

# Optimizing the Product Release Process

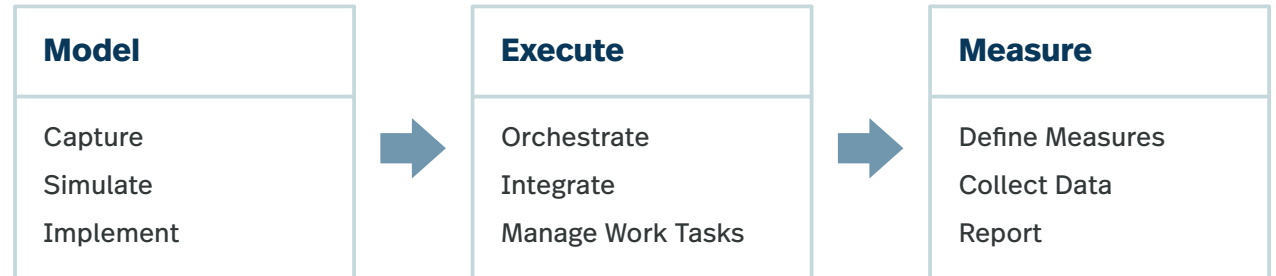
Business Process Improvement Services

## 01 Background & Opportunity

A key business unit of a large technology company needed to streamline the Product Release processes where the potential for human error was very high.

## 02 Approach

Bluehawk utilized a three (3) step process to complete the engagement with measurable success:



## 03 Challenges

**Speed and volume created complexity.**

This client team worked within a highly charged software development environment where the potential for human error was high. Any mistakes made could cost the company valuable time and any error resulting with product release would be incredibly embarrassing and very costly. Clearly the risks had to be minimized.

## 04 Client Impact

**Results to-date have been very positive.**

The team completely streamlined the Product Release processes and developed a more formal process for managing all phases of the product life-cycle. The new process eliminated lost time during product release and removed the risk of releasing errors.