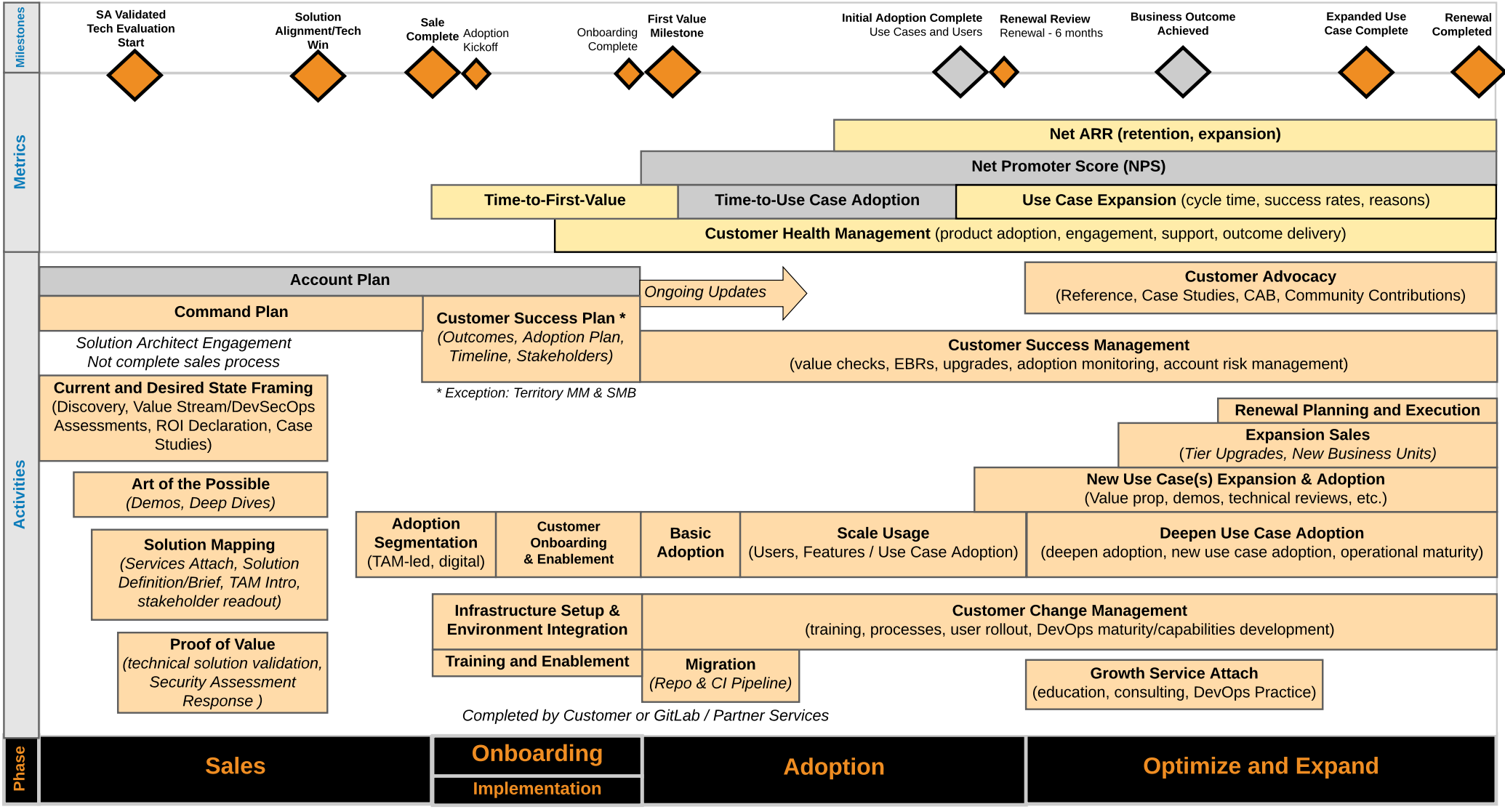
Milestones
SA Validated Tech Evaluation Start
Solution Alignment/Tech Win
Sale Complete
Adoption Kickoff
Onboarding Complete
First Value Milestone
Initial Adoption Complete
Use Cases and Users
Renewal Review
Renewal - 6 months
Business Outcome Achieved
Expanded Use Case Complete
Renewal Completed
Metrics
Net ARR (retention, expansion)
Net Promoter Score (NPS)
Time-to-First-Value
Time-to-Use Case Adoption
Use Case Expansion (cycle time, success rates, reasons)
Customer Health Management (product adoption, engagement, support, outcome delivery)
Activities
Account Plan
Ongoing Updates
Customer Advocacy
(Reference, Case Studies, CAB, Community Contributions)
Command Plan
Customer Success Plan *
(Outcomes, Adoption Plan, Timeline, Stakeholders)
Customer Success Management
(value checks, EBRs, upgrades, adoption monitoring, account risk management)
Solution Architect Engagement
Not complete sales process
* Exception: Territory MM & SMB
Current and Desired State Framing
(Discovery, Value Stream/DevSecOps Assessments, ROI Declaration, Case Studies)
Renewal Planning and Execution
Expansion Sales
(Tier Upgrades, New Business Units)
Art of the Possible
(Demos, Deep Dives)
New Use Case(s) Expansion & Adoption
(Value prop, demos, technical reviews, etc.)
Solution Mapping
(Services Attach, Solution Definition/Brief, TAM Intro, stakeholder readout)
Adoption Segmentation
(TAM-led, digital)
Customer Onboarding & Enablement
Basic Adoption
Scale Usage
(Users, Features / Use Case Adoption)
Deepen Use Case Adoption
(deepen adoption, new use case adoption, operational maturity)
Infrastructure Setup & Environment Integration
Customer Change Management
(training, processes, user rollout, DevOps maturity/capabilities development)
Proof of Value
(technical solution validation, Security Assessment Response)
Training and Enablement
Migration
(Repo & CI Pipeline)
Growth Service Attach
(education, consulting, DevOps Practice)
Completed by Customer or GitLab / Partner Services
Phase
Sales
Onboarding
Implementation
Adoption
Optimize and Expand