Obsolescence criteria

High Low **Customers** Critical enterprise Small unnamed **Related products** Essential component Stand-alone **Inventory costs** Zero High Evaluate potential Maintenance & products to obsolete by support Minimal Time-consuming using these factors Strategic fit Mark where you think the High Low product sits on each line

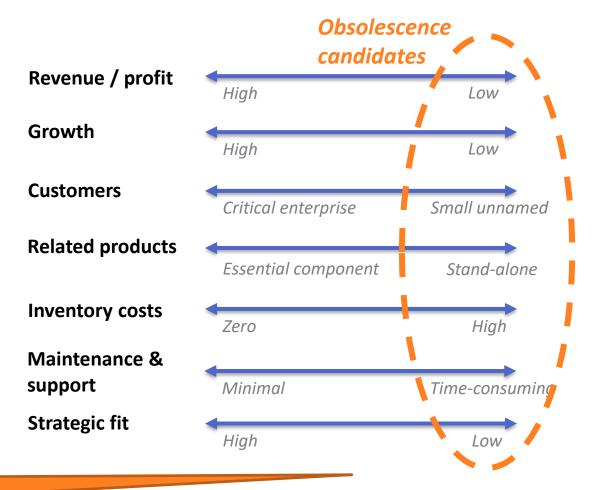
Revenue / profit

Growth

High

Low

Obsolescence criteria



If scores are mostly on the right, then this product is a good obsolescence candidate