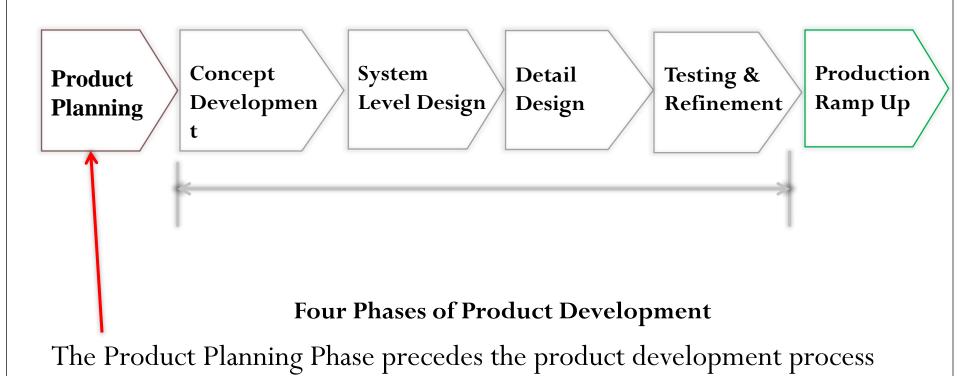
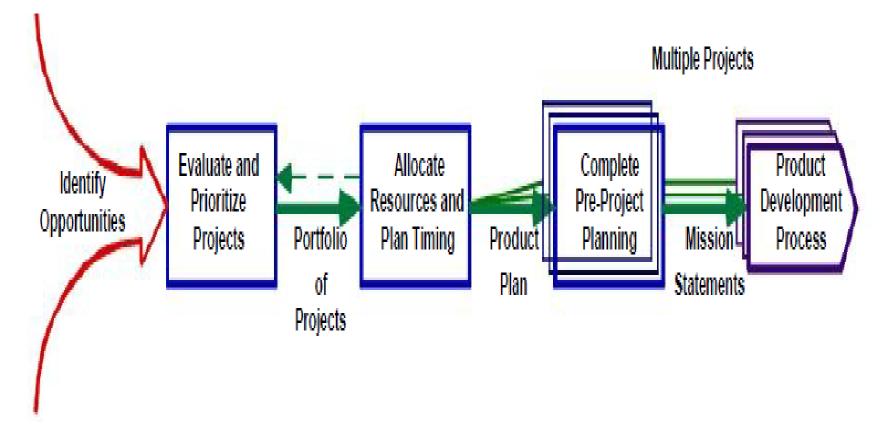
Product Planning

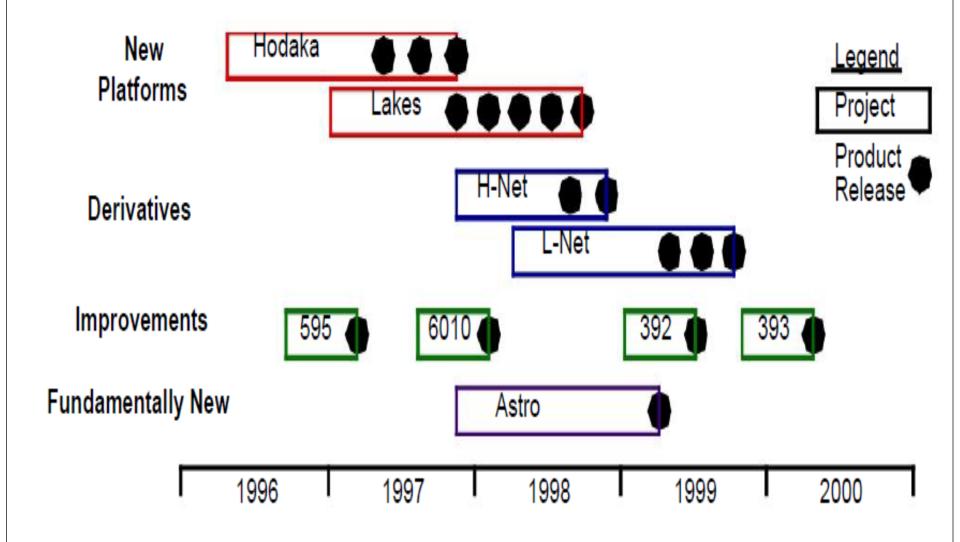
Product Development Process



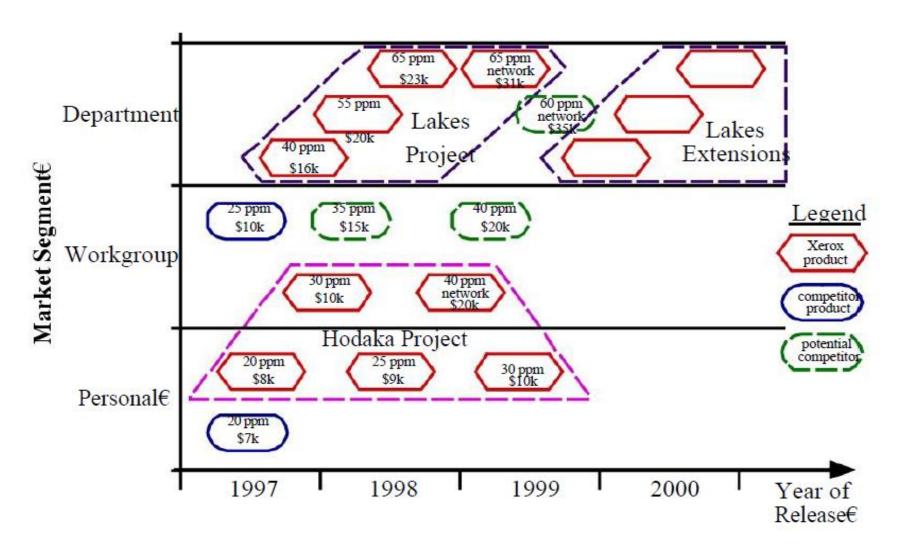
The Product Planning Process



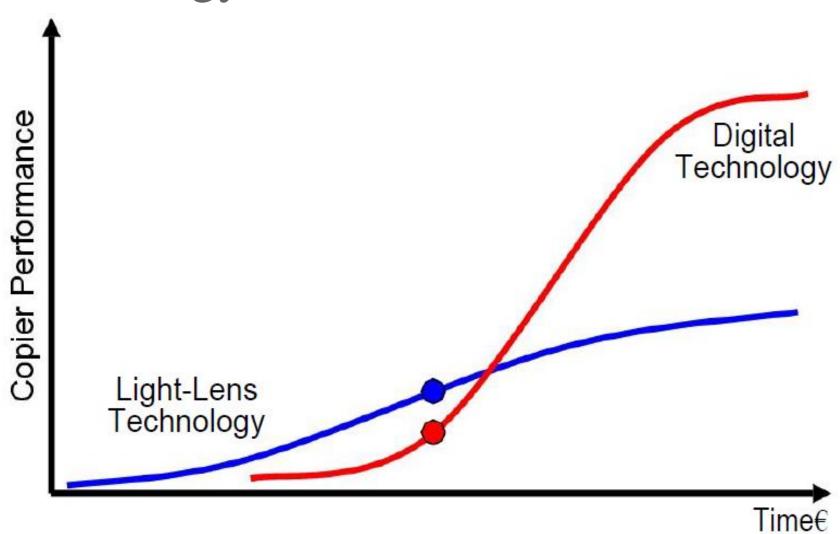
A Product Plan



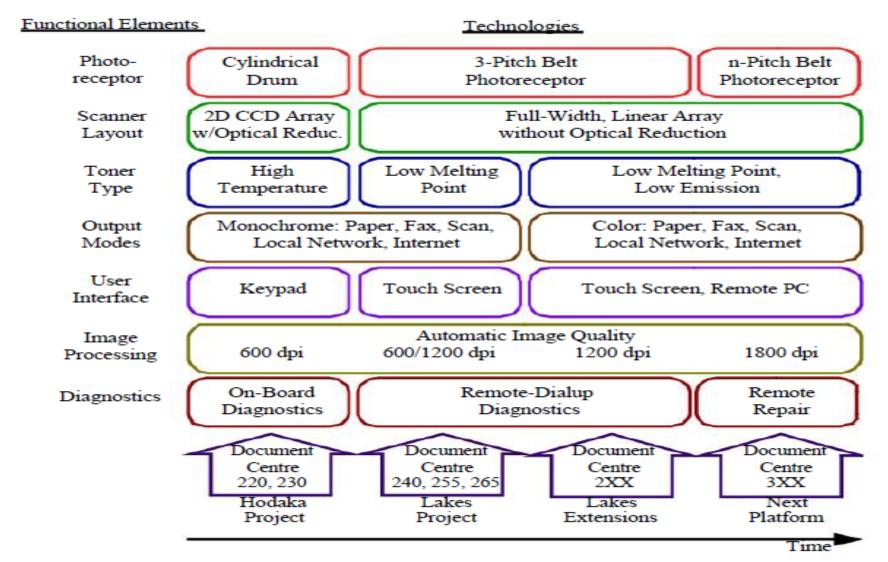
Market Segment Map



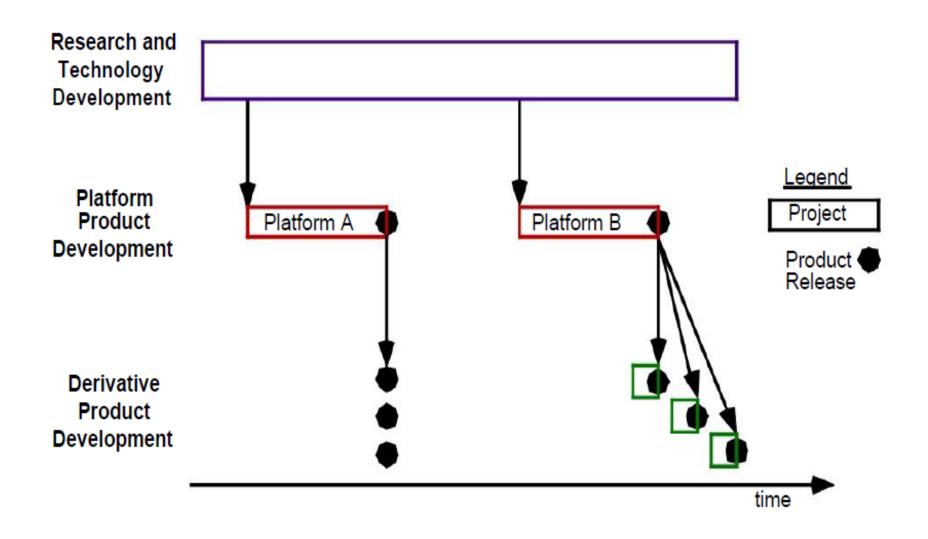




Technology Roadmap



Platforms vs. Derivatives



Product-Process Change Matrix

Research and Technology Development

Extent of Product Changes

New Core Process Next Generation Process Single Department Upgrade Tuning and Incremental Changes No Process Change

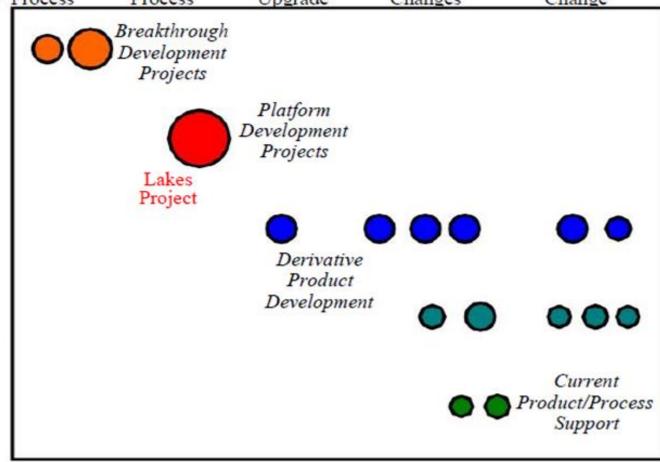
New Core Product

Next Generation Product

Addition to Product Family

Minor Product Enhancement

> No Product Change



Aggregate Resource Planning

