**Action and Continuous Improvement Plan**

**Objective:**  
Drive ongoing improvement through innovation and agile feedback.

**Innovation Pipeline:**

* Customer feedback loop
* Hackathons and innovation labs
* Partnership with startups and universities
* Biannual product roadmap reviews

**Tools & Practices:**

* Agile sprints
* A/B testing
* User behavior analytics
* Beta feature testing for early adopters

**20. Exit and Transition Plan**

**Objective:**  
Ensure smooth transition at the end of project life or when migrating to new systems/providers.

**Exit Strategy Elements:**

* Knowledge transfer to internal teams
* Decommissioning checklist
* Data migration and archiving
* Contract termination with vendors
* Stakeholder communication plan

**Scenarios Covered:**

* Handover to internal IT
* Transfer to external operator
* Platform retirement due to tech obsolescence