

# Solution Guide

PRODUCT DEVELOPMENT .03

# Product Launch

Find it online: [smartsheet.com/product-development-solutions/product-launch](https://smartsheet.com/product-development-solutions/product-launch)



Coordinate **Anything**

# About Product Launch

Product launches are a complicated endeavor and the reality is that many fail. However, good launch planning with carefully mapped out tasks and dependencies, great communication, and effective cross-function collaboration will help you maximize your chances of success. With rich task management, communication, and work collaboration features, Smartsheet is the perfect tool to manage every aspect of your launch from end-to-end.

## Reduce go-to-market lead times

Simplify the management of all of your launch-related activities.

## Improve internal and external coordination

Securely share information with anyone you want with permission levels you determine.

## Monitor readiness in real time

See real-time progress on each and every task so you don't leave anything to chance.



# Who should use this guide

Whether you're a director leading a product launch or contributing to an important piece as a manager or associate, you're in the right place. Some common roles that will benefit from this solution include:

Launch Team

Product Development

Product Management

Product Marketing

Product Research Management

Program Management

Project Management

Research and Development

Market Research

Business Intelligence

# Purpose

This guide is designed to help you plan and execute a world-class product launch using Smartsheet. We have a wealth of specific how-to resources in our [Help Center](#), so the focus of this guide is:

- 1 An overview of the solution
- 2 A tour of the individual sheets
- 3 How to get going
- 4 Helpful resources and cheat sheets



# Components

## 1 PLAN



Set the stage for a successful product launch by creating a detailed plan.

## 2 READY



Be certain that no detail is missed and everything is in place for a successful launch.

## 3 EXECUTE

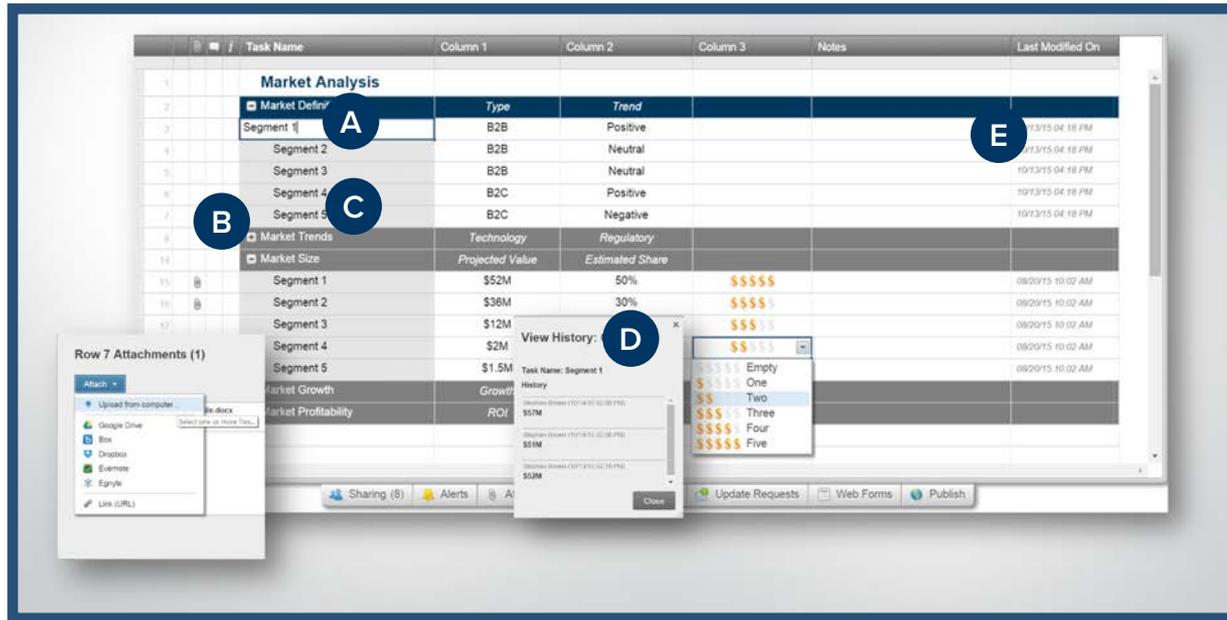


Ensure that everyone has the most up-to-date content whenever they need it.

# Launch Plan

The flurry of activity leading up to a product launch increases, making it easy to overlook something or cut corners. With Smartsheet's Launch Plan, you can control the chaos. You can define and organize tasks, manage dependencies, track progress, store launch documents and more, all in one easily shareable and secure location.

- A** Use hierarchy to group tasks by start date.
- B** Attach relevant planning documents directly to the sheet.
- C** Use simple checkboxes to show which tasks have been completed.
- D** Skip email requests by sending update requests to task owners directly from Smartsheet.
- E** Toggle on a Gantt view to visualize your timeline.



**A** Use symbol, like RYG balls, to visually communicate status.

**B** Simply check off items as they are completed so everyone knows what's done.

**C** Drive accountability by clearly showing who is responsible for what.

**D** Set up optional alerts to be notified via email when anything changes.

## Launch Readiness Checklist

Without careful attention to launch tasks across every function, you risk failing to meet your goals. Smartsheet makes it easy to ensure that everyone has done their part. With real-time collaboration, streamlined update request processes, and automated alerts, you'll always know exactly what's ready to go and what work still needs to be completed.



# Launch Content Repository

It can be difficult to track all of the collateral created throughout the product development process. The Launch Content Repository helps you keep it all together as you move along, outline what is necessary for a particular launch, and everything is prepared in time to support your product launch.

**A** Use symbols, like stars, to clearly show which content is customer-ready.

**B** Display ownership so people know who to reach out to with questions.

**C** Attach or link to virtually any kind of document directly to a row for easy access.

**D** Invite anyone, internal or external, to access your content.

The screenshot displays a spreadsheet titled 'Factors' used for competitive analysis. The columns represent 'Our Business', 'Competitor 1 (ABC)', 'Competitor 2 (XYZ)', and 'Competitor 3 (123)', along with 'Additional Information'. The rows list various factors such as 'QUALITY', 'SELECTION', 'SERVICE', 'REPUTATION', 'STABILITY', 'EDUCATION', 'AWARENESS', and 'INNOVATION'. Each factor has an importance rating (indicated by stars or triangles) and performance ratings for each competitor (on a scale of 1-5). Callout A points to the importance rating for 'QUALITY'. Callout B points to the ownership information for 'REPUTATION'. Callout C points to the 'Row 7 Attachments' dropdown menu. Callout D points to the 'Conditional Formatting' dialog box.

Factors	Importance	Our Business	Competitor 1 (ABC)	Competitor 2 (XYZ)	Competitor 3 (123)	Additional Information
SUMMARY:		MBF Corporation	ABC Corporation	XYZ LLC	123 Inc.	
QUALITY	★	Rate 1-5: 5	Rate 1-5: 2	Rate 1-5: 1	Rate 1-5: 1	Price does not appear to be...
SELECTION	★	Rate 1-5: 2	Rate 1-5: 5	Rate 1-5: 2	Rate 1-5: 2	ABC leads in quality but they...
SERVICE	★	Rate 1-5: 4	Rate 1-5: 1	Rate 1-5: 1	Rate 1-5: 3	
REPUTATION	★	Rate 1-5: 3	Rate 1-5: 2	Rate 1-5: 3	Rate 1-5: 4	
STABILITY	★	Rate 1-5: 3	Rate 1-5: 3	Rate 1-5: 4	Rate 1-5: 5	
EDUCATION	★	Rate 1-5: 4	Rate 1-5: 4	Rate 1-5: 5	Rate 1-5: 2	
AWARENESS	★	Rate 1-5: 1	Rate 1-5: 2	Rate 1-5: 3	Rate 1-5: 5	
INNOVATION	★	Rate 1-5: 3	Rate 1-5: 4	Rate 1-5: 3	Rate 1-5: 5	

# Jump-Start Your Launch Preparation with Smartsheet



**Read through the solution guide**

You've had an overview of the solution – now try Smartsheet for yourself.



**Sign up or log in to Smartsheet**

Sign up at [smartsheet.com/solutions](https://smartsheet.com/solutions). You can also use this with your existing account by logging in.



**Open the Getting Started Sheet**

Once you're in Smartsheet, click on the "Getting Started" sheet in the pane on the right. This sheet will orient you to everything you need to start working in Smartsheet.



**Customize the sheet**

The sample data and structure is only there to help you get going. You can type over things, insert or delete rows or columns, rename columns, change column types etc.



**Start working and sharing**

To open another sheet in the solution, simply return to the home tab, select the folder, and then the sheet. You can invite others to collaborate by clicking the sharing tab on the bottom of the sheet.

## Other Recommended Steps



### Delete sheets you don't need

Deleting a sheet is easy! You can learn how to [here](#).



### Build your own sheet

We know you have unique needs – that's why we built Smartsheet. Click the + tab at the top of the sheet so you can build your own solution from a blank sheet.



### Use the “cheat sheets” in this guide

To help you get the most out of Smartsheet, we've included cheat sheets for formulas and shortcuts at the end of this guide.

# Have questions or want to learn more about Smartsheet?

**Smartsheet Help Center** - [help.smartsheet.com](https://help.smartsheet.com)

Everything you need to help you get the most out of Smartsheet.

**Smartsheet Community** - [community.smartsheet.com](https://community.smartsheet.com)

Ask questions, share best practices, and get help.

**Submit your question** - [solutions@smartsheet.com](mailto:solutions@smartsheet.com)

Want personalized help? Our design and services teams have you covered!

**Send us your feedback** - [help.smartsheet.com/customer/portal/emails/new](https://help.smartsheet.com/customer/portal/emails/new)

Share your thoughts or suggestions about Smartsheet or our Solutions.

**Plans and Pricing** - [smartsheet.com/pricing](https://smartsheet.com/pricing)

Enjoy your 30-day free trial.

# Smartsheet Cheat Sheet

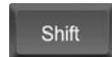
## Keyboard Shortcuts

### Basics

-  /  +  Enters **edit mode** on selected cell
-  +  **Saves all** unsaved information
-  +  **Undo** the previous action since last save
-  +  **Redo** the previous action since last save
-  **Inserts** a row above the selected row.



To insert multiple rows at once, press



and select multiple row headers, then click



### Formatting

 +  (or)  +  Inserts a carriage return or line break in Text Number cells. In order to see the carriage returns in the sheet, apply wrap formatting to the cell by clicking the **Wrap** icon in the left toolbar.

 +  **Indents** Primary Column only

 +  **Outdents** Primary Column only

 +  **Italic**  +  **Fill down**  
(also available by dragging cell corner)

 +  **Bold**

 +  **Underline**

**NOTE:** Mac users should use  instead of  unless otherwise noted.

# Formulas

-  +  x1 Inserts \$ before column name (horizontal cell reference lock).
- x2  Inserts \$ after column name (vertical cell reference lock).
- x3  Inserts \$'s around column name (full cell reference lock).

# Date Column Cells

- t:** Inserts today's date.
- +**: Enters date x days from today.
- : Enters date x days before today.
- mon / tue / wed /** etc... Inserts date of the current week's Monday, Tuesday, Wednesday, etc.
- yes:** Inserts yesterday's date.
- tom:** Inserts tomorrow's date.
- next week:** Inserts date seven days from today.
- last week:** Inserts date from seven days ago.
- Dec 15 / Jan 3 /** etc: Inserts date of string entered.

# Additional

-  +  Displays the **Open a Sheet** form.
-  +  Displays the **Go To Row** form. Type in the row number you'd like to scroll to then click OK.
-  Takes you to the first cell of the row you are currently on.
-  +  Takes you to the top left cell of your sheet.
-  Takes you to the last cell of the row you are currently on.
-  +  Takes you to the bottom right cell of your sheet.
-  Moves you up in your sheet.
-  Moves you down in your sheet.
-  Displays or removes a checked box, star or flag in the selected cell. Learn more about checkbox, star and flag columns in our [Column Types](#) article.

# Smartsheet Cheat Sheet

## Formulas

### Numeric Formulas

**SUM():** Adds selected values, or a range of cells.

Example: =SUM(Cost1: Cost5)

Result: 1125.75

**AVG():** Averages selected values, or a range of cells.

Example: =AVG(Cost1: Cost5)

Result: 225.15

**MAX():** Returns the highest numeric value, or latest date.

Example: =MAX(Cost1: Cost5)

Result: 425.75

**MIN():** Returns the lowest numeric value, or earliest date.

Example: =MIN(Cost1: Cost5)

Result: 100

**INT():** Returns the integer portion of a given number.

Example: =INT(Cost5)

Result: 425

**ROUND():** Rounds a given number to the desired # of digits.

Syntax: ROUND(cell1, #\_of\_digits)

Example: =ROUND(Cost5, 1)

Result: 425.8

**ABS():** Returns the absolute value of a given number.

Example: =ABS(-85)

Result: 85

**COUNT():** Counts non-blank cells in a given range.

Example: =COUNT([Task Name];[Task Name])

Result: 5

**LEN():** Returns the number of characters (length) in a given cell.

Example: =LEN([Task Name]5)

Result: 6NOTE: Formatting/currency values aren't included.

Dates have a length of 5.

# Logic Formulas

**IF():** Performs a logical test. One value is returned if the test is true, a different value is returned otherwise.

**Syntax:** IF(logical\_test, value\_if\_true, value\_if\_false)

**Example:** =IF([Due Date]1 > [Due Date]2, "Date 1 is Larger", "Date 2 is Larger")

**Result:** Date 2 is Larger

**ISBLANK():** Used within an IF formula to test if a cell is blank.

**Example:** =IF(ISBLANK([Task Name]1), "Cell is blank", "Cell isn't blank")

**Result:** Cell isn't blank

**ISTEXT():** used within an IF formula to test if a cell contains text (and not checkboxes, dates, numbers, etc).

**Example:** =IF(ISTEXT([Due Date]1), "Cell is text", "Cell isn't text")

**Result:** Cell isn't text

**ISNUMBER():** Used within an IF formula to test if a cell contains a number (a value which is not text, date, or checkbox).

**Example:** =IF(ISNUMBER([Task Name]1), "Cell is a number", "Cell isn't a number")

**Result:** Cell isn't a number

**ISDATE():** Used in an IF formula to test if a cell contains a date.

**Example:** =IF(ISDATE([Due Date]1), "Cell is a date", "Cell isn't a date")

**Result:** Cell is a date

**ISBOOLEAN():** Used in an IF formula to test if a cell contains a boolean value (check box, priority, star or flag).

**Example:** =IF(ISBOOLEAN(Done1), "Cell is a boolean", "Cell isn't a boolean")

**Result:** Cell is a Boolean

# Smartsheet Cheat Sheet

## Formulas

### Logic Formulas (cont.)

**AND():** Used within an IF formula. Evaluates if a set of logical expressions are True or False. If any expression is False it will evaluate as False.

**Syntax:** AND(boolean\_expression1, boolean\_expression2, boolean\_expression3, ...)

**Example:** =IF(AND(Done1, Done2, Done3), "All Tasks Complete", "Tasks Incomplete")

**Result:** Tasks Incomplete

**NOT():** Used within an IF formula. Performs a logical NOT on the supplied boolean expression (or cell reference).

**Syntax:** NOT(Done1)

**Example:** =IF(NOT(Done1), "Task A Not Complete", "Task A Complete")

**Result:** Task A Complete

**OR():** Used within an IF formula. Performs a logical OR on the supplied boolean expression or cells. Returns true if any are true; otherwise returns false.

**Syntax:** OR([Due Date]1 > [Due Date]2, [Due Date]1 > [Due Date]3)

**Example:** =IF(OR([Due Date]1 > [Due Date]2, [Due Date]1 > [Due Date]3), "Due Date 1 isn't the smallest", "Due Date 1 is the smallest")

**Result:** Due Date 1 is the smallest

**NESTED IF():** Performs multiple logical tests. Smartsheet reads the IF statements in the formula from left to right, displaying a value based on which one evaluates to true.

**Syntax:** IF(logical\_test, value\_if\_true, IF(second\_logical\_test, value\_if\_true, value\_if\_all\_false))

**Example:** =IF([Task Name]1 = "Task A", "This is Task A", IF([Task Name]1 = "Task B", "This is Task B", "Neither Task A nor Task B"))

**Result:** This is Task A

# Additional Formulas and Help

**[Formula Basics](https://smartsheet.com/formula-basics)** - [smartsheet.com/formula-basics](https://smartsheet.com/formula-basics)

How to create a formula and reference cells, columns, and ranges in your sheet

**[Text Formulas](https://smartsheet.com/text-formulas)** - [smartsheet.com/text-formulas](https://smartsheet.com/text-formulas)

Find, Replace, capitalizing text, etc

**[Date Formulas](https://smartsheet.com/formula-basics)** - [smartsheet.com/formula-basics](https://smartsheet.com/formula-basics)

TODAY() formula, calculating working days, creating dates, etc

**[Advanced Formulas](https://smartsheet.com/date-formulas)** - [smartsheet.com/date-formulas](https://smartsheet.com/date-formulas)

Weighted average, prorata, countif, countif s, sumif, sumif s

**[Using Hierarchy in Formulas](https://smartsheet.com/using-hierarchy-in-formulas)** - [smartsheet.com/using-hierarchy-in-formulas](https://smartsheet.com/using-hierarchy-in-formulas)

How to reference child rows

**[Formula Error Messages](https://smartsheet.com/formula-error-messages)** - [smartsheet.com/formula-error-messages](https://smartsheet.com/formula-error-messages)

What they mean, and how to troubleshoot



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