

AREAS OF RESPONSIBILITY AT SPC

MARKETING (*Product Manager*)

- Conduct market research to assist in determining product concept viability.
- Conduct market research to assist Project Manager and Writer in developing their respective portions of the User Specification Document.
- Develop and get approval of Product Marketing Plan
- Communication major changes in PMP and get re-approval
- Set product introduction schedule
- Coordinate marketing activities necessary for Manufacturing Release (MR)
- With Project Manager, train internal Sales Training staff
- Document and distribute product team meeting summaries
- Maintain the Product Information Book and the Master Schedule
- Initiate production hold procedures
- Manage product obsolescence

R&D (*Project Manager*)

- Technical research to determine product concept viability
- Develop, arrange peer review, and get approval of the program portion of the USD
- Maintain USD in current state as design matures, until it is superseded by the first Alpha Release
- Set program release schedule
- Build the product
- Be responsible for the technical accuracy of the program
- be responsible for the quality of the program (write test plan and get assistance from Lab

Services for testing if needed)

prepare and verify master diskette for
Manufacturing Release

Archive product

With Product Manager, train internal Sales Training
staff

Provide product fixes on an expeditious basis

DOCUMENTATION (*Writer*)

Develop, arrange peer review, and get approval of
the Document plan of the USD

Write the manual

Work with programmers to design the on-line Help,
and write the text for the Help screens

Develop the Sampler file(s)

Be responsible for the technical accuracy of the
manual

Set manual release schedule

Prepare and proof final artwork for Manufacturing
Release

Provide manual fixes on an expeditious basis

MARKETING COMMUNICATIONS

Announce the product to the press

Arrange for product reviews

Manage Trade Show support

SALES

Announce the product to the field

Get orders

SALES TRAINING

Update Answers Book

MANUFACTURING

Order inventory

Assemble the product

Ship the product.