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| **Information** | **Details** |
| Title | Pre-Launch Announcement for New System |
| Purpose | To highlight the critical role of SMEs, acknowledge their work, provide key dates and support info |
| Audience | All Employees ([All-Employees@FashionCompany.com](mailto:All-Employees@FashionCompany.com), [All-Managers@FashionCompany.com](mailto:All-Managers@FashionCompany.com)) |
| Channels | Email, Intranet Announcement, Project Update Meeting |
| Attachments | Launch Support Guide.pdf |
| Reviewers | Project Manager, IT Lead, HR Manager |
| Approval | CEO, Project Manager |
| Timing | Two weeks before the launch date |
| Key Messages | Importance of SMEs, Upcoming Launch, Acknowledging Efforts, Post-Launch Support Plan |
| Call to Action | Keep Contributing, Prepare for Launch, Use Post-Launch Support |

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| **Information** | **Details** |
| To | [All-Employees@FashionCompany.com](mailto:All-Employees@FashionCompany.com); [All-Managers@FashionCompany.com](mailto:All-Managers@FashionCompany.com) |
| From | Project Manager |
| Subject | Gearing Up for New System Launch |
| Date |  |

We extend our sincerest gratitude to all team members for your unwavering dedication and effort in bringing us closer to a significant milestone in our company's digital transformation journey.

Your involvement is pivotal to the success of this endeavor. It guarantees that our company is equipped with top-notch technology and streamlined processes. Your roles include:

* Outlining current processes and needs
* Shaping our future processes using the new system's features
* Making key decisions about business processes and requirements
* Sharing your personal discoveries with your teams

Even though we know you're busy, your participation remains critical. Without your input, we risk adopting a solution that doesn't suit our needs. We are counting on you to stay committed to the project. The success of our business transformation relies on you. Your work matters and is highly appreciated.

Thank you for your ongoing contribution. It not only benefits the project but also plays a major role in shaping our company's future. We look forward to the continued collaboration in the upcoming weeks.