

# **Ateala Management Inc.**

*Business-Driven Product Management*

# Overview

Ateala Management is a provider of product management and product marketing consulting, training and coaching services to start-up, small, medium and large hi-technology companies.

# Value to Your Business

## Scale your business

- In order to scale your business you need a well-defined product management and product marketing process in place that guarantees ...
  - You are building the right feature set to meet your business objectives
  - You can repeatably deliver on time
- Our services are focused on building a business-driven product management infra-structure, which includes analyzing and recommending technologies to help achieve business goals

## Augment your product management team

- Cost-effective way to add product management and product marketing capabilities to your existing team, without incurring a full-time commitment

# Why Ateala Management?

## Experience

- Over 30 years experience in product management and product marketing at all levels in various companies ...
  - **Kinaxis** - OnDemand Supply Chain Management analysis and decision support software
  - **Rational Software** (now part of IBM) - software development tools
  - **NetActive** - Digital Rights Management software
  - **JetForm** (now part of Adobe) - electronic forms and workflow software
  - **Gallium Software** - Command and Control software
  - **Corel Corp** – Graphic, Productivity and Digital Media software
- Clients include: Privasoft Corp, dna13, Irdeto (formerly Cloakware Corp), Mapsherpa, Momenta Systems, Sciometric

## Hands-on knowledge of managing products in various environments

- Agile Development, Rational Unified Process (RUP)
- On-Demand (Software as a Service - SaaS), on-Premise models
- Pragmatic Marketing Framework

## Quick ramp-up

- Can quickly get up to speed with your processes, your team and your domain to provide immediate value

# Services

## Business-Driven Product Management

- Alignment of product management processes with business needs and market dynamics for on-Premise and on-Demand (SaaS) delivery models
- Training, coaching of Executive and Product Management teams

## Strategic Product Planning

- Introduction of new products or re-focusing of current products to meet the needs of the market

## Feature Prioritization System

- Customized framework for product managers to manage capabilities and features from request to delivery

## Product Management Assessment

- Evaluation and scoring of existing product management capabilities, activities and processes

# Services, cont'd

## Feature Requirements Management

- Elicitation, organization and management of requirements for specific product features and capabilities

## Release Planning

- Objective setting and alignment of the feature set to meet business objectives

## Beta / Trial program management

- Coordination of activities to run a Beta or Trial program

## Product Launch management

- Management and coordination of launching the release

## Product Management Training, Mentoring and Coaching

- Alignment of product management capabilities to meet your business needs

# Engagements

## Consulting

- Evaluation of current processes and implementation of Business-Driven Product Management processes
- Evaluation of market and technologies to recommend changes to improve efficiencies to achieve future goals

## Contracting

- Product Manager on contract to augment the existing product management team

# Contact Information

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