PRODUCT LAUNCH

CISCO GATEWAY EXAMPLE

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CISCO GATEWAY
INTRODUCTION

The Cisco Gateway is poised to revolutionize network connectivity and security for businesses of all sizes. Our go-to-market strategy is designed to ensure a successful product launch, driving rapid adoption and long-term market penetration. This proposal outlines a comprehensive plan that leverages market insights, strategic partnerships, and targeted marketing efforts to maximize the impact of the Cisco Gateway launch.

CEO OF CISCO

CHUCK ROBBINS

MARKET OVERVIEW
INDUSTRY TRENDS

Increasing demand for robust network security and high performance connectivity solutions.

TARGET MARKET

MID TO LARGE SIZE ENTERPRISES

Sectors: Finance, Healthcare, Technology

COMPETITIVE LANDSCAPE

US VS THEM

In the competitive landscape for network gateways, several key players have established strong positions by offering a combination of advanced technology, robust security features, and scalable solutions. The following analysis identifies the top three competitors for the Cisco Gateway product, outlining their strengths and the competitive challenges they present.

CISCO Gateway

- **Strengths:**
  - **Reputation and Trust:** Cisco is a well-established brand with a reputation for reliability and excellence in networking solutions
  - **Comprehensive Product Line:** Cisco's extensive product line and integration capabilities make it easier for customers to build cohesive network solutions
  - **Advanced Security Features:** Cisco Gateway offers robust security features, including threat detection and mitigation, aligning with the increasing demand for cybersecurity

- **Challenges:**
  - **Market Saturation:** The market is highly competitive, with established players having strong footholds
  - **Cost:** Cisco's premium products can be priced higher than some competitors, which may be a consideration for budget-conscious customers
  - **Complexity:** While feature-rich, Cisco products can be complex to deploy and manage, potentially requiring specialized knowledge and training

Palo Alto Networks

- **Strengths:**
    - **Next-Generation Firewall Technology:** Palo Alto Networks is renowned for its next-generation firewall (NGFW) capabilities, which provide comprehensive security features such as intrusion prevention, malware protection, and application visibility.
    - **Strong Threat Intelligence:** Their threat intelligence service, WildFire, is highly effective in detecting and mitigating threats.
    - **Integrated Security Platform:** The company's security platform integrates seamlessly with cloud and on-premises environments, offering consistent security policies across the network.

- **Challenges:**
    - **High Cost:** Palo Alto Networks' solutions can be more expensive, which may be a barrier for some cost-sensitive customers.
    - **Complex Deployment:** Some enterprises find their solutions complex to deploy and manage without specialized expertise.

Fortinet

- **Strengths:**
  - **Comprehensive Security Fabric:** Fortinet's Security Fabric offers broad visibility and protection across the entire digital attach surface, from the data enter to the cloud to endpoint devices
  - **High Performance Solutions:** Known for high performance, their FortiGate series provides excellent throughput and low latency, which is critical for high-demand environments.
  - **Cost-Effective:** Fortinet often provides cost-effective solutions without compromising on performance, making them attractive to a wide range of customers.

- **Challenges:**
  - **Customer Support:** Some customers have reported that Fortinet's customer support can be slow and less responsive compared to competitors.
  - **Integration:** While comprehensive, integrating Fortinet products with other third-party solutions can sometimes be challenging.

Juniper Networks

- **Strengths:**
  - **Innovative Technology:** Juniper Networks is known for its innovation in networking technology, including their advanced routing and switching capabilities.
  - **Strong SD-WAN Solutions:** Their software-defined WAN (SD-WAN) solutions provide flexible, secure, and high-performance networking across distributed locations.
  - **User-Friendly Interface:** Juniper's solutions are often praised for their user-friendly interface and ease of management.
  - **Acquisition by HPE:** Serves to strengthen the brand and product offerings and allow for a more robust and unified brand

- **Challenges:**
  - **High Cost:** While strong in technology, Juniper Networks often plays second fiddle to larger brands like Cisco and Palo Alto Networks in terms of market perception and brand recognition.
  - **Limited Ecosystem:** Their ecosystem of third-party integrations is not as extensive as some competitors, potentially limiting flexibility for some customers.
  - **Growing Pains:** With Mergers & Acquisitions comes growing pains and unique challenges as companies unify and determine their foothold and footprint.

Strategic Implications

To effectively compete against these top competitors, we should leverage the Cisco Gateway product for its strengths and address any perceived challenges. Key strategies may include:

- **Highlighting Value Proposition:** Emphasize the total cost of ownership benefits, including superior support, integration, and long-term reliability.
- **Focus on Integration:** Promote the ease of integration with existing Cisco infrastructure, which can simplify management and enhance overall network performance.
- **Enhanced Customer Support:** Ensure exceptional customer support to differentiate Cisco from competitors who may have weaker support services.

By understanding and addressing these competitive dynamics, we can position the Gateway product effectively to capture significant market share and drive adoption among enterprise customers.

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The Cisco Gateway is strategically positioned to meet the evolving needs of enterprises seeking robust, secure, and scalable network solutions. By emphasizing its unique selling points and addressing key customer pain points, we can effectively differentiate the Cisco Gateway from competitors and highlight its superior value

"CISCO GATEWAY: THE ULTIMATE SOLUTION FOR SECURE, HIGH-PERFORMANCE, AND SCALABLE NETWORK CONNECTIVITY"

KEY FEATURES & BENEFITS
CISCO GATEWAY

Advanced Threat Protection and Security
- **Feature:** Integrated next-generation firewall (NGFW) capabilities.
- **Benefit:** Provides comprehensive protection against cyber threats, including malware, ransomware, and phishing attacks.
- **Competitive Advantage:** Leverages Cisco's Talos Intelligence Group for real-time threat intelligence, ensuring proactive security measures.

High-Speed and Reliable Connectivity
- **Feature:** High-performance hardware and optimized software for fast data throughput and minimal latency.
- **Benefit:** Ensures seamless and reliable network performance, crucial for business-critical applications.
- **Competitive Advantage:** Outperforms competitors in terms of speed and reliability, particularly in high-demand environments.

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Scalable Architecture

- **Feature:** Modular design that allows for easy expansion and upgrades.
- **Benefit:** Provides flexibility for businesses to scale their network infrastructure as they grow.
- **Competitive Advantage:** Future-proof solution that adapts to evolving business needs without significant additional investment.

Easy Integration with Existing Infrastructure

- **Feature:** Compatibility with a wide range of Cisco products and third-party solutions.
- **Benefit:** Simplifies the integration process, reducing deployment time and costs.
- **Competitive Advantage:** Leverages Cisco's ecosystem to provide a unified and cohesive network management experience.

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Comprehensive Support and Service

- **Feature:** Access to Cisco's extensive support network and professional services.
- **Benefit:** Ensures rapid resolution of issues and continuous network optimization.
- **Competitive Advantage:** Cisco's renowned customer support provides an added layer of reliability and trust.

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Security Concerns
- ○ **Pain Point:** Increasing complexity and frequency of cyber attacks.
- ○ **Cisco Gateway Solution:** Robust security features and real-time threat intelligence protect against a wide range of threats, providing peace of mind.

Performance Bottlenecks
- ○ **Pain Point:** Slow or unreliable network performance affecting productivity.
- ○ **Cisco Gateway Solution:** High-speed connectivity ensures seamless performance for all applications, from basic web browsing to high-demand data transfer.

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Scalability Challenges
- **Pain Point:** Difficulty in scaling network infrastructure to match business growth.
- **Cisco Gateway Solution:** Modular design allows for easy and cost-effective scaling, ensuring the network can grow with the business.

Integration Issues
- **Pain Point:** Complicated integration processes leading to increased costs and downtime.
- **Cisco Gateway Solution:** Easy integration with existing Cisco and third-party products simplifies deployment and reduces operational disruption.

Support and Maintenance
- **Pain Point:** Lack of reliable support leading to prolonged downtime and unresolved issues.
- **Cisco Gateway Solution:** Comprehensive support services ensure quick resolution of issues and optimal network performance.

POSITIONING STATEMENT

FOR ENTERPRISES SEEKING A SECURE, HIGH-PERFORMANCE, AND SCALABLE NETWORK SOLUTION, THE CISCO GATEWAY OFFERS UNPARALLELED PROTECTION, RELIABLE CONNECTIVITY, AND SEAMLESS INTEGRATION. BACKED BY CISCO'S INDUSTRY-LEADING TECHNOLOGY AND SUPPORT, THE CISCO GATEWAY IS THE ULTIMATE CHOICE FOR BUSINESSES LOOKING TO FUTURE-PROOF THEIR NETWORK INFRASTRUCTURE.

MESSAGING & COMMUNICATIONS

Core Message:
- Headline: "Experience Unmatched Network Security and Performance with Cisco Gateway"
- Sub-headline: "Empower your business with a future-ready network solution designed to meet your most demanding needs."

Supporting Messages:
- "Stay ahead of cyber threats with advanced threat protection from Cisco's Talos Intelligence Group."
- "Enjoy lightning-fast connectivity and minimal latency for uninterrupted business operations."
- "Easily scale your network as your business grows, without costly overhauls."
- "Integrate seamlessly with your existing Cisco infrastructure for a cohesive network experience."
- "Rely on Cisco's world-class support to keep your network running smoothly."

MESSAGING & COMMUNICATIONS

Marketing Channels:

- **Digital Marketing:** SEO, PPC campaigns, email marketing, and social media advertising via LinkedIn, FB, Instagram to drive awareness and generate leads.
- **Content Marketing:** Whitepapers, case studies, webinars, and blogs to educate potential customers and showcase the benefits of the Cisco Gateway.
- **Public Relations:** Press releases, media coverage, and influencer partnerships to build credibility and increase visibility.
- **Events and Webinars:** Industry conferences, trade shows, and virtual events to demonstrate product capabilities and engage with potential customers. OPTECH, HITEC, The Hospitality Show, Interface, Apartmentalize, FAA, IREM, RETCON, CES, TECHSPO

By focusing on these positioning elements, we can effectively communicate the unique value of the Cisco Gateway, addressing customer pain points and differentiating it from competitive offerings. This strategic positioning will help drive adoption and establish Cisco Gateway as the preferred choice for enterprise network solutions.

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PRIMARY OBJECTIVES

Achieve a 10% Market Share within the First Year
- **Strategy:**
    - **Targeted Marketing Campaigns:** Develop highly targeted marketing campaigns focusing on key verticals such as Senior Living, MDU, Hospitality, Healthcare, and Technology where the need for secure and scalable network solutions is critical.
    - **Lead Generation and Nurturing:** Use a mix of inbound and outbound marketing tactics, including content marketing, email campaigns, and lead nurturing workflows, to generate and convert leads.
    - **Sales Incentives:** Offer attractive incentives to sales teams and channel partners to drive aggressive sales efforts.

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PRIMARY OBJECTIVES

Generate $X Million in Revenue within the First 6 Months
- **Strategy:**
  - **Pricing Strategy:** Implement a competitive pricing strategy with bundled offers and discounts for early adopters to drive initial sales.
  - **High-Impact Sales Initiatives:** Focus on high-impact sales initiatives, such as account-based marketing (ABM) for key enterprise clients and leveraging Cisco's existing customer base for upselling and cross-selling opportunities.
  - **Channel Partner Collaboration:** Collaborate closely with channel partners to leverage their networks and sales channels for broader reach and faster revenue generation.

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PRIMARY OBJECTIVES

Establish Cisco Gateway as the Preferred Choice for Enterprise Network Solutions
- **Strategy:**
  - **Thought Leadership:** Position Cisco as a thought leader in network security and connectivity through industry events, webinars, and expert articles.
  - **Customer Testimonials and Case Studies:** Showcase success stories and testimonials from early adopters to build credibility and trust among potential customers.
  - **Product Demonstrations and Trials:** Offer free trials and detailed product demonstrations to allow potential customers to experience the benefits of Cisco Gateway firsthand.

SECONDARY OBJECTIVES

Build Brand Awareness and Credibility in the Target Market
- **Strategy:**
  - **Comprehensive PR Campaigns:** Launch PR campaigns to secure media coverage in top industry publications and news outlets.
  - **Social Media Engagement:** Use social media platforms to engage with potential customers, share valuable content, and increase brand visibility.
  - **Influencer Partnerships:** Partner with industry influencers and analysts to endorse the Cisco Gateway and expand reach.

SECONDARY OBJECTIVES

Foster Strategic Partnerships with Key Industry Players
- **Strategy:**
  - **Technology Alliances:** Form strategic alliances with complementary technology providers to create integrated solutions and expand market opportunities.
  - **Industry Collaborations:** Collaborate with industry associations and participate in joint marketing initiatives to increase credibility and reach.
  - **Channel Partner Programs:** Strengthen channel partner programs with training, incentives, and co-marketing efforts to drive mutual success.

SECONDARY OBJECTIVES

Collect and Analyze Customer Feedback for Continuous Improvement
- **Strategy:**
  - **Customer Feedback Mechanisms:** Implement robust mechanisms for collecting customer feedback, such as surveys, user forums, and direct outreach.
  - **Data Analytics:** Use advanced data analytics to analyze feedback and identify areas for product improvement and enhancement.
  - **Agile Development:** Adopt an agile development approach to quickly implement changes and improvements based on customer feedback.

IMPLEMENTATION TIMELINE & KEY ACTIVITIES

Pre-Launch Phase (3-6 Months Prior to Launch)

- **Market Research:** Conduct in-depth market analysis and customer research.
- **Product Readiness:** Finalize product development, testing, and documentation.
- **Awareness Campaigns:** Start pre-launch buzz with teasers, social media activities, and early PR efforts.
- **Sales Training:** Train the sales team and channel partners on the product features, benefits, and sales strategies.

IMPLEMENTATION TIMELINE & KEY ACTIVITIES

Launch Phase (Launch Day to 3 Months)

- **Product Announcement:** Host a high-profile virtual launch event/webinar.
- **Marketing Blitz:** Execute a comprehensive marketing campaign across digital, social, and traditional channels.
- **Customer Engagement:** Initiate direct outreach to potential key customers and offer product demonstrations and free trials.
- **Channel Activation:** Fully engage channel partners with co-marketing activities and sales incentives.

IMPLEMENTATION TIMELINE & KEY ACTIVITIES

Post-Launch Phase (3-12 Months Post-Launch)

- **Customer Support:** Provide robust post-sales support and customer service to ensure satisfaction and retention.
- **Feedback Loop:** Continuously collect and analyze customer feedback for ongoing product improvements.
- **Performance Monitoring:** Track KPIs such as sales performance, market share growth, and customer satisfaction to gauge success and make necessary adjustments.

PERFORMANCE METRICS & KPIS

To ensure the success of the Cisco Gateway launch, the following KPIs will be monitored:

- **Market Share:** Measure the percentage of market share captured within the first year.
- **Revenue:** Track total revenue generated within the first 6 months and beyond.
- **Customer Acquisition:** Monitor the number of new customers acquired and their profiles.
- **Customer Satisfaction:** Assess customer satisfaction levels through surveys and feedback.
- **Lead Conversion Rate:** Evaluate the effectiveness of marketing campaigns by measuring lead conversion rates.
- **Brand Awareness:** Measure brand awareness through social media engagement, website traffic, and media coverage.

BY SETTING CLEAR OBJECTIVES, EMPLOYING TARGETED STRATEGIES, AND CLOSELY MONITORING PERFORMANCE METRICS, THE CISCO GATEWAY PRODUCT LAUNCH CAN ACHIEVE SIGNIFICANT MARKET IMPACT AND ESTABLISH A STRONG FOUNDATION FOR LONG-TERM SUCCESS.

GO TO MARKET STRATEGY

The go-to-market strategy for the Cisco Gateway involves a structured approach across three key phases: Pre-Launch, Launch, and Post-Launch. Each phase is designed to maximize impact, drive adoption, and ensure sustained market presence.

GO TO MARKET STRATEGY

Pre-Launch Phase (3-6 Months Prior to Launch)
Objective: Prepare the market, build anticipation, and ensure product readiness.

Key Activities:
- **Product Readiness**
  - **Final Development:** Complete final stages of product development, including testing and quality assurance.
  - **Documentation:** Prepare comprehensive user manuals, technical documentation, and support guides.
  - **Training:** Conduct in-depth training sessions for the sales team and channel partners to ensure they are well-versed in the product features and benefits.
- **Market Research**
- **Customer Insights:** Conduct surveys, focus groups, and interviews with potential customers to gather insights on their needs and pain points.
- **Competitive Analysis**: Update competitive landscape analysis to refine positioning and identify key differentiators.

GO TO MARKET STRATEGY

Awareness Campaigns

- **Teasers and Previews:** Launch teaser campaigns on social media and through email marketing to build curiosity and anticipation.
- **PR and Media Engagement:** Secure coverage in industry publications and start initial conversations with key journalists and influencers.
- **Website and Content Preparation:** Update the company website with a dedicated product page, and create content such as blogs, whitepapers, and videos highlighting the upcoming launch.
- **Partner Engagement**

- **Early Briefings:** Conduct briefings and training for key channel partners, ensuring they are prepared to support the launch.
- **Co-Marketing Plans:** Develop co-marketing plans with partners to leverage their networks for broader reach.

GO TO MARKET STRATEGY

Launch Phase (Launch Day to 3 Months)
Objective: Create maximum visibility, generate leads, and drive initial sales.

Key Activities:
1. **Product Announcement**
   - **Virtual Launch Event:** Host a high-profile virtual event or webinar to officially unveil the Cisco Gateway. Invite industry analysts, media, partners, and potential customers.
   - **Press Releases:** Issue press releases to major industry publications and news outlets, highlighting the key features and benefits of the Cisco Gateway.
2. **Marketing Blitz**
   - **Digital Marketing:** Execute targeted digital marketing campaigns including SEO, PPC, social media advertising, and email marketing to drive traffic and generate leads.
   - **Content Marketing:** Publish a series of blogs, case studies, and whitepapers that address common pain points and showcase the benefits of the Cisco Gateway.
   - **Video Marketing:** Create product demo videos, customer testimonials, and explainer videos to engage and educate the target audience.

GO TO MARKET STRATEGY

Customer Engagement
- **Free Trials and Demos:** Offer free trials and live product demonstrations to potential customers to allow them to experience the Cisco Gateway firsthand.
- **Direct Outreach:** Initiate direct outreach efforts to key enterprise prospects through personalized email campaigns, calls, and meetings.

Sales Activation
- **Sales Enablement:** Provide the sales team with all necessary tools, including pitch decks, ROI calculators, and competitive battle cards.
- **Incentives:** Implement sales incentives and bonuses to motivate the sales team and channel partners to prioritize the Cisco Gateway.

GO TO MARKET STRATEGY

Post-Launch Phase (3-12 Months Post-Launch)
Objective: Sustain momentum, optimize customer experience, and drive long-term growth.

Key Activities:

1. **Customer Support**
   - **Dedicated Support:** Offer dedicated customer support services to ensure a smooth onboarding process and resolve any issues quickly.
   - Training and Onboarding: Provide training sessions and onboarding assistance to new customers to help them get the most out of the Cisco Gateway.
2. **Feedback Loop**
   - **Surveys and Feedback Forms:** Regularly collect feedback from customers through surveys and feedback forms to understand their experience and identify areas for improvement.
   - **Customer Advisory Boards**: Establish customer advisory boards to engage with key customers and gather detailed insights on their needs and preferences

GO TO MARKET STRATEGY

Continuous Improvement
- **Product Updates:** Based on customer feedback, implement product updates and enhancements to improve functionality and address any pain points.
- **Feature Releases:** Plan and communicate regular feature releases to keep the product competitive and aligned with customer needs.

Performance Monitoring
- **KPI Tracking:** Monitor key performance indicators such as market share growth, revenue, lead conversion rates, and customer satisfaction.
- **Data Analytics:** Use data analytics to assess the effectiveness of marketing campaigns and sales efforts, and adjust strategies as needed.

Ongoing Marketing and Sales Efforts
- **Content Creation:** Continue creating valuable content that educates and engages the target audience.
- **Webinars and Events:** Host regular webinars and participate in industry events to maintain visibility and engage with potential customers.
- **Customer Success Stories:** Publish new case studies and testimonials to build trust and showcase the success of existing customers.

SALES STRATEGY

Sales Channels:
- Direct sales through Cisco's established sales force.
- Indirect sales through channel partners and resellers.

Sales Tools and Resources:
- Product brochures and datasheets.
- Case studies and success stories.
- ROI calculators and technical specifications.
- Training sessions and webinars for the sales team.

BUDGET & RESOURCES

Pre-Launch Activities: 25%

- **Market Research & Analysis** 5% (*surveys, focus groups, competitive research*)
- **Product Readiness & Documentation** 10% (*Finalized Product Dev, testing, QA, Preparing User Manuals/Technical Documents*)
- **Awareness Campaigns** 5% (*Teaser Campaigns, initial marketing materials, securing early PR placements*)
- **Partner Training & Engagement** 5% (*Training sessions for channel partners, development of co-marketing plans*)

Launch Activities: 40%

- **Product Announcement & Launch Event** 10% (*virtual launch event/webinar, issuing press releases, coordinating media coverage*)
- **Marketing Blitz** 20% (*SEO, PPC, Social Campaign Execution, Content Creation for Marketing Materials, Blogs, White Papers, Videos, Email Campaigns*)
- **Customer Engagement Initiatives** 5% (*offering free trials, live demos, direct outreach to potential customers*)
- **Sales Enablement & Incentives** 5% (*Providing sales team with pitch decks, ROI calculators, bonuses, incentives to motivate*)

Post-Launch Activities: 35%

- **Customer Support & Onboarding** 10% (*dedicated customer support, training, onboarding to new customers*)
- **Feedback Collection & Analysis** 5% (*Implementing surveys, feedback forms, establishing customer advisory boards*)
- **Continuous Product Improvement** 5% (*Implementing product updates, regular feature releases, and addressing customer pain points based on feedback*
- **Ongoing Marketing & Sales Efforts** 10% (*creating continuous content - blogs, case studies- hosting webinars, participation in industry events, and publishing new customer success stories*
- **Performance Monitoring & Data Analytics** 5% (*Tracking KPIs, using data analytics to assess campaign effectiveness to make strategy adjustments*)

BUDGET & RESOURCES

Resource Allocation

Marketing Team

- **Roles:** Digital Marketers, content creators, social media managers, SEO specialists, PR Professionals
- **Responsibilities:** Executing marketing campaigns, creating content, managing social media presence, and securing media coverage.

Sales Team

- **Roles:** Sales Reps, Account Managers, Sales support staff
- **Responsibilities:** Direct outreach to potential customers, conducting product demos, and closing sales

Product Development Team

- **Roles:** Developers, testers, quality assurance engineers, technical writers
- **Responsibilities:** Finalizing product development, conducting testing and quality assurance, and preparing documentation.

Customer Support Team

- **Roles:** Customer support representatives, onboarding specialists, and technical support engineers
- **Responsibilities:** Providing post-sales support, training customers, and ensuring smooth onboarding

External Resources

Marketing Agency

- **Roles:** Digital Marketing Agencies, PR Firm, Content Creation Agency, Event/Experiential Agency
- **Responsibilities:** Supporting the execution of large-scale marketing campaigns, securing media placements, and producing high-quality content.

Technology Partners

- **Roles:** Channel Partners, resellers, and technology integrators
- **Responsibilities:** Extending market reach, providing additional sales channels, and integrating Cisco Gateway with other solutions.

RISK MANAGEMENT

Potential Risks:
- Delays in product development.
- Market resistance or slow adoption.
- Competitive actions.

Mitigation Strategies:
- Regular project reviews and agile development processes to manage timelines.
- Comprehensive market research and customer validation to ensure product-market fit.
- Competitive analysis and proactive adjustments to the marketing strategy.

CONCLUSION

The launch of the Cisco Gateway presents a significant opportunity to capture market share and drive revenue growth. By following our comprehensive go-to-market plan, we will ensure a successful product launch that meets our strategic objectives and delivers value to our customers.

Next Steps:
- Approval of the go-to-market plan.
- Finalize product development and readiness.
- Execute the pre-launch, launch, and post-launch activities as outlined

CONTACT US

We look forward to partnering with DualPath to make your product launch a resounding success.

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