

{Product Name} PRFAQ

Overview: Brief description of the product, goal, and feedback needed from stakeholders.

Status: Not Started

Stage: Business Case/Pitch/Committed/Funded (choose one)

Press Release (Max 1 page)

Title: [COMPANY] ANNOUNCES [PRODUCT] TO ENABLE [CUSTOMER] TO [BENEFIT]

Subtitle: [A few more key details]

[City, State] – [Intended Launch Date]

[3-4 sentences on what's launching, who it serves, and key benefits]

Customer Problems:

1. [Problem 1]
2. [Problem 2]
3. [Problem 3]

Solution:

[Describe how your product elegantly solves the problems above. Brief overview of how it works, then address each problem specifically]

Leader Quote:

"[Quote from company leader on why we're solving this problem and how the solution works]"

Customer Experience:

[Describe what a customer does to start using the product and how it works in practice]

Customer Quotes:

Customer 1: "[Pain point and how product solves it]"

Customer 2: "[Pain point and how product solves it]"

Customer 3: "[Pain point and how product solves it]"

Learn More: [URL or call-to-action]

Public FAQ (3-4 sentences each)

What are you launching today?

[Answer]

How does it work and how can I get started?

[Detail access method (manual vs automated), integration with other Splunk products]

How is it priced and packaged?

[Detail pricing model, whether it's part of existing product or new SKU, how charges are incurred]

Why should I use it?

[Detail the value, pain points solved, and outcomes achieved]

How does it relate to other Splunk products?

[Explain complementary value and integration]

What are the restrictions or limitations?

[Set expectations on what might disappoint customers]

What data does it collect?

[Answer]

Can I opt-out?

[Answer]

Internal FAQ (2-3 sentences each)

Adoption & Metrics

Success metrics: How will you measure adoption and consumption?

[Define adoption metrics: account deployments, stacks, tenants using the product. Define consumption metrics: ingest volume, license usage, etc.]

Market Opportunity

What differentiates this from alternatives?

[Answer]

Who is the target customer?

[Cloud/on-prem/both, personas, specific profile. Example: Customers with 5+ SOC analysts who deployed ES with RBA]

What do we want customers to say about this?

[Top 3-5 benefits and how each solves a specific problem]

What might disappoint customers?

[Use cases for not adopting, limitations]

What is the detailed customer journey?

[Step-by-step journey for how customers access and use the solution]

Financial Impact

What are the pricing and packaging plans?

[Why would customers pay? Separate SKU or bundled? How does pricing relate to existing models?]

What is the revenue impact?

[Expected revenue, target customers (existing/new), number of customers over 3 years, Average Selling Price]

What is the cloud margin impact?

[Infrastructure requirements, cost forecasts, incremental COGS for ongoing support]

GTM Considerations

How does this impact existing portfolio products?

[Complementary to premium products? Drives adoption? Cannibalization risks?]

How will you ensure compatibility with complementary products?

[Strategy for working with additional products or platform features, etc.]

What is the long-term roadmap?

[Timeline for key features, regional availability plan, expansion roadmap]

When will this work in regulated markets?

[Healthcare, Financial Services, Government/FedRAMP timeline. Note: prepare compliance 12 months in advance]

What is the delivery vehicle?

[How feature works with other product features]

Which sales motion and use case does this support?

[Reference FY## sales motions and use cases]

What is the GTM and marketing strategy?

[Awareness, demand generation, adoption. Standard field enablement or a different GTM approach needed?]

How will you validate product-market fit before GA?

[Preview plan with limited customers for testing and feedback]

Additional Exhibits

Exhibit A: User Experience / UI Walkthrough

Exhibit B: Release Plan Schedule

Exhibit C: Roadmap

Exhibit D: [Additional exhibits as needed]