OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Technology roadmap claims: a release-evidence workflow after Microsoft retires Release Planner

QUESTION

How should B2B technology marketers govern roadmap and availability claims when product plans move from periodic documents to continuously changing feeds and agent-readable sources?

GUIDE TAKEAWAY

Treat every roadmap statement as a dated, sourced and expiring claim. Separate planned, preview, rolling-out, launched, configured and customer-validated states before content reaches a buyer.

START HERE

Inventory future-facing claims and affected assets.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Inventory future-facing claims and affected assets

Evidence or input

Output or decision

Owner and review point

2. Assign feature IDs, states, sources and expiry dates

Evidence or input

Output or decision

Owner and review point

3. Monitor changes into a review queue

Evidence or input

Output or decision

Owner and review point

4. Approve wording and tenant-verification steps

Evidence or input

Output or decision

Owner and review point

5. Withdraw or annotate stale claims and measure correction time

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Manual periodic review

Useful when: Few claims and low change frequency

Limitation: Changes can remain stale between reviews

Suggested action: Use a fixed audit calendar

Why this fits our situation

Evidence needed before acting

Roadmap subscription or CSV

Useful when: Teams need structured filtering

Limitation: Still requires interpretation and ownership

Suggested action: Import into a claim register

Why this fits our situation

Evidence needed before acting

MCP-assisted monitoring

Useful when: Many products need frequent change detection

Limitation: Output can be truncated or misread

Suggested action: Route changes to human review

Why this fits our situation

Evidence needed before acting

Direct automated publication

Useful when: Low-consequence internal summaries only

Limitation: Can publish unverified availability claims

Suggested action: Avoid for buyer-facing promises

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/technology-roadmap-claim-governance-microsoft-mrc/

Publisher and evidence policy: https://outselll.com/editorial-policy/