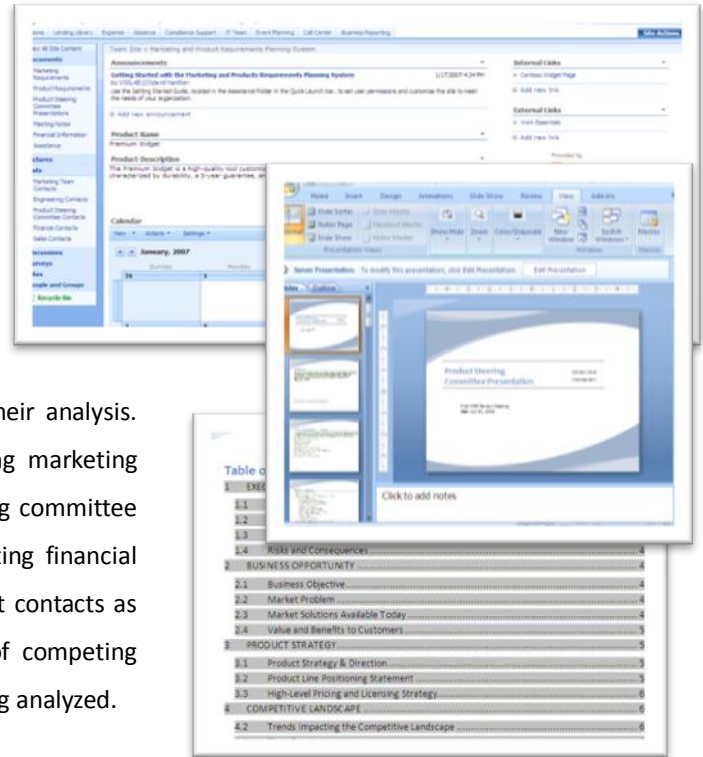


Application Template: Product and Marketing Requirements Planning

Description of Template

The Product and Marketing Requirements Planning application template for Microsoft® Windows® SharePoint® Services 3.0 helps teams manage the process of creating new product requirements and marketing content. The site contains several useful templates for the 2007 Microsoft Office system as well as collaboration tools which can be used to help teams organize their analysis. The planning templates provide help for organizing marketing and product requirements, creating product steering committee presentations, tracking meeting notes and completing financial information. The site enables team members to list contacts as well as upload supporting files such as pictures of competing products or a general description of the product being analyzed.



Sample Activities Performed in this Application Template

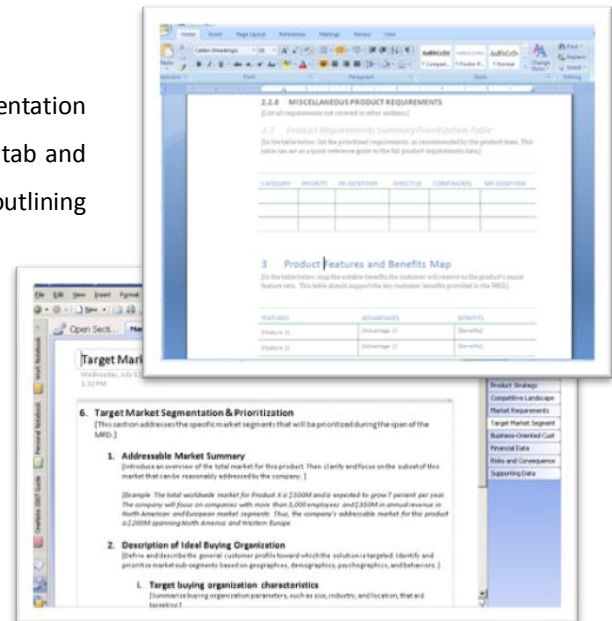
The following examples show the various ways Microsoft anticipates this template will be utilized in a typical organization. If you wish to add additional features, please ask your IT provider to research Microsoft Office SharePoint Designer 2007.

David Hamilton is a product planner at a software company located in Colorado. His responsibility is to work with engineering, sales and marketing teams to coordinate the future direction of the company's product line. To help organize the process last year, David deployed the Product and Marketing Requirements Planning site build on Windows SharePoint Services 3.0. For this year's strategy planning process, David will modify the documents he created using the templates provided by the site.

He begins by opening the Microsoft Office Word 2007 document titled "Marketing Requirements Template", which includes seven sections that David completed last year on the company's "widget" software product. He navigates to the Competitive Landscape section to update the document for the three new competitors that have entered the market in the last twelve months. David also changes the Target Market Segmentation and

Prioritization information based on the strategy meeting he drove last week outlining the company's new customer direction.

David wants to make sure he gets all the new segmentation information correct, so he navigates to the Meeting Notes tab and clicks on the Microsoft Office OneNote® 2007 document outlining the notes from last week's meeting. He checks to see which segmentation information was changed, and proceeds to update the segmentation section of the Office Word 2007 document.



Finally, David wants to let his team know that there is a CEO review of the new product plan on January 5th, 2007. He clicks on the calendar from the main page of the site and creates a new meeting with the title

Product Strategy Review with CEO. Since his teammates have all subscribed to receive a notification when items are added to the calendar, they will now know to prepare for the meeting.

About Microsoft Windows SharePoint Services 3.0

Microsoft Windows SharePoint Services 3.0 is technology in Windows Server® that offers an integrated portfolio of collaboration and communication services designed to connect people, information, processes and systems both within and beyond the organizational firewall. Now available at no additional charge, the technology provides a platform for developing Web-based business applications. Application Templates provide out-of-the-box scenarios to address the needs of specific business processes.

More Information

For more information on the technologies described in this article, please visit:

Microsoft Windows SharePoint Services 3.0:
<http://www.microsoft.com/sharepoint>

Application Templates for Windows SharePoint Services:
<http://www.microsoft.com/sharepointapps>

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