**Project Brief**

**New Solutions Enterprise New Product Launch**

**New Solutions Enterprise**

**555 Numbers Way**

**Helena, MT Zip 59601**

**04/18/2024**

**Project Brief**

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| PROJECT NAME | **New Solutions Enterprise New Product Launch** | | |
| PROJECT MANAGER | Clayton DeSimone | EMAIL | clayton.desimone@mail.helenacollege.edu |
| START DATE  END DATE | 01/01/2024  03/31/2026 | BUDGET | $850,000 |
| PROJECT OVERVIEW | The NSE New Product Launch project aims to address the pressing business issues of declining sales, innovation stagnation, and decreased customer satisfaction by introducing a new software product that integrates artificial intelligence (AI) tools with NSE's existing data analytics platform. The primary objective is to create a cutting-edge software solution that meets the evolving needs of customers while revitalizing NSE's market relevance and competitiveness in the software industry. | | |
| OBJECTIVES | • Develop and launch a new software product that integrates AI tools with NSE's data analytics platform.  • Increase sales revenue and market share by meeting the evolving needs of customers.  • Enhance customer satisfaction and engagement through the introduction of innovative features and functionalities. | | |
| SCOPE | • Conducting market research and customer needs assessment.  •Selecting and integrating third-party AI tools into NSE's data analytics platform.  • Developing, testing, and deploying the new software product.  • Creating comprehensive documentation, training materials, and marketing collateral.  •Providing post-deployment support and monitoring feedback for continuous improvement. | | |
| DELIVERABLES | • New software product integrated with AI tools.  • Design specifications, documentation package, and training materials.  • Quality assurance reports and deployment plan.  • Feedback mechanism for gathering customer feedback. | | |
| SUCCESS CRITERIA | • Successful launch of the new software product within the specified timeline and budget.  • Positive feedback and adoption rates from customers and stakeholders.  • Increase in sales revenue and market share.  • Enhanced customer satisfaction and engagement metrics. | | |
| TARGET AUDIENCE | **Existing and potential customers of NSE's data analytics software, as well as stakeholders involved in the development, deployment, and support of the new product.** | | |

**Sponsor Acceptance**

Approved by the Project Sponsor:

*John’s signature*

Date:

John Doe

Vice President