

Customer Feedback & AGILE Product Management



Prioritizing for Profit Market-driven Product Management

OVERVIEW

Quantum Whisper is an online service for software product managers that uniquely extends agile principles outside development by establishing a bona fide link between customer demand and product development. Quantum Whisper provides product managers with actionable information supported by market evidence (facts) to ensure that product management is market-driven and that development is prioritized for profit.



- Capture Customer Feedback
- Link Market Evidence to Features
- Strategically Plan Releases and Sprints
- Increase Customer Collaboration
- Drive Customer Satisfaction
- Groom and Prioritize Backlog for Profit

The Standish Group reports that 64% of software features are either rarely or never used. That means, on a \$1M dollar R&D budget — 640K goes up in smoke!

Quantum Whisper provides a customer feedback and product management solution that maximizes customer and business value your team delivers by establishing a bona fide link between customer demand, product management and product development.

No More Guess Work

Quantum Whisper aggregates feedback and transforms data into actionable information supported by customer and market evidence.

No More Subjective Opinion

Quantum Whisper provides a platform to objectively prioritize features against business criteria (e.g., stakeholder, strategy, and profit alignment, etc.). The result ensures the most valuable software is developed and allows ISVs and product managers to quickly adapt to changing market and customer requirements.

Approach

1. Capture feedback --- when and where is matters most. We provide a structured approach to what is typically an unstructured and random process.
2. Link feedback to backlog --- it's dynamic and updates automatically. No more spreadsheets --- just a single repository that anyone can access.
3. Provide a platform to validate customer problems and groom backlog so that it is ready and easily consumed by development.

Bottomline - We allow you to listen to customers when you cannot be there and we allow you to manage your backlog to drive fact based decisions. Nothing trumps market evidence.



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TESTIMONIAL

“Customer feedback is an integral part of agile development and Quantum Whisper allowed us (product management) to maximize customer collaboration, prioritize our backlog and break down the barriers between our customers and development”

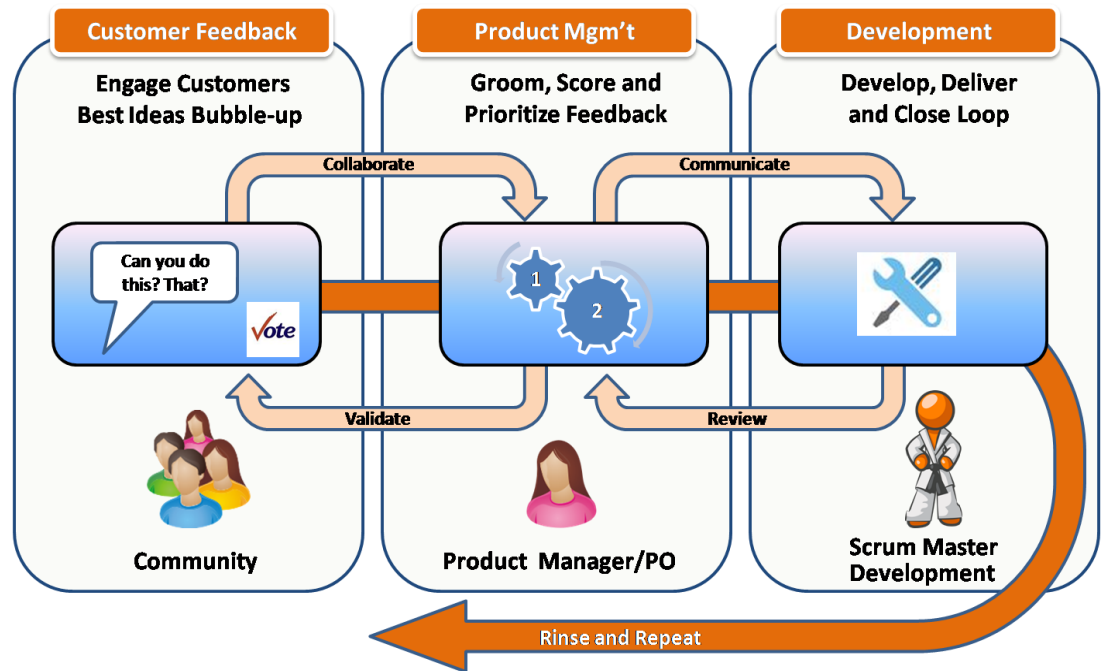
*Shawn Leonard
Executive Vice-President,
MEI Inc.*

SERVICES

- Installation and Setup
- Process Consulting
- Support & Maintenance
- Agile Training and Coaching
- Platform Extensions (VSTS, Rally, Jira, VersionOne, etc.)



Feedback and Agile Product Management



Quantum Whisper provides an on-demand (SaaS) customer feedback solution designed for agile product managers to ensure that engineering is building the right product. The solution achieves three primary objectives. First, it aggregates feedback and transforms data into actionable information supported by market evidence. Second, it allows product owners to objectively score and prioritize product backlogs against business criteria. Finally, it supports an iterative communication loop between departments, the company and its customers. Software applications powered by Quantum Whisper enable market-driven product management, minimize R&D risk, and involve more stakeholders --- at the least cost.

On-Demand or On-Premise

We offer the power of choice. Deploy on-demand or on-premise and easily switch options if your needs change.

On-Demand: Select on-demand if you want a rapid, affordable, and streamlined approach to value. We offer no-commitment subscriptions and a secure platform to eliminate setup and maintenance costs.

On-Premise: Select on-premise deployment to leverage your existing Microsoft infrastructure and maximize integration capabilities.



Sing-up online!



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