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Meet Launch Station

Home of new products and services

August 2012

WHAT IS LAUNCH STATION?

Launch Station is the latest generation Cloud based software solution for new product development (NPD).

It combines effective NPD methodologies with the brilliance of cloud computing and business intelligence. This fusion brings you a needed edge to meet the modern NPD challenges with confidence, and accelerated launch of your new products and services.

LAUNCH STATION IS INTUITIVE, SMOOTH AND ENGAGING SOFTWARE SOLUTION FOR NEW PRODUCT DEVELOPMENT

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HOW IT WORKS?

BALANCED

TRANSPARENT

FOCUSED

ENGAGING

Launch Station brings together all the people involved in NPD to collaborate closely, connect globally and adapt swiftly.

It consists of multi-phase processes involving various configurable roles that reflect your organization's hierarchy and adapt to your way of working.

DO YOU KNOW WHERE YOUR DOCUMENTS ARE RIGHT NOW?

Launch Station merges NPD with Document library service, giving you the peace of mind to always provide the "YES" answer.

RESULT: **WINNING PRODUCTS**

POWER OF LAUNCH STATION

Launch Station conquers three largest NPD challenges by offering:

BALANCED PROCESS – Launch Station offers best practice process that is flexible enough to respond to constant market changes, yet structured enough to ensure discipline needed for great execution. It respects project diversity with multiple process templates that can be individually applied and configured. It bears little IT dependency.

GREAT COMMUNICATION – Packed with social features Launch Station propels great communication between the people involved, enabling great cross-functional collaboration and coordination. The solution offers right in-context information and valuable notification and alert system to people involved. This ensures excellent user engagement, no steps omitted, reduced rework to minimum and drastically accelerated time to market.

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RIGHT DECISIONS – Launch Station gives true vision of reality and complete overview of the project portfolio with the fresh reports from the front lines. It engages managers in quality discussions on the project themselves ensuring efficient reviews, balanced resource deployment and ability to detect problems and stop poor projects early. Performance metrics and data present clear picture to managers how the job is being performed, who is accountable and for what.

LAUNCH STATION INCREASES PERFORMANCE, SHORTENS TIME TO MARKET, REDUCES COST AND ENSURES THAT RIGHT INFORMATION REACH THE RIGHT PEOPLE

WHY LAUNCH STATION?

We strongly believe in our core values, our commitment to proven best practices in our business and that services we deliver are essential to our customers, associates and clients.

We are dedicated to continuously use our practical experience as service provider to create, not just follow industry trends and to bring you top value.

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FEW MORE REASONS WHY:

- ✔ It is affordable, easy to use and simple to implement.
- ✔ It offers effective and flexible workflow, powerful set of functionalities and respect to your organization internal structure.
- ✔ It provides balance between discipline and flexibility.
- ✔ It ensures transparency and delivers accountability, traceability, common goal and sense of ownership.
- ✔ It supplies focus and clear overview of the NPD results, empowering you to learn and grow.
- ✔ It is supported by competent and energetic staff that will enhance your user experience and help you to deal with the challenges not just as a vendor, but as a friend and a partner.
- ✔ Continuous investments in the development of the Launch Station brings you peace of mind that you are using software solution that is always cutting-edge technology and brings you top value.

COST AND IMPLEMENTATION

DataStation is offering its service through SaaS model (Software-as-a-Service) which brings with itself all the benefits of Cloud computing:

- Access from anywhere, anytime via Internet.
- No maintenance costs, easy implementation and fast deployment with free training will ensure preservation of your budget.
- You pay our services monthly or annually like utility fees.

Pricing is individually developed for each new client based of their exact needs of our flexible solutions.

Don't be discouraged with the vast amount of functionalities Launch Station offers. You are in full control of what amount of capabilities you wish to use, and expand gradually as your usage and processes mature without any additional implementation and customization costs.

WE GUARANTEE THAT WE OFFER BEST VALUE FOR YOUR MONEY

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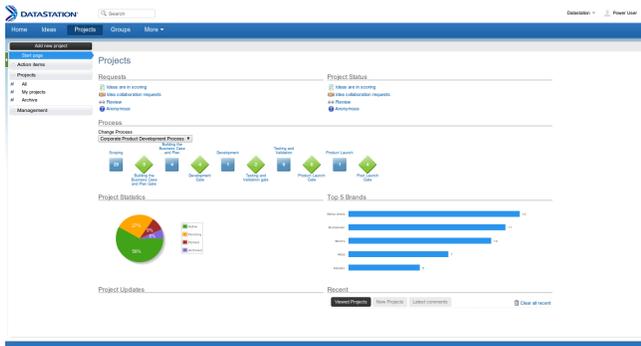# BENEFITS

ELEVATE YOUR ORGANIZATION PERFORMANCE

- ✓ Increase performance by introducing balanced discipline
- ✓ Faster time to market by reducing paperwork and adding automation
- ✓ Eliminate chance of poor projects reaching market
- ✓ Introduce most effective decision making
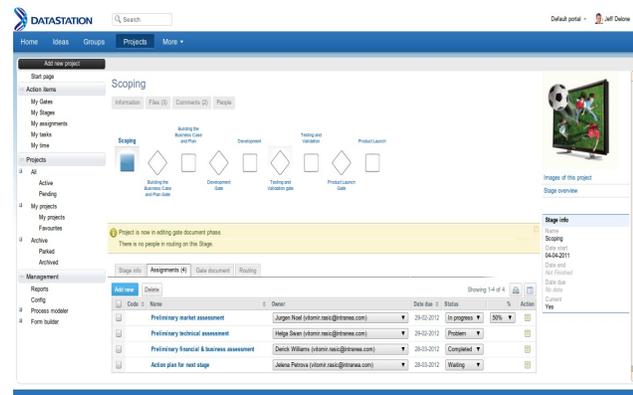- ✓ Implement a complete process with no steps omitted

GET MORE PRODUCTIVE PEOPLE

- ✓ Empower collaboration between cross-functional teams
- ✓ Ensure right information reaches right people
- ✓ Better coordination and closer collaboration to allow your people to connect and deliver more efficiently
- ✓ Clear all doubts in the process and motivate project group for better execution with transparent and open process that reflects market reality
- ✓ Timely employee engagement with alerting and notification system

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BRING AGILITY AND PRODUCTIVITY TO YOUR OPERATIONS USING LAUNCH STATION POWERFUL FEATURES:

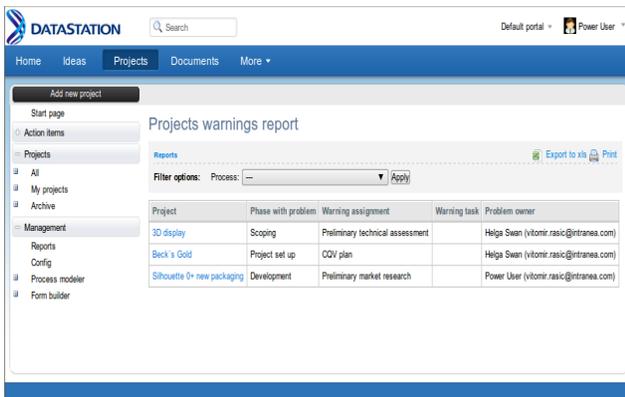Project dashboard

Project phase worksheet overview

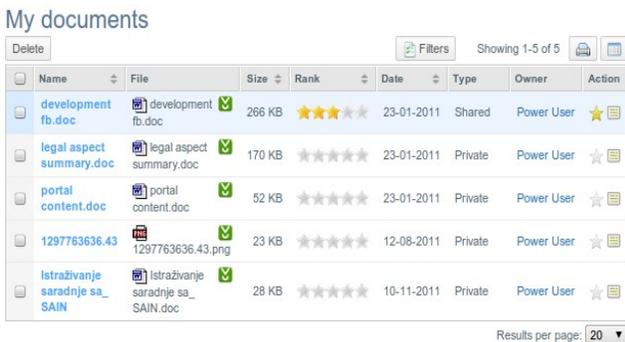Flexible approval templates

NEW PRODUCT DEVELOPMENT:

- ✔ Projects Dashboard
- ✔ Role based view
- ✔ Managing portfolio of new products from idea to launch
- ✔ Configuring multiple company process templates, simple to complex
- ✔ Breakdown of work structure with multi-level assignments and tasks Creation of flexible online document and form templates
- ✔ Custom decisioning and approval workflow templates
- ✔ Customizable product data model with dynamic fields
- ✔ Submitting new products
- ✔ Full customization of project structure on the fly
- ✔ Linking products with successful ideas they originated from
- ✔ Working in stages, evaluation and making decisions in gates
- ✔ Gate evaluation with scorecard templates
- ✔ Attaching files and images
- ✔ Classification and retrieval with tags and categories
- ✔ Contextual discussions on project, worksheet, stage or a gate level
- ✔ Easy access to most relevant functionalities depending of the role
- ✔ Audit trail for complete accountability of work and decisioning
- ✔ Archive and change history
- ✔ Extensible product portfolio reporting New product and process template metrics

DOCUMENTS LIBRARY:

- ✔ Access control
- ✔ Sharing with users and groups
- ✔ Support for all formats
- ✔ Antivirus protection
- ✔ Collaboration with discussions
- ✔ Ranking
- ✔ Versioning
- ✔ Classification
- ✔ Content search
- ✔ Online preview
- ✔ Personal librarie

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Dashboard for projects with problems

Document library

SEARCH:

- ✓ Contextual search with keywords and tags
- ✓ Search within file and archive content

COLLABORATION:

- ✓ User notifications feed
- ✓ Sharing a message with community
- ✓ Requests
- ✓ News
- ✓ Recommendation

REPORTING AND ANALYTICS:

- ✓ New product development reports
- ✓ System parameters reports

EXTENSIVE ADMINISTRATION CAPABILITIES:

- ✓ Easy and straight forward User management
- ✓ Categories
- ✓ Tags for further structure the data
- ✓ Roles to reflect your organization virtually
- ✓ Custom fields to support your unique business needs
- ✓ Languages with messages and labels to support your country integrity
- ✓ System settings
- ✓ Notifications to engage the users to participate

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WHY IT MAKES SENSE?

With Launch Station it's easy to keep track of your innovation project portfolio, from a concept to launch. All stakeholders are connected and timely informed – managers, decision makers, project leaders and team members, in order to STREAMLINE their work and choose the RIGHT PROJECTS to invest in.

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Contact

Prins Albertlei 23
Antwerp 2600
Belgium

Phone:
+32 3 8080153 (Belgium)
+ 1 845 6530081 (USA)
SIP: 99051000128966
E-mail: info@datastation.com

www.datastation.com

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