



Customer Success Story



Jabil Launches Connected Packaging Without Delay

SNAPSHOT

Jabil is a global manufacturing company with 100 locations in 30 countries. Jabil's innovative processes allow some of the world's best brands to accelerate their technical and design capabilities, manufacturing workflows, supply chain management, and global product production.

Launch Product Marketing worked alongside the Jabil team to develop a customized launch strategy for the new Connected Packaging Solution. The Connected Packaging platform eliminates reordering issues for consumers while improving brand loyalty. Launch Product Marketing helped Jabil meet crucial milestones, collaborate across business units, communicate to partners and stakeholders, and, most importantly, go to market on time, without disruption.

PROBLEM

A recent Gartner survey finds that up to 45% of product launches are delayed by at least one month. Most notably, many product launches face significant time lags, workplace bottlenecks, and even total failures due to the lack of a proven launch plan.

These delays cost companies valuable resources and money, and they can also reflect poorly on product managers specifically tasked with releasing new products to market in a timely fashion.

SOLUTION

A clear and well-planned product launch that accounts for unexpected glitches benefits stakeholders, the launch team, and the business itself. Not only does a launch plan sequence events throughout the product launch, but it also identifies potential bottlenecks, improves cross-departmental communication, and brings clarity to the company, partners, and target customers.



Results

01 Develop a Launch Plan to Span All Business Work Streams

Launch Product Marketing developed a comprehensive launch plan that spanned all business work streams. Together, the launch team:

- Defined major product milestones
- Identified all critical roles and responsibilities
- Had a clear and concise delivery timeline
- Developed important buyer personas
- Delivered all supporting projects
- Understood dependencies throughout the launch process
- Communicated primary goals and success criteria to Jabil's leadership team

02 Host Weekly Launch Team Meeting

Collaboration on a predictable schedule is vital to product launch success. Launch Product Marketing hosted a weekly launch team meeting to communicate across work streams:

- Reviewed critical action items
- Identified new action items before moving forward
- Reviewed issues, problems, and impediments
- Identified new issues, problems, and risks that could appear within the next week

03 Implement a Monthly Stakeholder Meeting

A monthly stakeholder meeting took place with executive sponsors to share and reflect on the team's progress. This meeting regularly included:

- **Critical deliverable updates**, such as communication strategy or partner activities
- **Noteworthy discoveries** related to the product's technology development or overall project evolution
- **Significant changes** that would potentially impact the launch or key milestones
- **Investigation** into items that weren't necessarily problematic, but required further exploration or definition
- **Red flag indicators** of risks that could impact other tasks
- **Executive request items** that were out of the control of the primary launch team and necessitated executive-level input or intervention



Major Benefits



With the help of Launch Product Marketing, Jabil Connected Packaging launched on time with great success. Product, messaging, analyst relationships, marketing campaigns, sales enablement, collateral, public relations, customer support, and back-office operations were ready for the world.

Immediately after the initial product launch, sales teams were well-prepared to sell the new product at scale.

Ready to develop your product launch plan?

Launch Product Marketing believes that remarkable results are fueled by great product marketing. Let us help you navigate your next venture.

Reach out today for more information about our services and product launch packages.