

MEETING TITLE:

Q4 Planning Meeting

DATE:

Not specified

ONE-LINE PURPOSE:

Finalize Prime Day 2025 strategy, AWS enterprise expansion, and Alexa device roadmap.

EXECUTIVE SNAPSHOT:

The meeting aimed to make critical decisions on budget allocation and resource planning for Q4. The team discussed the importance of prioritizing revenue protection over feature completeness. Key initiatives include launching the AWS enterprise platform by February 1st, Prime Day on July 20th, and deferring the Alexa device launch to Q2 2025.

KEY DECISIONS MADE:

- Launch AWS enterprise platform by February 1st

Owner: Sarah

Effective: February 1st

- Prime Day launches on July 20th

Owner: Andy Jassy

Effective: July 20th

- Alexa device moves to Q2 2025

Owner: Andy Jassy

Effective: Q2 2025

ACTION ITEMS & NEXT STEPS:

Owner	Task	Due
Sarah	Finalize AWS enterprise documentation by December 20th	December 20th
Dave	Complete Prime Day technical infrastructure by June 1st	June 1st
Patricia	Coordinate enterprise customer migrations starting January 15th	January 31st
Brian	Close \$2.5M enterprise deals by January 31st	January 31st

Rachel	Update marketing materials by December 15th	December 15th
David	Complete compliance review by January 15th	January 15th
Tom	Provide updated Q4 budget forecast by December 10th	December 10th

OPEN QUESTIONS & UNRESOLVED ISSUES:

- What happens if the \$2.5M enterprise deals don't close by January 31st?

Owner: Andy Jassy

- Do we still proceed with AWS enterprise platform launch if the deals don't close?

Owner: Sarah

RISKS, CONCERNS, & CONSTRAINTS:

- Missing February 1st AWS enterprise deadline

Severity: High

Owner: Andy Jassy

Mitigation: Add weekly AWS enterprise status meeting and risk dashboard

- Prime Day delay beyond July 20th impacts Q3 revenue targets significantly

Severity: High

Owner: Andy Jassy

Mitigation: Add buffer time for Prime Day logistics prep

- Alexa device deferral might cause customer churn in our smart home ecosystem

Severity: Med

Owner: Sarah

Mitigation: Communicate Q2 timeline proactively to smart home customers

IMPORTANT CONTEXT & RATIONALE:

- Prioritizing revenue protection over feature completeness

Rationale: Data-driven decisions based on revenue impact and technical feasibility

KEY METRICS, DATES, & MILESTONES MENTIONED:

- AWS enterprise migration completion rate target

Value/Date: 85% by February 15th

- Prime Day customer acquisition

Value/Date: 50,000 new Prime members by July 25th

- Q4 revenue target

Value/Date: \$150M

FOLLOW-UP CADENCE:

- Next check-in date/time (if stated; otherwise “Not specified”): Monday, December 10th at 9am
- What will be covered: Review AWS enterprise progress, budget forecast, and risk dashboard