VISION™

Products Lunch and Learn

8/4/2016

Agenda

- Products Overview

- Roadmap Update: Social Engagement

- Questions

VISION

Products Overview

Product Development Charter

Product Development is an essential part of Vision's organizational strategy to move toward market-driven products and services

- Develop new products and enhance existing products

- Manage products throughout the product lifecycle

- Improve efficiency and effectiveness of internal teams
  - For example, Project Migration Tool

- Be a customer advocate
  - Be the voice of the customer in all things product
  - Share customer insight across the company

Who Are We?

The Product Management team owns and delivers the product roadmap and drives enhancements for existing Vision products
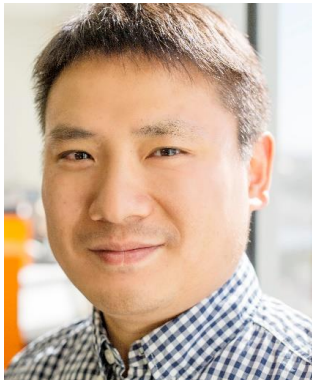

Denise Petrulis
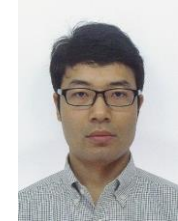*Director,*
Product Management

Jake Sager
Product Manager

Who Are We?

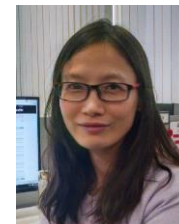**The Software Development team develops and tests software based on requirements from Product Management**

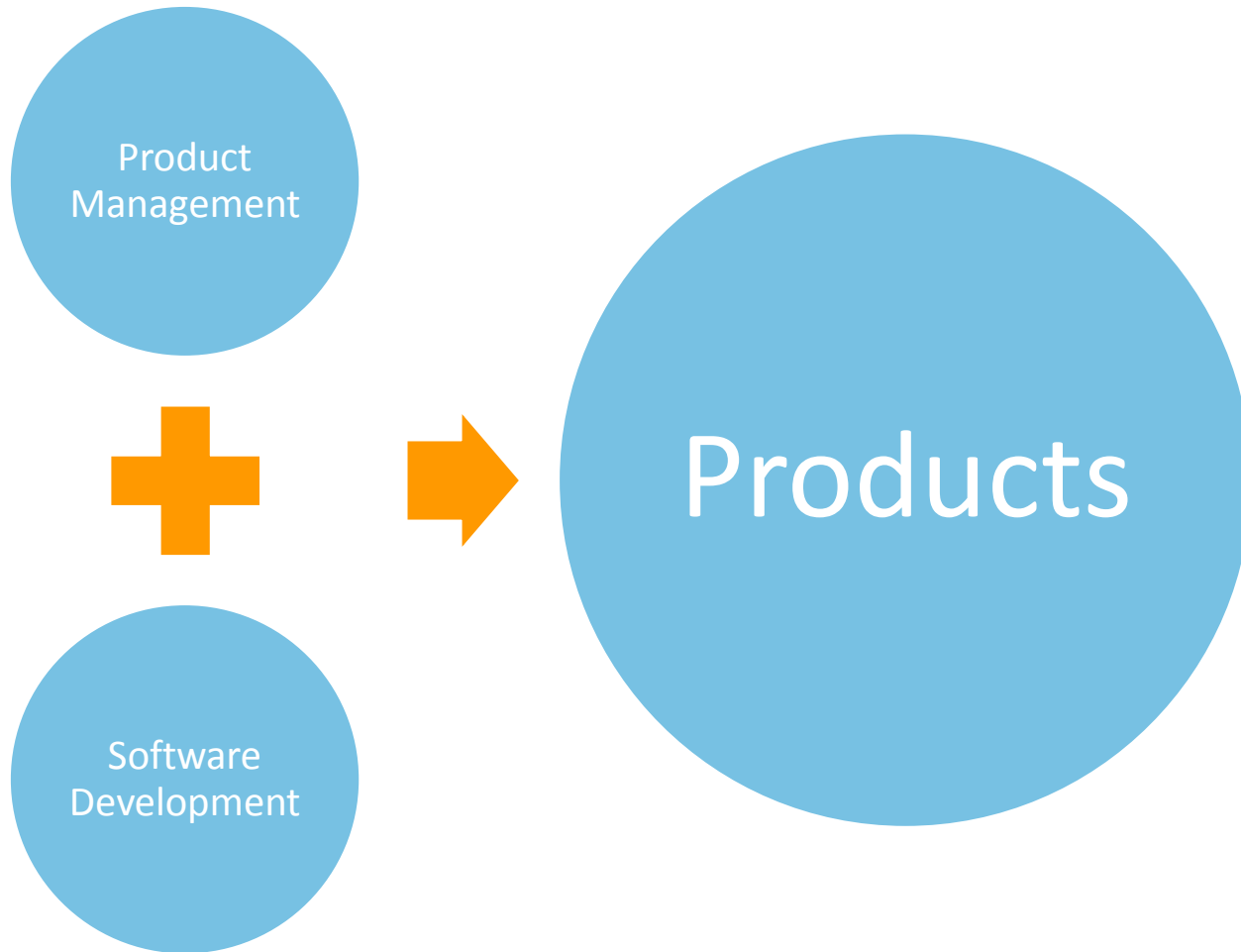**Software Developers (L – R): Richard Miranda, Anh Hoang, Ben Phung, Haikuo Pan**

Yuliang Ding
Director,
Software Development

Quality Assurance (L – R): Jessie Li, Sandi Phan

Product Management

Software Development

Products

Product Development Activities

Product Development priorities are driven by Vision's business goals, market trends, and our customers

- Define product strategy by understanding the market and our customers
  - Become market, customer, and competitor expert
  - Identify and capitalize on new opportunities
  - Make sure our solutions have the features required to maintain market leadership

- Own and deliver product roadmap
  - Evaluate product ideas
  - Define product requirements and collaborate to build solutions
  - Collaborate with product marketing to launch new products
  - Review and update roadmap on a periodic basis

- Provide product training and support

Product Steering Committee – Officially Kicked Off!

Goals and Objectives:

- Gain organizational awareness, buy-in, and alignment around product development priorities

- Guide and evaluate options for product development to improve the way we design, develop, and launch products
  - Review of past releases and launches
  - Plan for upcoming launches

- Ensure that we incorporate diverse perspectives and are being realistic and objective in our decision-making

Products Schedule

Legend: 🟠 *Meetings* 🟡 *Releases* 🔵 *Launches*

Quarter	Q3 2016			Q4 2016			Q1 2017			Q2 2017		
Month	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun

Steering Committee Meetings

🟠 *Jul 13: Competitive Analysis and Business Case Update*

🟠 *Aug 31: Go To Market Review*

Social engagement

🟠 *Oct 12: Quarterly Meeting*
- *Review social media launch*
- *Review dashboard launch*
- *Finalize November (social engagement) launch*
- *Plan for February launch*

🟠 *Quarterly Meeting*
- *Review dashboard launch*
- *Review social engagement launch*
- *Finalize February launch*
- *Plan for May launch*

🟠 *Quarterly Meeting*

Releases and Launches

🔵 *Aug 18: Dashboard Launch; Jul 7 release to RSMs*

🟡 ❌ 🟡 🔵 *Nov 17: Social Engagement Launch*

Social engagement releases and launch

🟡 🟡 🔵 *Feb 16: Launch TBD*

🟡 🟡 🔵 *May 18: Launch TBD*

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vision

Social Engagement

What We've Heard From Customers

- Integrated systems are extremely valuable

- Usability is key to learning and adopting the system

- Need a way to manage and respond to comments, ideas, poll results

- Communication with residents is an important goal for local government, and they want effective tools to reach and engage with new groups in their community
  - Consistent message across various channels
  - Include more diverse and representative voices

Social Engagement Prototype

- August 11: Customer Webinar: CMS Redesign

- August 18-25: CMS Redesign Rollout to Clients
  - August 18: Group 1 (Vision-hosted)
  - August 23: Group 2 (Vision-hosted)
  - August 25: Client-hosted

- November 17: Social Engagement Available

Thank you