No	Success metrics	Theme	Use Case	Value proposition	Cross-functional teams	Milestones		
						Release 1	Release 2	Release 3
1	Adoption growth	Skip-the-front-desk	Mobile checkin	High	Cloud, enterprise, mobile	X		
2	Adoption growth	Skip-the-front-desk	Mobile checkout	High	Cloud, enterprise, mobile	X		
3	Adoption growth	Skip-the-front-desk	Room reassignment	Med	Cloud, enterprise, mobile	X		
4	Feature usage	Service optimzation	Room service	High	Cloud, enterprise, mobile		X	
5	Feature usage	Service optimzation	Room housekeeping	Low	Cloud, enterprise, mobile			X
6	Acquisition cost	Skip-the-front-desk	Assa abloy keyless locks	Med	Cloud, mobile, devices		X	
7	Acquisition cost	Service optimzation	Inncom in-room sensors	Low	Cloud, mobile, devices			X