

Service Readiness Procedure

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1. Purpose

The purpose of this procedure is to have a controlled introduction of new products to the organization responsible for deploying and maintaining the product at customer sites, hereafter referred to as SERVICE ORGANIZATION. It is executed as part of the New Product Introduction (NPI) activities, as described in the New Product Introduction procedure [0316-01-P].

Its main objectives are:

- to facilitate agreement between the organization and the SERVICE ORGANIZATION regarding service readiness planning;
- to synchronize preparation of sales, marketing and service activities.

2. Scope

This procedure applies to all Product Realization Process (PRP) projects.

3. Operational Responsibilities

A Product Support Engineer is responsible for the execution of this procedure. The execution is performed by the Service Readiness Team (SRT). For small introductions the SRT may be part of the Market Preparation Team (MPT).

The organization's lead Product Support Engineer assembles and chairs the SRT. The cross-functional SRT members are typically representatives from the SERVICE ORGANIZATION (representing e.g. Deployment, Support, Training and Marketing) and the organization (Core Team members e.g. Project Manager, Development and Application/Clinical Science). The SERVICE ORGANIZATION representatives must have a mandate for their

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organization and are responsible for the internal introduction.

The SRT is tasked to:

- manage the limited roll-out plans of the new product until Release for Volume Delivery (RfVD);
- manage the ramp-up activities within the SERVICE ORGANIZATION;
- document the agreed-upon product support policies in the Customer Support Product Plan (CSPP), in line with the different milestones;
- report service readiness progress to the MPT and Project Core Team.

Although a limited number of disciplines may participate in the daily execution of the SRT activities, the SRT is responsible to involve all disciplines required to achieve a successful introduction of the new product in the SERVICE ORGANIZATION.

4. Procedure

4.1. SRT Kick-off

In order to successfully market a product, the product needs to operate well in the SERVICE ORGANIZATION. To understand the SERVICE ORGANIZATION, its procedures and how the product to be developed would fit in, the first step is to define the product's support policy. This is documented in the Service Support Strategy Summary (SSSS), to be created and maintained by the Product Support Engineer.

At a minimum the SSSS shall describe high-level:

- Service readiness planning activities (a.o. ownership of service plans, training setup and documentation);
- Installed base registration model;
- Deployment model;
- Service contract definition;
- Service delivery aspects (e.g. deviations from standard support processes).

Based on the SSSS the SRT is assembled and a kick-off meeting is planned. It is advised to kick-off just after the Concept Start milestone of the PRP project.

The SSSS is an optional deliverable, typically generated for a new product or when a new SERVICE ORGANIZATION is becoming responsible for servicing the product. The SSSS shall be reviewed and approved according to the General Document Control Procedure [0730-02-P]. For follow-on versions of a product, the predecessor's Customer Support Product Plan (CSPP) can be used during the kick-off meeting.

4.2. Write Early Adopter Plan

If it is determined (documented in the project charter) that Early Adopter sites are involved, an Early Adopter Plan shall be written by the Product Support Engineer to define the installation and support agreements for the Early Adopters.

As a minimum this plan shall include the following items:

- Early Adopter sites;
- Overview of value proposition measurement;
- Support plan (contact details, opening hours, escalation paths, global coverage, etc.);
- Communication plan (how the support team will be notified about the new product that is deployed);
- Key contract points (clauses, duration, etc.);

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- Financial considerations;
- Training plan (internal and customer), including records.

Other items to be considered to be included in the plan:

- Coverage for additional hardware, licensing costs, etc.

The Early Adopter Plan shall be reviewed and approved according to the General Document Control Procedure [0730-02-P].

4.3. Write CSPP

A CSPP is written by the Product Support Engineer. This CSPP is written in accordance with 0318-01-T1 and it contains all relevant information to introduce the new product to the SERVICE ORGANIZATION.

The information (scope and level of detail) provided in the CSPP will evolve as the PRP and NPI projects progress. The CSPP shall be reviewed and approved according to the General Document Control Procedure [0730-02-P]. Authorized versions of the CSPP are required to pass the RfD, RfA, RfEA, RfLD and RfVD milestones. The CSPP shall be marked "Final" only when both RfD and RfA have passed, meaning it will remain in the "Preliminary" state until then.

Typical activities to come to a CSPP are:

- Discuss the SSSS with key contact persons from the service organization.
- Participate in supplier contract reviews, verifying if service/maintenance agreements are in line with the product's service requirements and the SSSS.
- Define the product's high-level traceability structure, used to register the product in the installed base, defined to match the needs of the organization and the responsible service organization during the product's lifecycle.
- Define the product's training needs, including but not limited to required prerequisites, obtained skills and training delivery approach.
- Define the product's service strategy including diagnostic, repair, and remote support as well as planned maintenance and lifecycle management.
- Review feedback from Early Adopters (see chapter 4.4) and/or FoK sites (see chapter 4.6).
- Execute on the CSPP content (setup master data in service tooling, menu structures, etc.).

The Final CSPP (including all updated versions) shall be distributed to the SERVICE ORGANIZATION by the Product Support Engineer.

4.4. Manage Early Adopter installations

Once the new product can be installed at the designated Early Adopter sites (i.e. it is released for Early Adopter installation according to the Release for Delivery procedure [0314-01-P]) the SRT will ensure:

- resources involved in deployment of the new product have completed necessary training prior to installation;
- the new product is installed and tested per provided instructions and put in clinical use;
- customer issues are routed for follow-up;
- knowledge is built-up within the service organization;
- feedback on the value proposition is gathered and forwarded to the MPT;
- product updates are installed;
- an Early Adopter evaluation report is generated.

Product feedback found at Early Adopters will be reported as per Escalation handling [0601-01-W4] or Complaint Handling [0602-01-P].

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The CSPP may be updated by the Product Support Engineer, based on feedback from Early Adopter installations.

Once the Early Adopter period has ended, the SRT shall ensure the customer is transitioned to the RfLD or RfVD version of the product prior to hand-over to the SERVICE ORGANIZATION.

4.5. Prepare Release for Acquisition (RfA)

The Product Support Engineer (as a member of the MPT) shall take responsibility for the activities related to preparation of the SERVICE ORGANIZATION.

Typical activities of the SRT to help preparing the RfA are:

- Discuss the CSPP with key contact persons from the service organization;
- Complete the service-related chapters of the A1 Checklist [0316-01-C1], ;
- Define the First of Kind (FoK) plan together with the MPT. This plan shall contain all installation and support agreements for the FoK customers, and will be included in the Market Introduction Plan;
- Initiate the training plan with the training institution.

4.6. Manage First of Kind (FoK) installations

If FoK installations are required prior to passing RfVD, these installations will be managed by the SRT team: the SERVICE ORGANIZATION will perform the installation and servicing activities, and report its findings to the SRT team for evaluation and follow-up.

FoK sites are selected based on predefined criteria, intended to:

- check whether the SERVICE ORGANIZATION is capable of servicing (installation, support and maintenance) the new product as per instructions defined by the organization;
- measure statements made in the CSPP, to check that the product's service characteristics can be met in a real life situation;
- allow for a controlled roll-out (e.g. per geography).

Product feedback found at FoK sites will be reported as per Escalation handling [0601-01-W4] or Complaint Handling [0602-01-P].

The Product Support Engineer will create a FoK report, containing:

- an evaluation of the different aspects (KPI's, metrics) which have been monitored during the FoK installations, listing any problems which have been found and how they have been addressed.
- a final conclusion with the overall impression of the service readiness of the product in the SERVICE ORGANIZATION;

The FoK report has to be available at RfVD. If FoK feedback results in an update of the Final CSPP, the Product Support Engineer shall ensure the Final CSPP is updated before RfVD as well.

5. Definitions and Acronyms

5.1. Definitions

Term	Definition
Service organization	The entity to which the organization has subcontracted the responsibility for delivering the implementation, training and support services for the product. This can be another Philips entity (e.g. SCS) or a third-party service provider.

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5.2. Acronyms

Short	Long
CSPP	Customer Support Product Plan
FoK	First of Kind
KPI	Key Performance Indicator
MPT	Market Preparation Team
NPI	New Product Introduction
PRP	Product Realization Process
RfEA	Release for Early Adopters
RfA	Release for Acquisition
RfD	Release for Delivery
RfLD	Release for Limited Delivery
RfVD	Release for Volume Delivery
SRT	Service Readiness Team
SSSS	Service Support Strategy Summary

6. Annexes

Document ID	Document Title
0318-01-T1	CSPP Template

7. References

Reference ID	Description
0314-01-P	Release for Delivery Procedure
0316-01-P	New Product Introduction Procedure
0316-01-C1	A1-A2 Checklists
0316-01-T1	Market Introduction Plan
0601-01-W4	Escalation Handling
0602-01-P	Compliant Handling
0730-02-P	General Document Control Procedure

8. Records

Record Name	Description
SSSS	This procedure
CSPP	This procedure
Early Adopter Plan	This procedure
Early Adopter Report	This procedure
FoK Plan	Included in Market Introduction Plan [0316-01-T1]
FoK Report	This procedure

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9. Document Control

Process	Owner(s)
Approval	Q&R Manager Process Owner NPI
Review	Product Support Engineer, Cormac Wynne
Author	Fernando Lamela
Approval date	See eDMS
Effective date	See CAICIS.0002451

10. Document Change Summary

Revision	Description of changes
1	Initial release
2.0	Replaced reference to Product Feedback and Routine service handling to 'Escalation handling [0601-01-W4] or Complaint Handling [0602-01-P]." Reviewed comments from Cormac processed. Reference to 0318-01-T2 removed.

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