

# Key stages in the ASI Product Life Cycle



**Key activities:**

- Initial post launch review
- Annual Existing Business Reviews
- On-going range management
- On-going product monitoring and reviews for validation
- Potential changes/improvement identified and implemented

**Key sign-offs / approvals:**

- Global Product Committee
- Other Committees as appropriate
- Reviews by Product Evaluation and Fund Governance

**Key activities:**

- Product design/proposition
- Market and competitor analysis
- Client testing & target market identification
- New innovation ideas
- Model portfolio and risk analysis/stress test
- High level feasibility factors (investment, operational, legal)

**Key sign-offs / approvals:**

- Working Group sign off from all relevant business units
- Global Product Committee (Initial Paper)

**Key activities:**

- Set product launch timeline
- Operational set up and implementation

**Key sign-offs / approvals:**

- Regulatory approval
- Delivery Working Group with representation from all relevant business units

**Key activities:**

- Product design refinement
- Drafting of primary legal documents, including Investment objective and policy
- Target market & distribution strategy
- Fee structure analysis

**Key sign-offs / approvals:**

- Working Group sign off from all relevant business areas
- Other Committees as appropriate
- Global Product Committee (Final Paper)
- Management Company
- Fund Board