**End-of-life (EOL) plan**

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| EOL planning category | Planning considerations |
| Product identification | * **Product Name:** Mobile Laptop Interface Whiteboard (WB-3000) * **Product ID:** WB-3000 * **Product Line:** Mobile whiteboard line * Part of LWT's collaboration tools portfolio. |
| Rationale | * Technology and user needs will evolve. WB-3000 is planned to be replaced after two years with an upgraded version. The planned obsolescence strategy allows for continued innovation. |
| Retirement strategy | * Strategy: **Spin-off + Retirement**  A successor product will be introduced using upgraded tech. WB-3000 will be phased out with incentives for users to transition. |
| Proposed mitigation plan | * Customers notified 6 months before retirement * Honor all contracts and warranties * Issue management hotline and upgrade incentives * Transition tracked and managed |
| Communications planning | * Notifications begin at Launch + 18 months * Customer updates via email, website, and support centers * Official phase-out message and support timeline shared |
| Internal impact | * Manufacturing to halt WB-3000 production 3 months before retirement * Customer support trained on both WB-3000 and successor product * Legal assured all warranty policies are valid * HR to reassign or retain impacted personnel |
| External impact | * Partners and bulk buyers informed with advance notice * Clear communication about upgrade options and support policies for customers |
| Cost analysis | * Cost of transition included in original lifecycle plan * Retirement plan estimated at $10,000 * Upgrade incentive costs absorbed into marketing budget |
| Scheduling | * Launch: July Year X * Notifications: Launch + 18 months (January Year X+2) * Product Retirement: Launch + 24 months (July Year X+2) |
| Risk analysis | * **Risks:** Customer dissatisfaction, loss of brand trust, inventory surplus * **Mitigation:** Transparent communication, incentives, early replacement availability |
| Critical success factors (CSF) | * Smooth transition with <1% negative customer feedback * >80% customers successfully upgraded * No major disruption in support or service quality during transition |