

ZUS Product Management Structures, Responsibilities & Initiatives



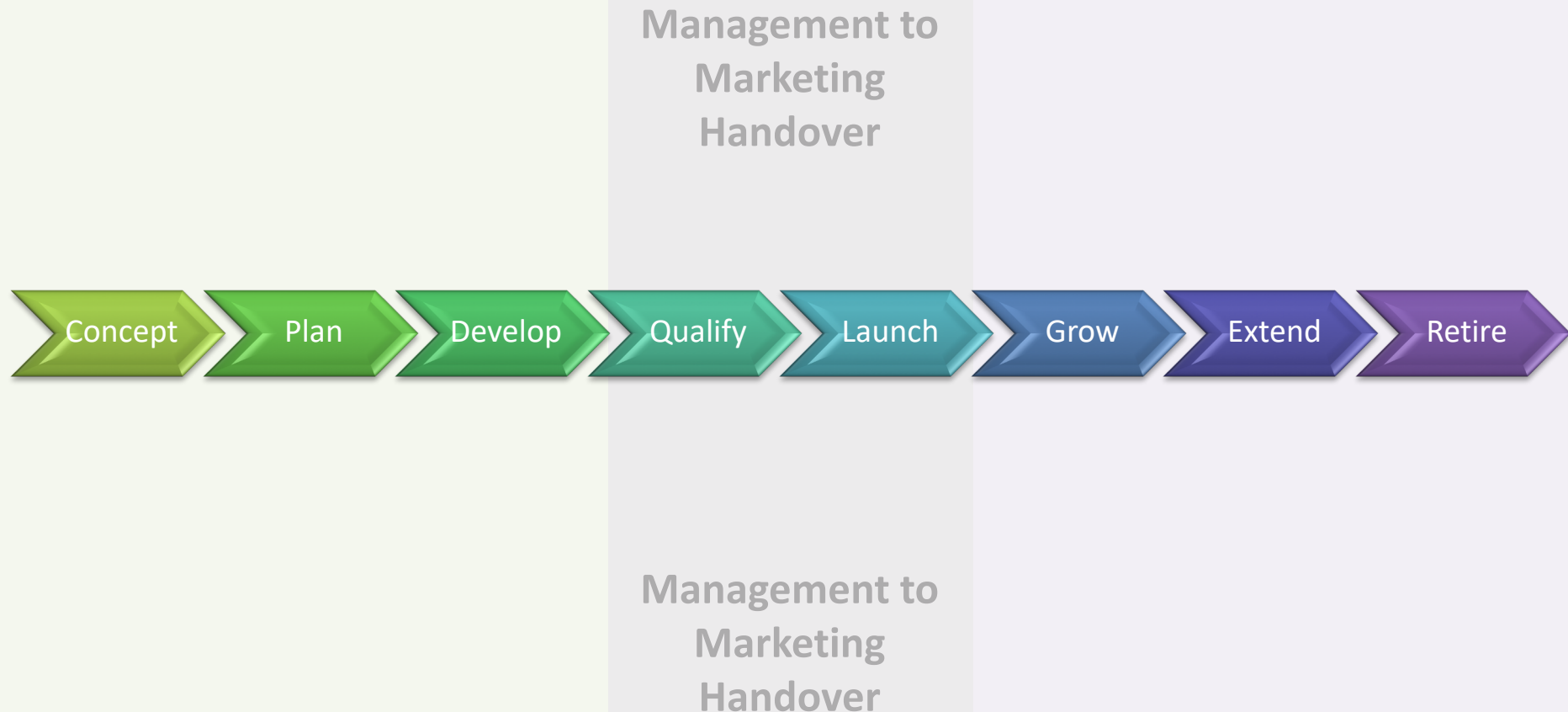
Two sides of the PM coin

Product
Management

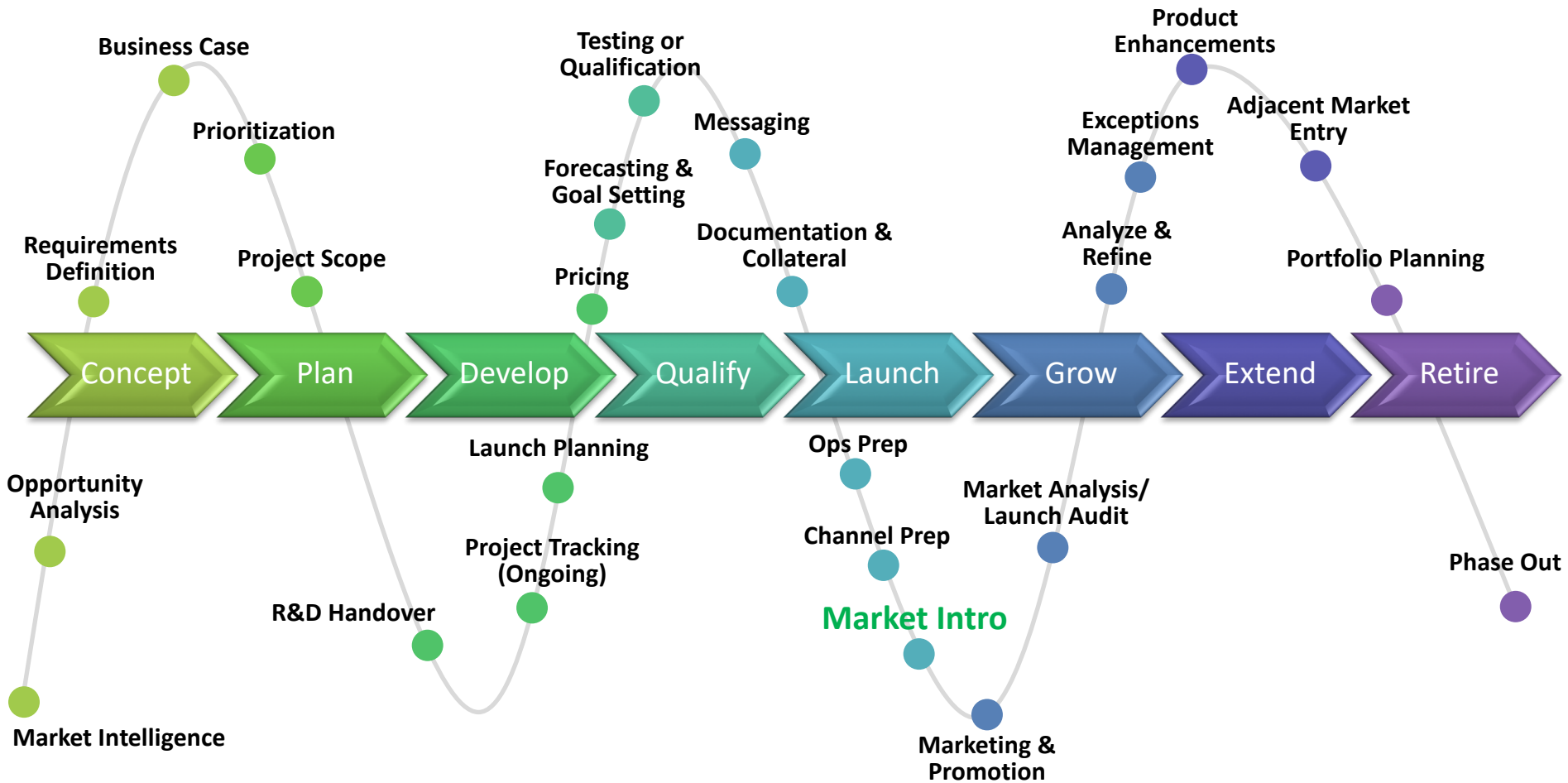


Product
Marketing

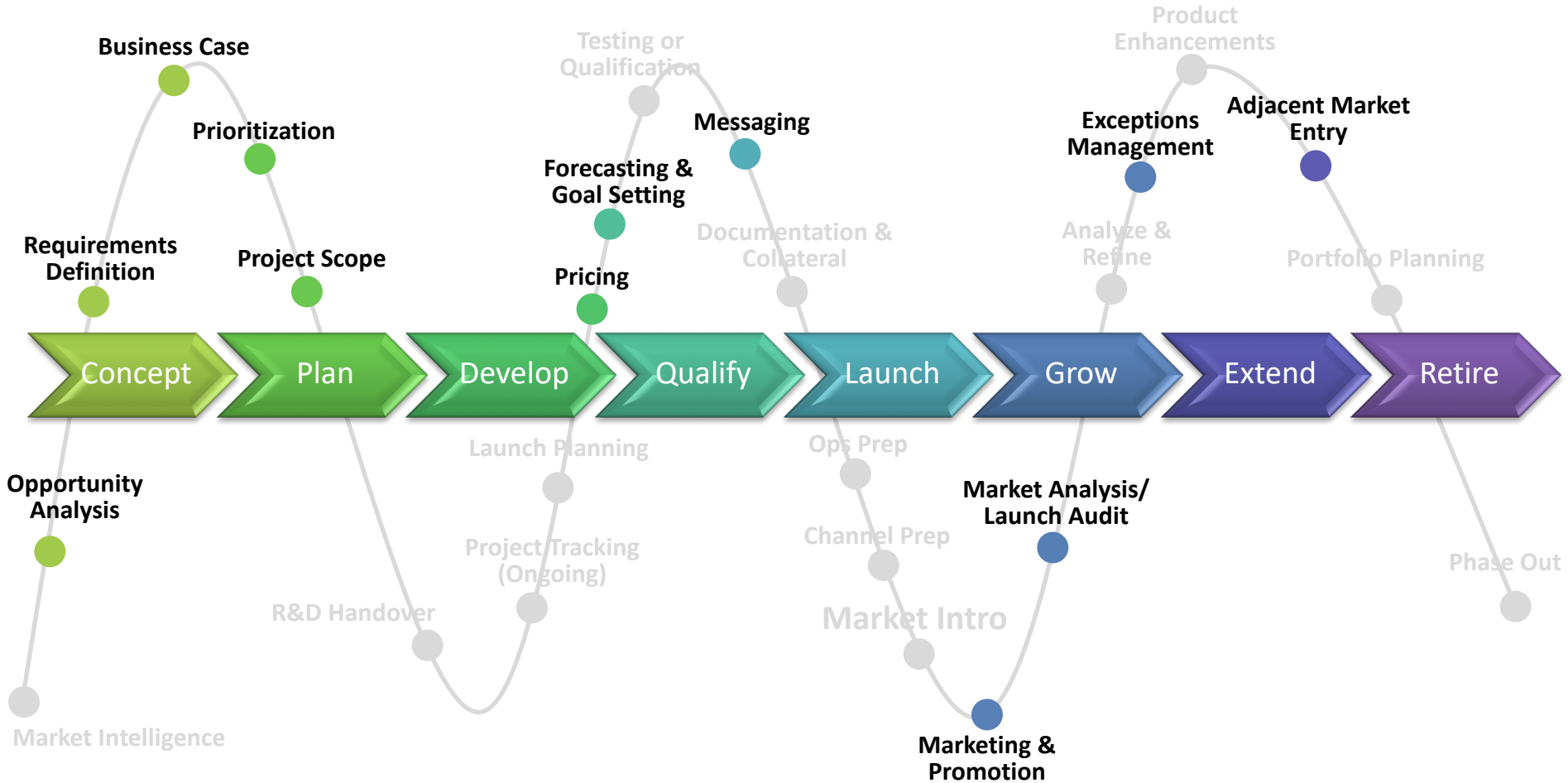
Product Management Lifecycle



Lifecycle Detail



Targeted Process Improvement Areas



Bridging PM Process Gaps

Concept Dev



Roadmapping



Forecasting



Pricing Mgmt



Launch Prep



Sales Enablement



Exceptions Mgmt



Launch Auditing



Mkt Expansion



▪ Objectives

- Speak with a single voice to R&D to communicate priority of development projects in line with market need
- Provide revenue, volume, profitability, and customer acquisition forecast for each product to ensure alignment of support structures

▪ Actions

- Create Product Request Questionnaire (PRQ)
- Create Project Charter or update Performance Envelope
- Draft Official Portfolio Roadmap
- Price setting processes updated

▪ Anticipated Results

- Shorter R&D cycles/reduced time-to-market
- Improved and consistent profitability
- Resource optimization

Concept Dev



Roadmapping



Forecasting



Pricing Mgmt



▪ Objectives

- Improve the functional handover processes required to ensure market readiness (PM → Ops & Sales)
- Ensure resource availability to support all product development and related initiatives

▪ Actions

- Exceptions definitions and processes created
- Price exceptions policy introduced
- Sales tools developed

▪ Anticipated Results

- Shorter time-to-revenue
- Improved and consistent profitability
- Improved customer experience

Launch Prep



Enablement



Exceptions



- **Objectives**

- Optimize post-launch product performance for longer market viability of solutions

- **Actions**

- Build PM dashboard
 - Establish market intelligence function
 - Product Change Request (PCR) workflow

- **Anticipated Results**

- Quantitative measurement of market performance
 - Improved decision making
 - Extended product lifecycle and revenue streams

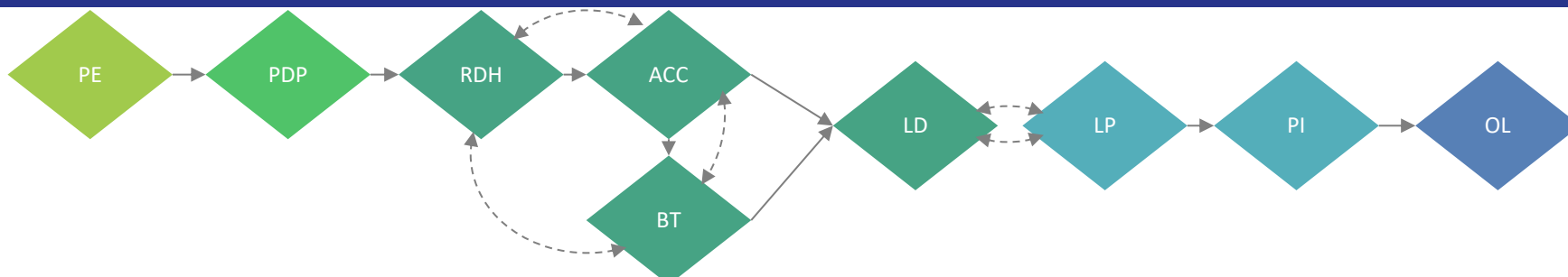
Auditing



Mkt Expansion



Critical Milestones (Launch Phase)



Milestone	Summary	Required for Exit	Exit Gatekeeper
Performance Envelope (PE)	Opportunity and market assessment	<ul style="list-style-type: none"> Performance Envelope (Approved) Project Charter R&D Plan/Timeline 	Product Management
Product Development Phase (PDP)	Product formulation	<ul style="list-style-type: none"> Formula ID R&D test documentation 	R&D
R&D Handover (RDH)	Internal release of product ready for testing and qualification	<ul style="list-style-type: none"> VP Product Handover to AT and PM 	R&D
AT Cross Check (ACC)	Evaluation of product against Performance Envelope	<ul style="list-style-type: none"> AT testing of VP product AT reports 	Application Engineering
Beta Test (BT)	Field testing of product performance with select customers.	<ul style="list-style-type: none"> Beta user test reports 	Application Engineering, Sales
Launch Decision (LD)	Product is confirmed to meet requirements. Executive approval	<ul style="list-style-type: none"> Sign-offs: PM Sheet, Product Charter, Performance Envelope 	PD Core Team - All EVP/GM
Launch Plan (LP)	End-to-end planning for internal and external product launch – Coordination with Ops and SA	<ul style="list-style-type: none"> PM Launch Plan (Ops, MKT, SA, CS) Marcomms channels and timeline defined Pricing, part numbers, ordering, etc. PM Sheet 100% complete 	Product Management
Product Introduction (PI)	Finalize support structures and ready channels for product introduction	<ul style="list-style-type: none"> Product Handover to SA Product documentation (TI-1/3, MSDS...) Sales/support channels training program Digital and print Marcomms assets 	Sales. Customer Service
Official Launch (OL)	Public marketing introduction and official close of launch program	<ul style="list-style-type: none"> Website update, sales efforts begin Press Release Program Close meeting 	Product Management