

Austen Conrado – End Of Life Plan

EOL Planning Category	
Product Identification	<ul style="list-style-type: none"> Effectively retire SRUSC 2236 replace it with the SRUSC 2454 for all commercial systems.
Rationale	<ul style="list-style-type: none"> The old 2236 model can no longer support many existing customers. The SRUSC 2454 is more efficient than the 2236 at a lower price. The SRUSC 2454 has less space to install. The SRUSC 2454 is compatible with the new commercial app being developed by SRU.
Retirement Strategy	<ul style="list-style-type: none"> SRUSC 2236 will be retired over a one-year period from the new commercial system launch. The SRUSC 2454 has updated technology and able to support customers more efficiently than the old SRUSC 223 model.
Proposed Mitigation Plan	<ul style="list-style-type: none"> SRU will contact existing customers and offer the 2454 replacement at a 50% discount with free installation. All warranty and leases will be honored. Upload notifications and videos sharing the conversion plans to the company website.
Communications Planning	<ul style="list-style-type: none"> All existing customers were notified via both mail and email. The website will have notifications and videos sharing the conversion plans. Sales reps will call the most critical customers and inform them of the conversion by voice. Team video conferencing calls are scheduled with certain clients.
Internal Impact	<ul style="list-style-type: none"> SRU will service the SRUSC 2236 to the maximum extent while possible parts are available, however no new parts will be added to the consumer's product. SRUSC will honor all warranty and contractual leases. SRUSC 2236 will be retired over a one year period from the new commercial system launch. Sales reps will contact the most important customers and inform them of the conversion.
External Impact	<ul style="list-style-type: none"> Customers were informed no additional parts inventory would be added and the failure to replace the system may put the firms at a risk of eventually losing service. Operations and parts will continue to be processed while SRUSC 2236 is in retirement. The customer is offered a replacement SRUSC 2454 at a 50% discount with free installation.
Cost Analysis	<ul style="list-style-type: none"> SRU will break even after providing the 50% customer discount. The support SRU provides may result in additional sales for upgraded systems and generate goodwill among their consumers.
Scheduling	<ul style="list-style-type: none"> Milestone 1: Announce the release of SRUSC 22454. Milestone 2: Initiate and announce SRUSC 2236 product retirement. Milestone 3: End all SRUSC 2236 product support after all contractual obligations have been met.
Risk Analysis	<ul style="list-style-type: none"> The inability to reach and contact customers. The unwillingness of customers to fund the conversion to the SRUSC 2454

	<ul style="list-style-type: none">• SRUSC 2236 technical failures before the retirement period ends.• SRUSC 2236 inventory shortage and supply chain issues.• Potential lack of installation personnel to handle the conversion demand.
Critical Success Factors (CSF)	<ul style="list-style-type: none">• 100% reach to inform all current 2236 customers of the new SRUSC 2454 product and convert them within 18 months of the new system launch.