**LAUNCH-01 — Go-Live & Cutover Runbook (Hypercare + Rollback)**

**Intent**  
Execute a predictable launch: flags, smoke tests, comms, hypercare, and a **rehearsed rollback** — with zero data loss.

**Actors**  
Release Manager • Ops • Support • Product • Comms • Tenant Champions

**Preconditions**

* Feature flags present; perf & UAT passed; dashboards & alerts live; DR/BCP rehearsed.

**Flow (happy path)**

1. **Change Window & Roles**
   * Freeze window set; owners for BE/FE/db/ops/comms; war-room channel.
2. **Pre-cutover Checks**
   * Health green (DB, cache, queues), error budgets green, capacity headroom ≥ 30%.
3. **Dry Run**
   * Stage rehearsal with seed data; practice rollback; capture timings.
4. **Flag Rollout**
   * Turn on Partner Store features by cohort (internal → pilot tenants → GA); watch SLOs between steps.
5. **Smoke Tests**
   * Run scripted flows: create → screen → hold → merge → reactivate → bulk undo; verify CIRs, lineage badges, webhooks.
6. **Hypercare**
   * 7 days: extended on-call; hourly dashboards review; Support tooling ready (replay, redrive).
7. **Rollback**
   * Criteria defined (SLO breach > X, error rate > Y); one-click revert flags/config bundle; redrive stuck jobs; publish incident note.
8. **Closeout**
   * Post-launch report: SLOs, incidents, open actions; lock flags; handover to BAU.

**Edge cases**

* Tenant-specific issues → per-tenant flag off; keep global on.
* Provider feed hiccup → freeze activations, use last good snapshot.

**Done when**

* Launch and/or rollback executed exactly as runbook; SLOs met; hypercare closed with report.

**Deliverables**  
Runbook PDF, Dry-run & Launch reports, Flag change log, Hypercare summary.