**Product End of Life (EOL) Scenarios Worksheet**

**Evaluate three product scenarios.**

In this lab, you will delve into the product scenarios of three prominent tech companies: Microsoft, Apple, and Intel. You will explore their respective product update strategies. Additionally, you will introduce the key considerations in End-of-Life (EOL) planning and provide a structured worksheet for documenting the evaluation process.

**Microsoft:**

Microsoft routinely updates its Windows operating systems. The company plans to release Windows 12 in late 2024, unveiling a prototype desktop redesign under the codename "Next Valley." Microsoft anticipates changes to the lock screen, notification center, and widespread AI integration throughout the operating system. Following Windows 12, Microsoft has scheduled Windows 13 for 2027, with Windows 14 set to follow in 2030.

**Apple:**

Apple unveils a new iPhone model annually, with the iPhone Verio 15 launching in September 2023. We can anticipate subsequent models in 2024, 2025, and beyond. Apple often updates the iPhone operating system, iOS, along with these models.

**Intel:**

Intel regularly launches new processors, updating product lines at varying intervals. The Core i7 and Core i9 processors typically see updates every one to two years, whereas the Core i5 line undergoes less frequent updates. The upcoming 14th Gen Meteor Lake chips, set to release in December 2023, showcase a novel design prioritizing efficiency over performance. This hybrid architecture incorporates performance cores (P-cores), denoted as Redwood Cove, and efficiency cores (E-cores), known as Crestmont. This strategy marks a shift toward enhanced efficiency within Intel's latest processor line, catering to evolving technological demands.

End-of-Life (EOL) planning requires a comprehensive assessment of the following critical factors:

* Product Identification: Determine whether the product should be defined along with any other retirement ramifications.
* Rationale: Evaluate whether the firm should provide an explanation for the product's retirement.
* Retirement Strategy: Assess the necessity of defining or explaining the strategy governing the retirement process.
* Proposed Mitigation Plan: Consider whether the firm should explain the retirement process.
* Communications Planning: Determine if the development of a Communications Management Plan is crucial to support internal and external stakeholders.
* Internal Impact: Address the importance of defining and managing internal impacts stemming from retirement.
* External Impact: Analyze and manage the anticipated impact on external stakeholders.
* Cost Analysis: Evaluate the necessity for the firm to conduct a comprehensive cost/benefit analysis.
* Risk Analysis: Determine if the firm should perform a thorough risk analysis and develop mitigation plans to address potential challenges and unforeseen consequences.

**Use this Worksheet to Document Your EOL Evaluation**

|  |  |  |
| --- | --- | --- |
| EOL Planning Consideration | Applicable (Y/N) | Comments |
| 1. Product Identification | Y | All three companies release updated versions regularly. Clear product versioning and SKUs are essential for EOL targeting. |
| 1. Rationale | Y | The rationale often includes tech advancements, cost reduction, and strategic product evolution. |
| 1. Retirement Strategy | Y | Each company applies a planned obsolescence or generational update strategy. |
| 1. Proposed Migration Plan | Y | Migration plans such as OS upgrade paths are essential, especially for large user bases. |
| 1. Communications Management Planning | Y | Clear communication to users and partners avoids confusion and backlash. |
| 1. Internal Impact Analysis | Y | Internal teams need alignment on engineering, support, and logistics. |
| 1. External Impact Analysis | Y | Users, partners, OEMs must be considered—especially in hardware transitions. |
| 1. Cost Analysis | Y | Cost of continued support vs. upgrade incentive must be evaluated. |
| 1. Risk Analysis | Y | Risks include customer dissatisfaction, legal issues, and brand damage if poorly handled. |