

Executive Release Readiness Summary

Self-Service Campaign Builder

Version	Author	Date	Comments
0.1	Sugumar Krishnamoorthy	12/24/2025	Initial Draft

<i>Executive Release Readiness Summary</i>	1
1. Release Overview	2
2. Business Objectives	2
3. Release Scope	2
In Scope	2
Out of Scope.....	2
4. Quality & testing Status	3
Testing Coverage	3
Test Design Techniques Applied.....	3
Defect Summary	3
5. Key Risks & Mitigation	3
Compliance Risk.....	3
Financial & Billing Risk	3
Operational Risk.....	4
Customer Experience Risk.....	4
6. Go / No-Go Assessment	4
Go / No-Go Criteria	4
Release Decision.....	4
7. Post-Release Monitoring & Success Metrics	4
8. Requirement Traceability Matrix (RTM)	5
Final Sign-Off	5

1. Release Overview

The **Self-Service Campaign Builder** enables eligible customers to independently configure and launch **small to medium campaigns** through Web and Mobile platforms.

The solution replaces a traditionally managed workflow with a **controlled, compliance-aware self-service experience**, reducing operational dependency while maintaining governance, pricing integrity, and auditability.

This release is designed for **limited-region rollout** with clear guardrails to ensure regulatory compliance and operational safety.

2. Business Objectives

The primary goals of this release are:

- Reduce dependency on managed services for small and medium campaign setups
- Accelerate customer onboarding and time-to-revenue
- Increase digital adoption among SMB and retail customers
- Enable scalable growth without increasing operational overhead
- Preserve compliance, billing accuracy, and audit readiness

3. Release Scope

In Scope

- Guided campaign configuration experience
- Region-based compliance gating
- Role-based access control
- Campaign size, volume, and duration limits
- Fixed pricing with transparent cost preview
- Credit card payment (default)
- Billing with approval workflow for eligible organizations
- Web (full configuration and submission)
- Mobile (review, approval, status tracking)
- Audit logging for all key actions

Out of Scope

- Large or custom enterprise campaigns
- Negotiated or variable pricing
- Unsupported regions or regulatory markets
- Manual Ops overrides for DIY submissions

4. Quality & testing Status

Testing Coverage

- End-to-end **Business Acceptance Testing (UAT)** completed across Web and Mobile platforms
- Critical user journeys validated including:
 - Eligibility and compliance enforcement
 - Campaign configuration and validation
 - Pricing calculation and billing workflows
 - Approval state transitions
 - Submission, confirmation, and audit logging

Test Design Techniques Applied

- Boundary Value Analysis for campaign size and duration limits
- Decision Table testing for eligibility, payment, and approval combinations
- State Transition testing for approval and payment workflows
- Negative and exception testing for compliance, billing, and payment failures

Defect Summary

- **Critical defects:** 0
- **High severity defects:** 0
- No open compliance, billing, or pricing-related issues

5. Key Risks & Mitigation

Compliance Risk

Risk: Users from restricted regions or unauthorized roles accessing DIY

Mitigation:

- Region-based gating
- Role-based access control
- Submission-time compliance revalidation

Financial & Billing Risk

Risk: Incorrect pricing or unauthorized billing

Mitigation:

- Fixed pricing with no manual override
- Credit card as default payment method
- Billing submissions require explicit approval

Operational Risk

Risk: Oversized or complex campaigns entering DIY flow

Mitigation:

- Hard limits on campaign size and duration
 - Automatic redirection to managed service flow when limits are exceeded
-

Customer Experience Risk

Risk: Confusion or failed submissions

Mitigation:

- Guided configuration steps
- Real-time validation and clear error messaging
- Visible status tracking on Web and Mobile

6. Go / No-Go Assessment

Go / No-Go Criteria

- No open Critical or High defects in:
 - Compliance enforcement
 - Pricing and billing
 - Approval workflows
 - Submission and launch logic
- All acceptance criteria validated
- Audit logging verified
- Rollout and monitoring plan approved

Release Decision

GO – for limited-region release with feature flags enabled

This controlled rollout allows early adoption monitoring while minimizing regulatory and operational risk.

7. Post-Release Monitoring & Success Metrics

The following metrics will be tracked post-release:

- Percentage of campaigns created via DIY
- Reduction in Ops-assisted campaign setups
- Average campaign setup time
- Approval turnaround time for billing-based submissions

- Payment failure rate
- Compliance exceptions or blocked submissions

Insights from these metrics will guide eligibility expansion and future enhancements.

8. Requirement Traceability Matrix (RTM)

Proceed with a **controlled, limited-region launch** of the Self-Service Campaign Builder.

The feature demonstrates strong readiness from a **product, quality, and compliance perspective**, and is well-positioned to deliver measurable business impact while maintaining governance.

Final Sign-Off

- **Product:** Approved
- **Quality:** Approved
- **Compliance:** Approved