

# **Speedline Technologies Product Life Cycle Matrix**

**Speedline Technologies, Inc.  
Product Life Cycle Plan  
January 2008**

To keep pace with changing process demands, Speedline Technologies is continually developing new technology & products. As new products are introduced, an existing platform will experience a decline in sales due to technical obsolescence, lack of competitive position or high cost of ownership. Product Life Cycle Planning is essential to provide an orderly phase out of service & support and to provide new sales opportunities by eliminating products that no longer meet customer and business expectations. Training, technical support, and field service are available.

Core Product Life Cycle team - Product Manager, Product Support Manager, Service Marketing Manager, Regional Sales VP's, Sustaining Engineering Manager, Director of Operations or Designee. Others may be invited by core team members as required.

## **The phases of the Product Life Cycle include:**

**Current Product Phase:** The product is commercially released for sale and is currently manufactured & promoted. Design enhancements and sustaining engineering activities continue through this phase. After-market products are actively promoted and include spare parts, consumables, training, technical support, field service & upgrades etc..

The Product Manager estimates the final production date for a product.

Ninety (90) days prior to the general announcement to the field, the Product Manager will notify the sales force that the product will be entering into the next phase and that production will be discontinued soon. The sales force is responsible for discussing this information with customers prior to the general announcement to the field.

Six to twelve months prior to the estimated final production date, the Product Manager sends a worldwide "Product Announcement: Last Production Announcement" notification to Engineering, Sales, Service, Master Scheduling & Training (ltr #1 of 3). The Sales force is responsible for communicating this information to the customer base. Partner Zone is updated with information.

The Product Manager will update the Product Roadmap with the status of the platform and forecast when it will enter subsequent phases of the Life Cycle.

The Product Manager will update the Product Obsolescence Matrix and platform status.

The Product Support Manager will assist the Planning and Procurement departments to determine adequate stocking levels of spare parts.

Training will continue as required.

Prior to the last production date, the PCO Coordinator generates an Item Master report to determine all parts that will not be required for platform production. Service planning/Product support to review service requirements.

Master Scheduling will step down or remove forecasting based on required parts stocking levels.

Sales and Manufacturing planning review excess inventory for full field service support and technical support are available for refurbished machines and will define the used equipment requirements.

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**Functional Stability Phase:** The product is no longer manufactured or offered as “new” to customers. Design enhancement activities have been suspended. Sustaining Engineering activities continue and after-market products are actively promoted, including spare parts, consumables, training, technical support & field service. Platform refurbishment continues through this phase. This phase typically lasts one to two years.

The Product Manager, the Services Marketing Manager and the Product Support Manager will discuss possible price increases for Field Service, Spare Parts & Upgrades. All other services are available during this phase.

The Product Manager updates the Product Obsolescence Matrix and the platform status.

Product Manager updates Partner Zone.

Training will consider customer demand and training equipment availability to determine when it is no longer feasible to conduct training in our facilities. On-site customer training continues.

Engineering continues NRE and RFQ support as approved by the Phase Gate process. Engineering will continue to provide support for existing functionality and replacement parts to include upgrades and retrofits.

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**Maturity Phase** : NRE and RFQ (specials) support are discontinued when a platform enters this phase. Standard retrofits and upgrades remain available. Sustaining engineering, spare parts, consumables, technical support, training and field service are continued through this phase. This phase will typically last for two to three years. Platform refurbishment may be terminated during this phase.

The Product Life Cycle Core Team will determine when a platform enters this phase. The team will consider profitability and customer demand when determining this date.

The Product Manager, the Services Marketing Manager and the Product Support Manager will discuss & implement price increases for Field Service, Spare Parts & Upgrades as appropriate.

The Product Manager updates the Product Obsolescence Matrix. FSE and customer continue training at Speedline sites may not be available based on machine availability

Training continues on-site customer training as required.

Planning & Procurement will reduce inventory and spare part forecasts as required.

Special engineering requests are discontinued (NRE & RFQ. Exceptions may be considered to meet business requirements.

The Refurbishment program may be terminated.

Product Manager updates the Product Obsolescence Matrix ad platform status.

Product Manager updates Partner Zone.

Full Field service and technical support are available.

Standard upgrades and retrofits are still supported.

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**Retirement Phase : Support for** Standard retrofits, and upgrades will be available on a best effort basis. Platform refurbishment will no longer be available for products in this phase. Sustaining engineering, spare parts, consumables, technical support, training and field service are continued through this phase. This phase will typically last for one to two years.

The Product Life Cycle Core Team will determine when a platform enters this phase. The team will consider profitability and customer demand when determining this date. The Product Manager will work with the Product Support Manager to determine how the platform will be supported in the field.

The Product Manager will send a letter to the customers stating that Spare Parts, Technical Support and Field Service will only be available until the platform enters the next phase of the Product Life Cycle, based on the forecasting done by the Product Manager and Product Support Manager. This letter (letter 2 of 3) should be sent at least 6 to 12 months prior to the platform entering the next phase.

Product Support Manager to provide "installed data" base as part of phase review.

The Sales force will distribute this letter to customers to ensure that all affected customers receive notification about the pending phase change.

Technical Support will advise the customer at the time of a call that the product platform will be entering the next phase of the product life cycle.

The Product Manager will remove all standard retrofit/upgrade kits from the price list.

The Product Manager, the Services Marketing Manager and the Product Support Manager will discuss & implement price increases for Field Service, Spare Parts & Upgrades as appropriate.

The Product Manager updates the Product Obsolescence Matrix and the platform status.

The Product Manager will use the service database to provide lead information to the Sales department for follow up sales activities. The notification letter (#2) will be attached for reference.

Product Manager updates Partner Zone.

All on-site customer training will continue no additional updates to documentation.

Planning & Procurement will reduce inventory and spare part forecasts. On-hand inventory will be reduced to consumable and high sale items only.

The refurbishment program is terminated.

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**Archived Phase** : All sustaining and supporting activities cease for the platform.

The Product Life Cycle Core Team will determine when a platform enters this phase. The team will consider Sustaining Engineering availability and capability, Technical Support capability, Field Service capability and replacement parts availability when determining this date.

Efforts to provide spare parts, technical and field service will exist on a best effort level basis. Service and spare parts will be provided depending on availability. Part pricing will be dependent on the latest cost plus mark up to purchase to meet the requirement .

The Product Manger will send a letter to the customer base stating that the machine is archived and will be supported on a best effort basis.

Product Manager updates Partner Zone.

The Sales force will distribute this letter to customers to ensure that all effected customers receive notification about the final phase.

Technical Support will advise the customer at the time of a call that the product platform is obsolete and offer alternatives to be defined by the core team.

Once a platform enters archived phase there is no guarantee that any level of support will be available. However, Speedline will work with the customer to solve technical issues as long as the knowledge exists. Speedline will provide spare parts only if available from suppliers but will not provide any re-engineering of obsolete parts.