



The Roadmap to New Products

Understanding the stages of a ServiceTitan product launch



Private Preview

This invite-only program is the earliest stage of development, serving a small select group of users to help validate and provide feedback.

Limited Release

An expanded group of users are invited to participate by granting them access to the new product or feature to further provide feedback and test its functionality.

Early Access

In this phase, users opt in by reaching out to their CSMs and choose to accept a higher risk of issues in return for early access to the new product or feature.

General Availability

Access is open to all users the product or feature is intended to serve. Enhancements roll-out seamlessly from this point on.

Why stages?

Releasing new products and features in stages engages users in systematic, iterative testing for feedback-driven improvements that help ensure quality and validate functionality before final product launch.

Impact on users

These development stages serve to provide stability for users when product innovations are evolving, mitigating risk and ultimately resulting in an improved user experience and greater visibility into product development.

Have questions? Reach out to your CSM or ask in Masterminds!