



# Appian for Product Launch Management

## LAUNCH NEW PRODUCTS WITH EASE AND CONTROL

- > Centralize and coordinate the entire product launch process
- > Increase control to comply with regulations and reduce risk
- > Reduce time-to-market by streamlining launch activities and powering collaboration
- > Gain visibility into the product life cycle for improved decision-making

Shortening time-to-market for new products and services is crucial for success. To respond to dynamic conditions, regulations, and customer expectations, organizations need to continually innovate how they bring products to market.

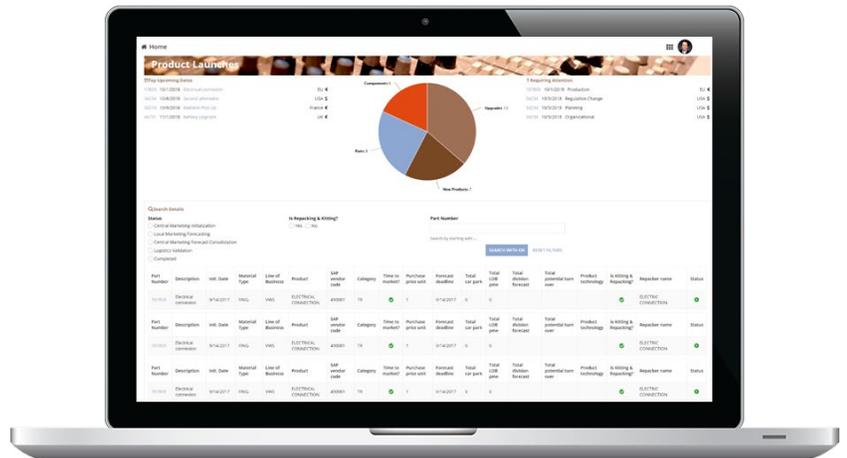
However, monitoring product launches is complex and involves many departments and systems. There is often a disconnect between product development and the rest of the business, including marketing, sales, and the C-suite. Even the most innovative products and services will struggle in the marketplace without an effective launch process, making it critical for internal stakeholders to effectively collaborate to ensure success.

### TAKE CONTROL OF THE LAUNCH PROCESS

A well-planned, well-executed launch management process help organizations reduce costs and get new products to market faster and, most importantly, increase sales and win market share.

With Appian’s enterprise low-code application platform, organizations can automate and centralize processes to effectively manage product launches and gain insight into the entire product life cycle.

- **Speed up delivery of new products** to market by streamlining processes and orchestrating launch tasks
- **Provide real-time monitoring** into product launch processes, tasks, and statuses
- **Enhance collaboration** across product management and internal stakeholders
- **Reduce global risk** with increased visibility and greater control, including country-specific launch sequences and regulations
- **Improve decision making** with a centralized application to track products from conception to launch and beyond
- **Extend and connect** enterprise systems and data across the organization



Track global product launches



## Launch New Products with Ease and Control

### FOCUS

Orchestrate product launch activities to bring products to market faster. Organizations are able to:

- Reduce the product launch cycle and time-to-market by leveraging intelligent automation
- Gain transparency across the product lifecycle, spanning thousands of products, services, and promotions
- Improve efficiencies by eliminating duplicate work and error-prone manual processes
- Ensure compliance by tracking all product registrations, safety checks, change requests, and other important documentation

### TAKE CONTROL

Using Appian, you can quickly build, deploy, and scale new enterprise applications, including:

- Product Strategy and Development
- Market Planning and Execution
- PMO and Project Management
- IT Applications Management
- Procurement and Contract Management
- Revenue Recognition
- Supply Chain Management
- Compliance Management

### PREPARE FOR THE FUTURE

Planning and executing exceptional product launches leads to more successful products—and in turn, business growth and impact.

It takes speed and power to transform the product launch process. The Appian enterprise low-code application platform provides both.

With Appian, organizations can build web and mobile apps faster, run them on Appian cloud, and manage complex processes end-to-end, without limitations.

## LEADING ORGANIZATIONS ARE TRANSFORMING PRODUCT LAUNCH MANAGEMENT WITH APPIAN:



Launched an end-to-end operating system for Rideshare business in **eight weeks**.



Reduced new product introduction time from 5–7 weeks to **7–10 days**.



Reduced time-to-market for new products by 80%, launching now in **2–4 weeks**.



Increased automation of data collection and tracking across 20,000 products per year **by 70%**.



Appian provides a software development platform that combines intelligent automation and enterprise low-code development to rapidly deliver powerful business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk and compliance.

For more information, visit [www.appian.com](http://www.appian.com)