Exercise

# Deliverables Deployment

***Consider the scenario below. Conduct a deliverable deployment of marketing material for each of the seven languages that is mentioned.***

Sarah was excited to be assigned to the SC47X project. It was a key element of the business strategy to enter new markets in Europe. One of the project deliverables was that the marketing literature would need to be translated into several European languages. Ensuring that this was done was Sarah’s responsibility. She had just left her first team meeting. In that meeting, all team members were asked to clarify the project scope for their portion of the project. Each person was to list the deliverables they were responsible for and the activities required to complete those deliverables. Sarah decided to conduct a deliverables deployment analysis to create her list.

Sarah knew that she was required to provide marketing literature in English, French, German, Russian, Spanish, Italian, and Polish. The master information would be provided to her in English, so she would need to have it translated six times. There were three marketing literature documents that would need to be translated. So in total there were 21 different marketing literature items that she must have ready to go for the business to enter the European market.

Sarah’s linguistic skills were not good enough for her to do the translation, so she would need to find six translators. Those would all need to be contractors since the business did not have a translation department. Once everything was translated she was also responsible for getting everything printed and shipped to their European distribution center in Amsterdam. As she thought through the process, she decided she would need to have each of the translations checked for accuracy by a different contractor than the one who did the translation.

Sarah sat down at her desk and started the deliverables deployment.