

Creating a Software Solution



Creating Commercial Software

Our Primary Challenge



Ensure that the software we are releasing is positioned to be a commercial success.

The Considerations

- ✦ We are selling this to people with no background on our solution
- ✦ There is a set of expectations customers have for commercial software
- ✦ Industry Best Practices
- ✦ Support and Maintenance
- ✦ Investors, Buyers and General CYA

Expectations

- ✦ Simple things: Correct Spelling, Meaningful Messages
- ✦ “Bug Free”
- ✦ The details: control tags, tab order, default values, validation
- ✦ Clean up your deployment
- ✦ Clear and Consistent: Flow, Look-and-feel

The Tools and Solutions

- ✦ Trouble Tickets/Change Management
- ✦ Release Schedule and Planning
- ✦ Customer Support and Training
- ✦ Application Help and Documentation
- ✦ Pricing and Licensing
- ✦ Delivery and Installation

Customer Contact

- ✦ Marketing and Promotions
- ✦ Pre and Post Sales Approach
- ✦ Communication Channels

Change Control

- ✦ All changes should be logged/tracked
- ✦ Customer Feedback Options
- ✦ Prioritization and Setting Expectations

Releases

- ◆ Dates are deadlines, not soft targets
- ◆ Communicate Release Schedule
- ◆ Release notes and channels
- ◆ Follow Through or Communicate Why

Support and Training

- ✦ Resources/Staffing
- ✦ Online/Offline/Realtime
- ✦ Coordinate with Online Help
- ✦ Document procedures and make them easily found

Pricing and Licensing

- ✦ Industry Standards/Supply and Demand
- ✦ Provide payment mechanisms
- ✦ Budget planning
- ✦ Beta and Early Customer Discounts
- ✦ Protecting Your Investment

Installation and Deployment

- ✦ Well Defined in and out
- ✦ Self Service vs. Registration
- ✦ Automation
- ✦ Target User
- ✦ Libraries, Frameworks, and other Pre-requisites

The Bottom Line

- ✦ What Would You Expect?
- ✦ A Release You Can Be Proud Of
- ✦ Serve Your Customers
- ✦ Provide Value and Price Accordingly
- ✦ Risk, Reward, and Cost of Mitigation

100% is Not Required

Know When to Claim Victory

Thank You!

I appreciate your time.

Please send any questions, comments, or requests for assistance to info@develpreneur.com or contact us on the site.

Our goal is to make us all better developers.