

Blackblot® PMTK

Bundle Book

- 01_Product_Planning
 - 01_Market_Requirements
 - 02_Use_Cases
 - 03_Features_Matrix
 - 04_Product_Roadmap
 - 05_Pricing_Model
 - 06_Win_Loss_Analysis
 - 07_Customer_Visit
 - 99_Market_Data
 - 99_Product_Requirements
 - 02_Product_Marketing
 - 01_Business_Case
 - 02_Competitor_Analysis
 - 03_Product_Comparison
 - 04_Corporate_Mission
 - 05_Product_Positioning
 - 06_Value_Documents
 - 07_Market_Plan
 - 08_Company_Profile
 - 09_Product_Backgrounder
 - 10_Collateral_Matrix
 - 11_Launch_Plan
 - 12_Company_Presentation
 - 13_Product_Presentation
 - 14_Lead_Generation
 - 15_Marketing_Review
 - 99_Market_Data
 - 03_Process_Efficiency
 - 01_Meeting_Rules
 - 02_Management_By_Objectives
 - 03_Decision_Making
 - 04_Deliverable_Sign-Off
 - 05_Generic_Templates
 - 06_Gap_Analysis
 - 07_Performance_Review
 - 99_Miscellaneous
 - 99_Documentation
 - 99_Legal
 - 99_Marketing_Communications
 - 99_Advertisements
 - 99_Articles
 - 99_Brochures
 - 99_Data_Sheets
 - 99_Press_Releases
 - 99_White_Papers
 - 99_Project_Management
 - 99_Processes
 - 99_Timeline

<Comment: A bundle book is a central repository of documents related to a particular product. The ZIP file accompanying this document contains an empty folder structure (directory tree) to create a network shared bundle book. Copy the unzipped folder structure to a network server and allow file sharing in read-only mode. This will enable other users to copy the folder structure or copy documents from the folder structure.

The bundle book file name convention is:

"Folder Name"_ "Product Name"_ "Author Initials"_ "Revision Number".ext

For example:

Launch_Plan_SLC450_GS_07.doc

This name convention enables easy identification and sorting of the file's location, purpose, product, owner, and revision. >

Evaluation Copy