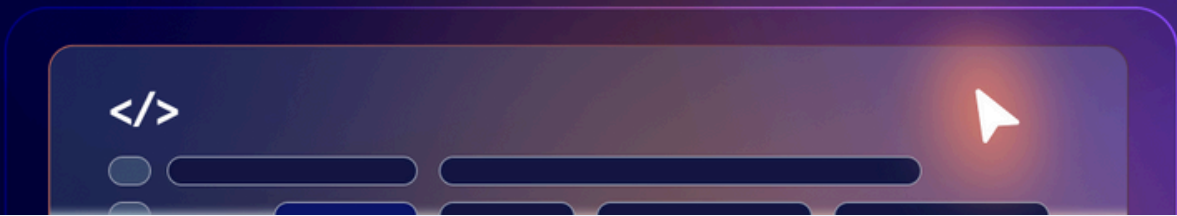THE HOLIDAY LAUNCH BLUEPRINT:

How Expert Embedded Teams Ship Without Fear

For connected consumer products, the holiday season is the highest-stakes launch window of the year. A misstep at any stage can lead to expensive delays, unhappy customers, or even public recalls.

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Key Challenges in IoT Device Development Today

According to a 2024 survey of 775+ IoT leaders by VDC Research and Memfault, most teams underestimate the complexity and risks involved in preparing for a successful launch.

1 **SOFTWARE COMPLEXITY IS BREAKING LAUNCHES**

548,000+
average lines of code per project

~60%
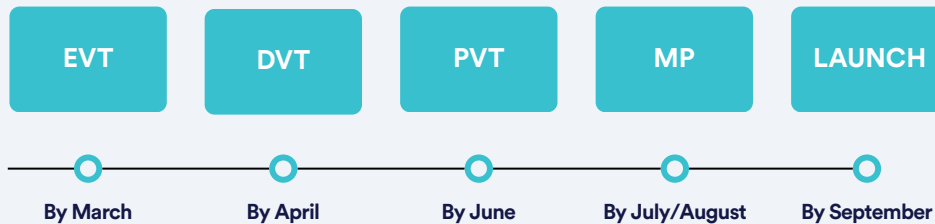Software now makes up ~60% of development costs

2 **BUG RESOLUTION IS TOO SLOW FOR SERIOUS LAUNCHES**

50%
of orgs take more than a week to identify root cause.

8%
of bugs are fixed within a day of detection.

3 **SECURITY & STABILITY OFTEN GET DEPRIORITIZED**

33%
of orgs admit they don't adequately test for cybersecurity.

50%
That number rises an additonal 17% among teams running behind schedule.

From Timeline to Execution: What Sets Winning Teams Apart

The goal: Launch in September so you have time for initial in-the-field testing before the critical December window. Here's the ideal schedule:

EVT	DVT	PVT	MP	LAUNCH
By March	By April	By June	By July/August	By September

Teams using 3rd party tools were 3x more likely to launch ahead of schedule and saved 57% in development costs

Build, Launch, and Scale Fearlessly with Memfault

Memfault gives embedded teams the visibility and control they need to detect issues early, deploy fixes quickly, and launch stable devices when holiday pressure is highest.

Want to see how modern teams de-risk their IoT launches?

Expert Pre-Launch Checklist:

- ✓ Instrument devices for real-world observability
- ✓ Use third-party tools for monitoring and debugging
- ✓ Stabilize OTA update systems to deploy fixes safely
- ✓ Run comprehensive Day Zero update testing
- ✓ Align product and customer support to release data

About Us

At Memfault, we are reshaping how embedded teams build and operate connected devices, enabling a new era of faster launches, safer updates, and smarter products.

REQUEST A DEMO

Contact Us:
team@Memfault.com