

ID	Task Name	Duration	Start	Finish	Predecessors	1st Quarter			3rd Quarter			1st Quarter			3rd Qu					
						Jan	Mar	May	Jul	Sep	Nov	Jan	Mar	May	Jul					
1	<b>Product Launch Timetable</b>	<b>68 wks</b>	<b>Wed 1/1/97</b>	<b>Tue 4/21/98</b>																
2	<b>Product Creation</b>	<b>68 wks</b>	<b>Wed 1/1/97</b>	<b>Tue 4/21/98</b>																
3	<b>Design &amp; Development</b>	<b>32 wks</b>	<b>Wed 1/1/97</b>	<b>Tue 8/12/97</b>																
4	Product and Market Research	6 wks	Wed 1/1/97	Tue 2/11/97																
5	User Requirements Specification	2 wks	Wed 2/12/97	Tue 2/25/97	4															
6	Functional and Design Specification	2 wks	Wed 2/26/97	Tue 3/11/97	5															
7	Development	6 wks	Wed 3/12/97	Tue 4/22/97	6															
8	Alpha (Product is Complete per Spec)	4 wks	Wed 4/23/97	Tue 5/20/97	7															
9	Field Test (Beta)	6 wks	Wed 5/21/97	Tue 7/1/97	8															
10	Product Certification (ie. Veritest)	4 wks	Wed 6/18/97	Tue 7/15/97	9SS+4 wks															
11	Release Candidate	6 wks	Wed 7/2/97	Tue 8/12/97	9															
12	Release to Manufacturing	0 wks	Tue 8/12/97	Tue 8/12/97	11															
13	<b>Product Documentation</b>	<b>22 wks</b>	<b>Wed 4/23/97</b>	<b>Tue 9/23/97</b>																
14	Product Manual	8 wks	Wed 4/23/97	Tue 6/17/97	7															
15	"Interactive Assistants"	6 wks	Wed 5/21/97	Tue 7/1/97	8															
16	Online Help	4 wks	Wed 7/2/97	Tue 7/29/97	9															
17	Product Tutorial	4 wks	Wed 7/2/97	Tue 7/29/97	9															
18	Electronic Manual	2 wks	Wed 7/2/97	Tue 7/15/97	29SS															
19	Migration/Implementation Planner	3 wks	Wed 8/13/97	Tue 9/2/97	11															
20	Resource Kit	6 wks	Wed 8/13/97	Tue 9/23/97	11															
21	<b>Manufacturing</b>	<b>8.8 wks</b>	<b>Wed 6/18/97</b>	<b>Mon 8/18/97</b>																
22	Box Printing	2 wks	Wed 6/18/97	Tue 7/1/97	14															
23	Manual Printing	4 wks	Wed 6/18/97	Tue 7/15/97	14															
24	Box Elements Printing	4 wks	Wed 7/2/97	Tue 7/29/97	9															
25	Disk Duplication	3 ed	Tue 8/12/97	Fri 8/15/97	12															
26	Assembly	3 ed	Fri 8/15/97	Mon 8/18/97	25															
27	First Customer Ship (FCS)	0 wks	Mon 8/18/97	Mon 8/18/97	26															
28	<b>Secondary Products</b>	<b>22 wks</b>	<b>Wed 7/2/97</b>	<b>Tue 12/2/97</b>																
29	NFR Edition	3 wks	Wed 7/2/97	Tue 7/22/97	9															
30	Administrator's Toolkit	4 wks	Wed 8/13/97	Tue 9/9/97	11															
31	Trial Edition (Desktop)	2 wks	Wed 8/13/97	Tue 8/26/97	12															
32	Trial Edition (Network)	8 wks	Tue 8/19/97	Mon 10/13/97	27															
33	Teaser/Freeware Edition	2 wks	Wed 8/13/97	Tue 8/26/97	12															

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34	OEM Edition	4 wks	Wed 9/24/97	Tue 10/21/97	33FS+4 wks										
35	Software Developer's Kit	6 wks	Wed 10/22/97	Tue 12/2/97	33FS+8 wks										
36	<b>Localization</b>	<b>36 wks</b>	<b>Wed 8/13/97</b>	<b>Tue 4/21/98</b>											
37	<b>European</b>	<b>16 wks</b>	<b>Wed 8/13/97</b>	<b>Tue 12/2/97</b>											
38	UK English	4 wks	Wed 8/13/97	Tue 9/9/97	11										
39	French	6 wks	Wed 9/10/97	Tue 10/21/97	38										
40	German	6 wks	Wed 9/10/97	Tue 10/21/97	39SS										
41	Italian	6 wks	Wed 10/22/97	Tue 12/2/97	40										
42	<b>Iberian</b>	<b>6 wks</b>	<b>Wed 10/22/97</b>	<b>Tue 12/2/97</b>											
43	Spanish (Castilian)	6 wks	Wed 10/22/97	Tue 12/2/97	41SS										
44	Spanish (South American)	6 wks	Wed 10/22/97	Tue 12/2/97	41SS										
45	Portuguese	6 wks	Wed 10/22/97	Tue 12/2/97	41SS										
46	Brasilian	6 wks	Wed 10/22/97	Tue 12/2/97	41SS										
47	<b>Nordic</b>	<b>6 wks</b>	<b>Wed 12/3/97</b>	<b>Tue 1/13/98</b>											
48	Swedish	6 wks	Wed 12/3/97	Tue 1/13/98	46										
49	Danish	6 wks	Wed 12/3/97	Tue 1/13/98	48SS										
50	Norwegian	6 wks	Wed 12/3/97	Tue 1/13/98	48SS										
51	<b>Non-Roman</b>	<b>36 wks</b>	<b>Wed 8/13/97</b>	<b>Tue 4/21/98</b>											
52	Japanese	12 wks	Wed 8/13/97	Tue 11/4/97	11										
53	Chinese	12 wks	Wed 11/5/97	Tue 1/27/98	52										
54	Arabic	12 wks	Wed 1/28/98	Tue 4/21/98	53										
55	<b>Product Launch</b>	<b>44 wks</b>	<b>Wed 2/12/97</b>	<b>Tue 12/16/97</b>											
56	<b>Launch Planning</b>	<b>16 wks</b>	<b>Wed 2/12/97</b>	<b>Tue 6/3/97</b>											
57	Pricing Schedules & Policies	2 wks	Wed 2/12/97	Tue 2/25/97	4										
58	Product Licensing	2 wks	Wed 4/23/97	Tue 5/6/97	7										
59	Fulfillment	2 wks	Wed 5/21/97	Tue 6/3/97	8										
60	Customer Service	2 wks	Wed 5/21/97	Tue 6/3/97	8										
61	Technical Support	2 wks	Wed 5/21/97	Tue 6/3/97	8										
62	<b>Public Relations</b>	<b>38 wks</b>	<b>Wed 2/12/97</b>	<b>Tue 11/4/97</b>											
63	<b>Seed PR</b>	<b>12 wks</b>	<b>Wed 2/12/97</b>	<b>Tue 5/6/97</b>											
64	Online Preparation	4 wks	Wed 2/12/97	Tue 3/11/97	4										
65	Problem Awareness Campaign	8 wks	Wed 3/12/97	Tue 5/6/97	64										
66	<b>Launch PR</b>	<b>25.2 wks</b>	<b>Tue 5/13/97</b>	<b>Tue 11/4/97</b>											

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67	Reviewer's Guide	2 wks	Wed 5/21/97	Tue 6/3/97	8			■								
68	Press Kit Materials	2 wks	Wed 5/21/97	Tue 6/3/97	8			■								
69	Long Leads Tour	6 wks	Tue 5/13/97	Mon 6/23/97	27FS-14 wks			■								
70	Product Announce/Press Release	4 wks	Tue 7/8/97	Mon 8/4/97	27FS-6 wks				■							
71	Short Leads Tour	3 wks	Tue 7/15/97	Mon 8/4/97	27FS-5 wks				■							
72	Post-Launch Releases	6 wks	Tue 8/19/97	Mon 9/29/97	27					■						
73	User Groups	24 wks	Wed 5/21/97	Tue 11/4/97	8			■	■	■	■					
74	<b>Online PR Campaign</b>	<b>24 wks</b>	<b>Wed 4/23/97</b>	<b>Tue 10/7/97</b>				■	■	■	■					
75	To be detailed	24 wks	Wed 4/23/97	Tue 10/7/97	7			■	■	■	■					
76	<b>Marketing Communications</b>	<b>44 wks</b>	<b>Wed 2/12/97</b>	<b>Tue 12/16/97</b>				■	■	■	■	■	■	■	■	■
77	<b>Product Art</b>	<b>6.5 wks</b>	<b>Fri 3/7/97</b>	<b>Wed 4/23/97</b>				■	■	■	■					
78	Logo & Visual Treatments	3 wks	Fri 3/7/97	Fri 3/28/97	83SF			■								
79	Splash Screens, Icons & Other UI Art	3 wks	Fri 3/7/97	Fri 3/28/97	83SF			■								
80	User Tips (for program)	1 wk	Fri 3/21/97	Fri 3/28/97	83SF			■								
81	Install Billboards	3 wks	Fri 3/7/97	Fri 3/28/97	83SF			■								
82	Upsell Messages	3 wks	Fri 3/7/97	Fri 3/28/97	83SF			■								
83	User Impression Testing	3 wks	Fri 3/28/97	Fri 4/18/97	84SF				■							
84	All Product Art to Development	0.5 wks	Fri 4/18/97	Wed 4/23/97	8SF				■							
85	<b>Advertising</b>	<b>34.8 wks</b>	<b>Wed 2/12/97</b>	<b>Mon 10/13/97</b>				■	■	■	■	■	■	■	■	■
86	Media Plan and Schedule Approved	2 wks	Wed 2/12/97	Tue 2/25/97	4			■								
87	Creative Brief	2 wks	Wed 3/12/97	Tue 3/25/97	7SS			■								
88	<b>Print Advertising (Long Lead)</b>	<b>33 wks</b>	<b>Tue 2/18/97</b>	<b>Mon 10/6/97</b>				■	■	■	■	■	■	■	■	■
89	Placement	2 wks	Tue 2/18/97	Tue 3/4/97	92SF-8 wks			■								
90	Ideas Developed, Tested, Approved	3 wks	Tue 3/18/97	Tue 4/8/97	91SF			■								
91	Production	3 wks	Tue 4/8/97	Tue 4/29/97	92SF			■								
92	Material Closes	2 wks	Tue 4/29/97	Tue 5/13/97	93SF-8 wks				■							
93	Drop Dates	4 wks	Tue 7/8/97	Tue 8/5/97	27SF-2 wks				■							
94	Ad Reprints	3 wks	Tue 9/16/97	Mon 10/6/97	93FS+6 wks					■						
95	<b>Print Advertising (Short Lead)</b>	<b>27 wks</b>	<b>Tue 4/8/97</b>	<b>Mon 10/13/97</b>				■	■	■	■	■	■	■	■	■
96	Placement	2 wks	Tue 4/8/97	Tue 4/22/97	99SF-8 wks			■								
97	Ideas Developed, Tested, Approved	3 wks	Tue 5/6/97	Tue 5/27/97	98SF			■								
98	Production	3 wks	Tue 5/27/97	Tue 6/17/97	99SF				■							
99	Material Closes	2 wks	Tue 6/17/97	Tue 7/1/97	100SF-4 wks				■							

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100	Drop Dates	2 wks	Tue 7/29/97	Tue 8/12/97	27SF-1 wk										
101	Ad Reprints	3 wks	Tue 9/23/97	Mon 10/13/97	100FS+6 wks										
102	<b>Coop Ads &amp; Preprints</b>	<b>24 wks</b>	<b>Tue 4/29/97</b>	<b>Mon 10/13/97</b>											
103	Placement	3 wks	Tue 4/29/97	Mon 5/19/97	106FS-8 wks										
104	Ideas Developed, Tested, Approved	2 wks	Tue 5/13/97	Tue 5/27/97	105SF										
105	Production	2 wks	Tue 5/27/97	Tue 6/10/97	106SF										
106	Material Closes	2 wks	Tue 6/10/97	Tue 6/24/97	107SF-8 wks										
107	Drop Dates	8 wks	Tue 8/19/97	Mon 10/13/97	27										
108	<b>Catalog</b>	<b>24 wks</b>	<b>Tue 4/29/97</b>	<b>Mon 10/13/97</b>											
109	Placement	3 wks	Tue 4/29/97	Mon 5/19/97	112FS-8 wks										
110	Ideas Developed, Tested, Approved	2 wks	Tue 5/13/97	Tue 5/27/97	111SF										
111	Production	2 wks	Tue 5/27/97	Tue 6/10/97	112SF										
112	Material Closes	2 wks	Tue 6/10/97	Tue 6/24/97	113SF-8 wks										
113	Drop Dates	8 wks	Tue 8/19/97	Mon 10/13/97	27										
114	<b>Online Advertising (Paid)</b>	<b>17 wks</b>	<b>Tue 4/22/97</b>	<b>Mon 8/18/97</b>											
115	Placement	3 wks	Tue 4/22/97	Mon 5/12/97	118FS-8 wks										
116	Ideas Developed, Tested, Approved	2 wks	Tue 5/6/97	Tue 5/20/97	117SF										
117	Production	2 wks	Tue 5/20/97	Tue 6/3/97	118SF										
118	Material Closes	2 wks	Tue 6/3/97	Tue 6/17/97	119SF-1 wk										
119	Drop Dates	8 wks	Tue 6/24/97	Mon 8/18/97	27SF										
120	<b>Launch Materials</b>	<b>18.8 wks</b>	<b>Wed 5/7/97</b>	<b>Mon 9/15/97</b>											
121	<b>Packaging</b>	<b>6 wks</b>	<b>Wed 5/7/97</b>	<b>Wed 6/18/97</b>											
122	Ideas Developed, Tested, Approved	2 wks	Wed 5/7/97	Wed 5/21/97	123SF										
123	Production	3.5 wks	Wed 5/21/97	Fri 6/13/97	124SF										
124	To Box Printers	0.5 wks	Fri 6/13/97	Wed 6/18/97	22SF										
125	<b>Launch Collateral</b>	<b>16 wks</b>	<b>Tue 5/27/97</b>	<b>Mon 9/15/97</b>											
126	Box Elements	4 wks	Wed 6/4/97	Wed 7/2/97	24SF										
127	Data & Sell Sheet, Copy Blocks, Screen Shots	4 wks	Tue 5/27/97	Tue 6/24/97	27SF-8 wks										
128	Slicks & Photos	4 wks	Tue 5/27/97	Tue 6/24/97	27SF-8 wks										
129	Sales Guides/Reseller Kit	4 wks	Tue 6/10/97	Tue 7/8/97	27SF-6 wks										
130	Interactive Product Demo	4 wks	Wed 8/13/97	Tue 9/9/97	11										
131	Review Reprints	4 wks	Tue 8/19/97	Mon 9/15/97	27										
132	<b>Marketing Support Publications</b>	<b>34 wks</b>	<b>Wed 4/23/97</b>	<b>Tue 12/16/97</b>											

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						Jan	Mar	May	Jul	Sep	Nov	Jan	Mar	May	Jul	
133	White Papers & Case Studies Series	6 wks	Wed 5/21/97	Tue 7/1/97	8											
134	How-To Book	12 wks	Wed 5/21/97	Tue 8/12/97	8											
135	Third-Party Publications	12 wks	Wed 5/21/97	Tue 8/12/97	8											
136	E-Mail Extension Courses	3 wks	Wed 7/2/97	Tue 7/22/97	9											
137	Multimedia Training (CD & Web)	8 wks	Tue 8/19/97	Mon 10/13/97	27											
138	Reseller Newsletter	4 wks	Wed 8/13/97	Tue 9/9/97	11											
139	Reseller Seminars	4 wks	Wed 8/13/97	Tue 9/9/97	11											
140	User Group Newsletters	4 wks	Wed 4/23/97	Wed 5/21/97	73SF											
141	Success Collection and Dissemination	24 wks	Wed 7/2/97	Tue 12/16/97	9											
142	<b>Sales</b>	<b>18 wks</b>	<b>Wed 7/2/97</b>	<b>Tue 11/4/97</b>												
143	<b>Channel</b>	<b>12.8 wks</b>	<b>Wed 7/2/97</b>	<b>Mon 9/29/97</b>												
144	Sales Force Briefing & Training	1 wk	Wed 8/13/97	Tue 8/19/97	11											
145	Dealer/Reseller Launch Promos Finalized	2 wks	Wed 7/2/97	Tue 7/15/97	9											
146	Distributor Launch Actions	6 wks	Wed 8/13/97	Tue 9/23/97	11											
147	<b>Promo &amp; Demo Campaigns</b>	<b>6.8 wks</b>	<b>Wed 8/13/97</b>	<b>Mon 9/29/97</b>												
148	Trade Show Introduction	6 wks	Wed 8/13/97	Tue 9/23/97	11											
149	Key Reseller Intros	6 wks	Wed 8/13/97	Tue 9/23/97	11											
150	Reseller Seminars	4 wks	Tue 8/19/97	Mon 9/15/97	27											
151	Corporate Showcases	6 wks	Tue 8/19/97	Mon 9/29/97	27											
152	Computer Schools	4 wks	Tue 8/19/97	Mon 9/15/97	27											
153	<b>Direct Sales</b>	<b>16.8 wks</b>	<b>Wed 7/2/97</b>	<b>Mon 10/27/97</b>												
154	Upgrade Mailing	10 wks	Wed 7/2/97	Tue 9/9/97	9											
155	Reseller Mailing	10 wks	Wed 7/2/97	Tue 9/9/97	9											
156	Telesales to Selected Audiences	10 wks	Tue 8/19/97	Mon 10/27/97	27											
157	<b>Online Sales</b>	<b>12 wks</b>	<b>Wed 8/13/97</b>	<b>Tue 11/4/97</b>												
158	To be detailed	12 wks	Wed 8/13/97	Tue 11/4/97	11											
159	<b>OEM</b>	<b>8 wks</b>	<b>Tue 8/19/97</b>	<b>Mon 10/13/97</b>												
160	To Be Detailed	8 wks	Tue 8/19/97	Mon 10/13/97	27											
161	<b>Launch Internal Activities</b>	<b>12.8 wks</b>	<b>Wed 7/2/97</b>	<b>Mon 9/29/97</b>												
162	<b>Launch Support</b>	<b>2 wks</b>	<b>Wed 8/13/97</b>	<b>Tue 8/26/97</b>												
163	Technical Support Briefing & Training	2 wks	Wed 8/13/97	Tue 8/26/97	12											
164	Customer Service Briefing & Training	2 wks	Wed 8/13/97	Tue 8/26/97	12											
165	Company Internal Briefing & Training	2 wks	Wed 8/13/97	Tue 8/26/97	12											

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166	<b>Post-Launch</b>	<b>12.8 wks</b>	<b>Wed 7/2/97</b>	<b>Mon 9/29/97</b>											
167	Launch Party	0 wks	Mon 8/18/97	Mon 8/18/97	27										
168	Preliminary In-Line Plan Done	2 wks	Tue 9/2/97	Mon 9/15/97	27FS+2 wks										
169	Action Team Established	2 wks	Tue 9/16/97	Mon 9/29/97	168										
170	Monitor Tech Support, CompuServe, Internet	12 wks	Wed 7/2/97	Tue 9/23/97	9										
171	Product Launch Full Review & Recommend	2 wks	Tue 9/2/97	Mon 9/15/97	27FS+2 wks										