

# Product Community and Feedback for ISVs

WE DISTINGUISH OURSELVES BY EXCLUSIVELY TARGETING AND SERVICING BUSINESS TO BUSINESS SOFTWARE COMPANIES.

## Do you Struggle with Market Evidence and Feature Prioritization?

Quantum Whisper provides a ready to use community platform designed for software product managers to facilitate capture, reporting and management of first-hand customer feedback. By means of community engagement and empowerment, customers (your application users) submit product requests (ideas, enhancements, etc.) and by virtue of communal self-management and collaboration, deliver prioritized market demand.

### COMMUNITY & FEEDBACK

- What is your strategy to solicit, capture, and respond to product feedback?
- Do you really know and understand what your customers value most?
- Is agile development challenging your current product management practices? How well are you representing the "customer"?

Quantum Whisper increases customer intimacy and market intelligence ensuring that product management is market-driven and ensures that development is based on the company's greatest constituent --- its customers.

By providing a platform that automates the process of collecting product feedback, feature enhancements, prioritization and reporting customer satisfaction --- ISVs eliminate the product management effort and overhead traditionally required to achieve the same results.

### WHERE DO WE FIT?

During release and sprint planning, product managers are tasked to prioritize features. Quantum Whisper provides a platform or staging area for product managers to collaborate with customers to identify, groom and vet features before submitting them to development. This capability allows product managers to prioritize features based on:

- Market evidence - how pervasive is it?
- Impact - is the problem urgent or critical?
- Product strategy - does it apply to our target market? Is it in-line with our technology preferences? Does it match or complement our vision and road map?

By applying objective parameters to prioritize features, product managers eliminate guess work, can plan releases, iterations or sprints with confidence, and earn peer, customer and market recognition.

Our on-demand product management solution is comprised of three components.

#### 1. Community Portal:

- Engages community in a continuous dialog with product management
- Captures, refines and self-manages ideas
- Provides medium for customer-to-customer exchange



#### 2. Product Management Portal:

- Centralizes product requests
- Facilitates backlog planning
- Supports product management best practices Provides customer feedback and activity dashboard (analytics)



#### 3. Platform Extensions:

- CRM (Microsoft Dynamics CRM, salesforce.com, etc.)
- ALM (VSTS, Rally, VersionOne, etc.)



"Customer feedback is an integral part of agile development and Quantum Whisper allowed us to maximize customer collaboration by breaking down the distance between our customers and development team."

Shawn Leonard  
Executive Vice-President, MEI



We offer neither a requirements management solution nor simple ideation or feedback. Rather, we uniquely combine a product management, marketing and support platform with content management and social applications to provide a complete solution for your on-line customer community.

3. We believe "Ideas" (or feedback) alone is "Not Enough" to drive decision making: We provide business intelligence around who's providing feedback (e.g., by product, segment, customer, etc.) both within your community (or customer base) as well as externally, that is, on the broader internet and social media applications (e.g., Twitter, LinkedIn, etc.).
4. Our solution targets Product Management and Marketing Managers: We provide a platform for Product Managers to develop, score and prioritize product requirement/backlogs and for Marketing Managers to extend their product brand and on-line presence (e.g., SEO).



## Differentiators you Ask?

We differentiate ourselves from "generic" idea/feedback providers as follows:

1. We believe "ideas" or "feedback" is a feature in a more comprehensive business strategy: Our solution is a customer portal used to inform, engage and service customers. Examples outside of ideas and feedback include providing forums, a knowledge base, and a complete support and ticketing system. All these (and more) are included --- you simply choose what you "turn-on".
2. We enable software companies to "monetize" their communities by:
  - Mining resources for competitive advantage and differentiation
  - Providing a platform to market/up-sell existing customers
  - Reducing support cost by enabling self-serve technologies



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