

# Exlar Product Lifecycle Phase Definitions

## **LIMITED RELEASE**

*(New product design is fixed, production can build standard units in low volume but not ready to support higher volume or special feature requests)*

- \* New product lines or significant line extensions that are close to being formally launched
- \* Order entry system capable of accepting an order
- \* Standard products only, not all options may be available
- \* Limited quantities available, order quantity may be limited to just a few units, intended for OEM sample testing prior to formal launch
- \* Extended lead times likely

## **FULL RELEASE**

*(Post product launch)*

- \* New product lines or significant line extensions that have been launched and are available for sale
- \* Most, if not all, options are available for released product
- \* Additional line extensions or options can be expected as they become available
- \* Standard lead times apply

## **MATURE**

*(Product family is complete, no significant new features, options or extensions are anticipated, engineering investment switches from "development" to "maintenance")*

- \* Products that have been available for sale for several years and available offering is considered complete
- \* Few, if any, new features or variants can be expected as engineering development investment is shifted to next-generation design
- \* Standard lead times apply

## **MIGRATION**

*(Aging product or product family for which a newer Exlar replacement is available)*

- \* All versions of product still available to support existing customer design platforms / installations
- \* Preference is to sell newer Exlar replacement product particularly for new applications
- \* List Price increased to cover increasing manufacturing cost as volume declines
- \* Standard lead times may be extended as production capacity is shifted to newer replacement products
- \* Standard repair support still available

## **LEGACY**

*(Volumes have declined to the point where it is no longer economically feasible to continue production of new units)*

- \* "End-of-Life" Announcement Released

- \* Orders for new units that have not previously been manufactured no longer accepted, "last-time-buy" deadline established
- \* Orders for new units of previously manufactured models will continue to be accepted in order to support existing customers / installations
- \* New applications should be solved with newer Exlar replacement product
- \* List Price increased to cover increasing manufacturing cost as volume declines
- \* Standard lead times may be extended as production capacity is shifted to newer replacement products
- \* Standard repair support still available

## **DISCONTINUED**

*(Repair support only, no new unit production)*

- \* Orders for new units no longer accepted, "last-time-buy" deadline established
- \* Standard repair support still available as long as components exist, goal is to provide repair support for up to 10 years after end of life

## **OBSOLETE**

*(Parts no longer available, no new unit production, no repair support)*

- \* Orders for repair no longer accepted