

# Executive Release Readiness Summary

## Self-Service Campaign Builder

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

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## 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

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### 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
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## **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
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## **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.

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### Final Sign-Off

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