan Issue X | Potential Problem Analysis (Definition Phase)
- Implementation Kickoff | Select 1st beta site | Preliminary Product Announcement | Sales Force Preperation (Development Phase)
- Product Release Approval (Release Phase)
- Project Review (Deploy)

Software Development
- SW Req. Def. & Plng - Prelim X (Product Proposal Phase)
- SW Req. Def. & Plng Issue X (Definition Phase)
- Detailed Functional Definition | Design Review/ Approval | Code | Software Review | Beta Release (Development Phase)
- Beta Issues Fixed | Product Release (Release Phase)

QA/Test
- QA/Test Plan - Prelim X (Product Proposal Phase)
- QA/Test Review of Req. | QA/Test Plan - Issue X (Definition Phase)
- Product Test Plan | Product Test | Beta Testing Complete (Development Phase)
- Revised Test Plan | Product Test | Prod Testing Complete (Release Phase)

Training
- Training Plan - Prelim X (Product Proposal Phase)
- Training Plan - Issue X (Definition Phase)
- Detailed Definition of Contents | Prelim Training Package Ready (Development Phase)
- Customer Training Ready (Release Phase)

Documentation
- Doc. Plan - Prelim X (Product Proposal Phase)
- Doc. Plan - Issue X (Definition Phase)
- Detailed Definition of Contents | 1st Rev. Documents Ready | Prelim Document Package Ready | Doc Part Number Released (Development Phase)
- Released Documents Ready (Release Phase)

Customer Service
- Support Impl. Plan - Prelim X | Identify Applicable Stds. | Review SW Req. (Product Proposal Phase)
- Support Impl. Plan - Issue X (Definition Phase)
- Customer Service Verification Begins | Product Support Package Ready (Development Phase)
- CS/PS Reps Trained (Release Phase)

Marketing Communications
- MARCOM Plan - Prelim X (Product Proposal Phase)
- MARCOM Plan - Issue X (Definition Phase)
- Prelim Sales/ Support Materials (Development Phase)
- Sales/Support Materials Ready (Release Phase)

Release Control
- Release Plan - Prelim X (Product Proposal Phase)
- Release Plan - Issue X (Definition Phase)
- Beta Build | Beta Release Approved (Development Phase)
- Prod Build | Production Release (Release Phase)

Sales
- Sales Plan - Prelim X (Product Proposal Phase)
- Sales Plan - Issue X (Definition Phase)
- Target Customer Selling Plan | Competitive Selling Strategy - Issue X (Development Phase)
- Ready to Sell | Customer Acceptance/ Standardization (Release Phase)

Operations
- Operations Plan - Prelim X (Product Proposal Phase)
- Operations Plan - Issue X (Definition Phase)
- Ops - Beta Planning | Ops - Procedure Doc | Ops - Training | Ops - Testing | Ops - 1st Customer Planning Mtg (Development Phase)
- Ops - Beta Production | Ops - Beta Bills | Ops - Beta Bill/Rev Verificaton (Release Phase)
- Ops - Prod. Ready (Deploy)

Beta Coordinator's Role
- Beta Coordinator's Plan - Issue X (Definition Phase)
- Prelim Beta Plan | Field Verification Beta Planning Meeting | Field Verification Beta Begins | Field Verification Review | 1st Customer Beta Planning Meeting (Development Phase)
- 1st Customer Beta Begins | 1st Customer Beta Ends | Beta Review (Release Phase)

Go/No Go Decision (end of Product Proposal Phase) — **Go/No Go Decision** (end of Definition Phase) — **Go/No Go Decision** (end of Development Phase) — **Go/No Go Decision** (end of Release Phase)