# Connectors Platform – Release Plan

## Product Overview

The Connectors Platform is a developer-focused integration solution that enables seamless and secure connectivity with leading cloud services, specifically Gmail, OneDrive, and Dropbox. Priced competitively to disrupt the integration platform market, it offers full read/write capabilities and rapid connector setup for developers needing out-of-the-box integrations with minimal effort. Key differentiators include streamlined pricing, comprehensive OAuth-based security, and extensibility to integrate additional platforms post-launch. The product addresses significant market demand among SaaS providers and software development teams for affordable, reliable, and secure integration APIs that can be quickly adopted and scaled.

## Main Functionality

* **Full Read/Write Integration:** Robust APIs enable developers to programmatically interact with Gmail, OneDrive, and Dropbox, supporting a wide variety of use cases (e.g., email management, file sync).
* **OAuth-Based Setup:** Secure and industry-standard authentication and authorization, using OAuth2 flows (with PKCE), to ensure compliance and user trust.
* **Extensibility:** A modular connector architecture designed for rapid addition of new integrations without substantial refactoring.
* **Developer Dashboard:** A user interface for onboarding, monitoring, and managing integrations.
* **Token Vault:** Secure, centralized secrets and token storage (leveraging HashiCorp Vault or AWS Secrets Manager for compliance and resilience).
* **Logging and Transparency:** Comprehensive activity and error logging with developer-accessible dashboards.

## Target Audience

The primary customer segments are:

* **Independent Software Vendors (ISVs)/SaaS Providers:** Teams seeking fast, reliable integration capability with leading cloud platforms for their applications.
* **Backend and Platform Developers:** Developers looking for drop-in integration support without building and maintaining custom, brittle connectors in-house.
* **Start-ups and Growth-Stage Companies:** Organizations valuing budget-friendly, easy-to-implement integration solutions to accelerate time-to-market.

These segments prioritize ease of setup, robust security, cost effectiveness, and the ability to focus on core product features instead of integration overhead.

## Value Proposition

* **Comprehensive Integration:** Out-of-the-box support for leading email and storage platforms.
* **Affordable Pricing:** Pricing structures tailored to developer-centric budgets, differentiating from high-cost legacy platforms.
* **Secure by Design:** Deep security integration (PKCE/OAuth2, encrypted vault storage) designed for compliance-heavy contexts.
* **Developer-Friendly:** Fast setup, strong documentation, and APIs built for rapid onboarding and extensibility.
* **Future-Proof:** Architecture designed to grow with customer needs—easy to add connectors post-launch based on market feedback.

## Strategic Alignment

This release is foundational to broader goals of expanding market share in developer tooling and SaaS enablement. The targeted three-month horizon aligns with quarterly growth objectives to increase developer adoption and platform usage. The platform addresses both a market trend toward best-of-breed integrations and a strategic imperative to offer competitively priced, scalable, and secure developer infrastructure. Success will establish a reputational footprint, drive recurring revenue via pricing differentiation, and inform future connector prioritization.

## Release Objectives

* **Launch a secure, extensible, and robust connectors platform within three months.**
  + Achieve feature completeness (100% of planned features delivered at GA).
  + Ensure full OAuth 2.0 security compliance and robust token management.
  + Support read/write capabilities for Gmail, OneDrive, and Dropbox connectors.
  + Deliver high developer usability through intuitive dashboards and documentation.
  + Create foundation for rapid post-GA feature expansion (e.g., additional connectors, advanced analytics).

## Specific Goals

1. **Ship MVP within 3 months.**
2. **Deliver all planned core features at GA.**
3. **Achieve 99.9% connector uptime during beta and GA.**
4. **Integration tests: 100% pass on supported scenarios before GA.**
5. **Time-to-first-integration**: Onboard a developer and complete first integration in <60 minutes.
6. **Customer NPS ≥ 50** from early beta developer feedback.
7. **Comprehensive OAuth management:** No critical security findings from external security reviewers.

## Metrics for Measurement

## Achievability

* **Feasibility assessment:** The three-month timeline is realistic given:
  + Greenfield build with no legacy constraints.
  + Clear MVP boundaries and prioritized features.
  + Existing available frameworks for OAuth and secure storage.
* **Resource allocation:** Current team staffing allows for parallel development, QA, and documentation.
* **Risks:** Potential scope creep, delayed dependency integration, security review delays.
  + **Mitigations:** Weekly status reviews, stricter MVP scope enforcement, early engagement with security reviewers, and contingency planning for critical dependencies.

## Relevance to Strategy

These goals directly support the company’s mission to empower developers with affordable, secure, and rapidly deployable integration infrastructure. The pricing model supports market penetration strategy. All targets align with the company’s developer-first brand and feedback from initial discovery interviews, ensuring a customer-driven launch.

## Timeline for Completion

## Release Scope

* **In Scope:**
  + Read/write integrations for Gmail, OneDrive, Dropbox.
  + OAuth 2.0 authentication with PKCE.
  + Token vault for secure credentials.
  + SDK for connector extensibility.
  + Developer dashboard for connector management.
  + Detailed logging and monitoring for integrations.
* **Out of Scope:**
  + Analytics and usage metering.
  + Additional connectors (e.g., Slack, Salesforce).
  + Non-OAuth authentication methods.
  + Public API for managing connectors (post-launch).
  + Data transformation and routing features.

## Included Features

## Excluded Features

* **Analytics and usage metering** (post-launch; need for return-on-investment validation).
* **Additional connectors beyond Gmail/OneDrive/Dropbox** (intent is to expand as adoption and feedback warrant).
* **Non-OAuth authentication methods** (security and focus).
* **Advanced public APIs for mass connector management** (post-launch/per market demand).
* **Complex data transformation features** (focus on core value, defer to phase 2).

## Bug Fixes

* **Ongoing agile bug triage** during development; bugs prioritized by severity and user impact.
* **Critical bugs** (e.g., security, authentication failures) blocked from release until resolved.
* **Pre-GA bug bash** planned in week 10; daily triage, assignment, and resolution tracking in JIRA.
* **Escalation process:** Bugs are tagged as "release blocker" if impacting core workflows or security.

## Non-Functional Requirements

* **Performance:** System response time <200ms for key operations under normal load.
* **Scalability:** Architecture supports 10,000+ connectors without degradation.
* **Security:** Enforced HTTPS/TLS, OAuth2 with PKCE, encrypted token storage, regular penetration testing.
* **Usability:** Developer onboarding (dashboard to production) <1 hour, with user-friendly error handling and docs.
* **Reliability:** 99.9% system uptime, automated monitoring and alerting.

## Dependencies and Limitations

* **Third-party dependencies:** Gmail, OneDrive, Dropbox APIs; HashiCorp Vault or AWS Secrets Manager; OAuth provider infrastructure.
* **Custom requirements:** Secure, isolated environment for vault infrastructure.
* **Known Limitations:** Only three initial connectors; analytics/usage reporting unavailable at initial GA; no direct support for custom authentication flows.

## Stakeholders and Responsibilities

* **Product Management:** Owns release scope, prioritization, and cross-team synchronization. Communicates status, resolves trade-offs.
* **Engineering (Backend & Frontend):** Architects, implements, and maintains platform; resolves technical blockers.
* **QA & Security:** Ensures quality and compliance; manages testing, oversees security posture and reviews.
* **DevOps:** Sets up infrastructure, manages deployments, and maintains monitoring and alerting systems.
* **Beta Developer Partners:** Provide rapid feedback on onboarding and core use cases.

Regular status meetings, bi-weekly stakeholder reviews, and a standing Slack channel facilitate communication.

## Internal Stakeholders

## External Stakeholders

* **Beta Developer Partners:** Select ISV customers engaged for early access and product feedback. No external vendors or consultants currently involved in this release phase.

## RACI Matrix

*Legend: R = Responsible, A = Accountable, C = Consulted, I = Informed*