



## What is a Product Launch?

A product launch is the process of preparing all the elements of sales and marketing execution necessary to achieve the business objectives of the new capability being delivered to customers and partners.

### Key challenges

- ▶ **Short on time:** An upcoming product launch requires comprehensive preparedness across all marketing functions as well as enabling your sales organization and channel partners. You need resources asap to hit the launch deadline.
- ▶ **Limited resources:** Your internal team is either maxed out or has insufficient expertise in developing or leading key launch elements such as customer collateral, analyst/press relations material, event planning, social media readiness, media/advertising buys, sales enablement, channel partner readiness, and more.

### How Aventi helps

Aventi Group has helped many companies plan and execute product launches that deliver results. Our team can take full responsibility for a product launch or just lead a specific important element of your overall launch plan.

#### LAUNCH PLANNING

##### Launch objectives

Recommended goals, objectives and key performance indicators for world class launch

##### Launch chartering

Establishing cross-functional team with clear objectives and roles across product management, analyst/press relations, events, marcom, content marketing, social media, search marketing, digital/lead gen campaigns, sales enablement, channel partner enablement, and more.

##### Messaging and positioning

Formal messaging and positioning document, message testing, Voice of the Customer (VoC) research, message hierarchy, tagline and naming scheme development.

#### LAUNCH EXECUTION

##### Program management

Rigorous project/program management with weekly team meetings well before launch date, documented progress to plan, dashboard for management visibility, and proactive escalation and accompanying recommendations to mitigate risks.

##### Asset development


Customer collateral such as white papers, solution briefs, web copy, blog posts, infographics, eBooks, video content, customer presentations, thought leadership pieces, channel partner assets, and more. We can provide design, layout, creative, and full production of assets.

## Business impact examples

In working with our collaborative with our clients, we meet or exceed launch objectives.

 **100%**  
LAUNCH CHECKLIST ITEMS ON TIME

 **150%**  
INCREASE IN PRODUCTIVE CAPACITY

 **400%**  
INCREASE IN PIPELINE IN FIRST QUARTER

 **200%**  
OF ASSET DOWNLOAD AND ENGAGEMENT METRIC

 **20+**  
EARNED MENTIONS FROM CUSTOMERS,  
ANALYSTS AND PARTNERS

## Client Testimonials

“ Aventi Group came into HP Enterprise and helped us tremendously as acting Product Marketing Director/team for our security operations portfolio. They helped on everything from new messaging, sales enablement, product launches, and asset development. Our sales team commented on the significant improvement to our materials and we were setup well for our next major product launch. I would highly recommend this team, the quality of their deliverables and the collaborative style they adopt. ”

— **Sue Barsamian**, formerly EVP and Chief Sales Officer, HP Enterprise Security

“ Aventi Group’s senior product marketer led an important launch for our flagship product line. She created a sense of urgency in getting things moving faster and producing results. She not only served as launch and campaign leader but rolled up her sleeves up to create or edit content, ensure list quality, devise nurture flows, analyzed metrics for process improvement, and worked collaboratively with our experienced teams. ”

— **Jason Paez**, formerly Senior Director, Integrated Marketing, A10 Networks

## Let us help you!

We'll provide a free assessment of your launch process, readiness criteria, and success metric.

## Connect with us

We'll listen to your challenges and craft the best plan of attack.

Please contact us at  
**Aventi Contact Form**  
or call **(415) 890-5434**



**Aventi Group**  
expertise. speed. results.

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