



## Corporate Fact Sheet

30-Nov-08

### Company

Enthiosys is an Agile Product Management Consulting firm that significantly improves the revenue and profitability of software companies. As the leading authority on Agile Product Management, Enthiosys works collaboratively with its clients to gain crucial insights into customer needs, helps translate them into superior products, and manages these products across their lifecycle. Enthiosys helps its clients make more money from their software.

### Services

- **Innovation Games**  
Enthiosys has developed a leading customer research technique – Innovation Games® – and used it with dozens of companies worldwide. Innovation Games are a set of proven techniques for working with customers to gain new insights and deeper understanding, thereby allowing customers to create higher value products and services.
- **RoadMapping Service**  
Enthiosys' Agile Roadmapping Service helps clients create a shared, time-phased plan for addressing market segments, features/benefits, market-wide events and rhythms, and technical requirements. These roadmaps align the customer's internal organizations to deliver the right releases with the right features/benefits at the right time to the right customer segments. This also helps the client meet the upcoming demands of the market, stay ahead of the competition and anticipate changes in product architecture.
- **Pricing and Licensing Service**  
Enthiosys helps clients establish effective pricing and licensing models for their software. This includes a deep analysis of the possible units of pricing (per copy, per month, per seat, per transaction...) and differentiating between pricing and licensing. Enthiosys brings processes that enable clients to establish optimal pricing and licensing models for each segment – models that will be embraced by end customers (because they get the features and benefits they need at an acceptable price), maximize revenue and profits, and protect intellectual property.
- **Agile Product Management Services**  
Enthiosys helps clients create and maintain highly successful software products. This includes providing interim executives and Agile product managers to clients, coaching, mentoring and training. As part of its Agile Product Management thought leadership, Enthiosys is dedicated to raising the game of the individual product managers they work with.
- **Training Courses**  
Enthiosys offers a variety of courses on Agile Product Management. Public classes are open to all attendees; private classes are generally sponsored by a company for its product teams. Active

classes are offered in Agile Product Management, Innovation Games® Customer Research Techniques, Agile Roadmapping, Pricing and Licensing, and the Business of Software Architecture.

### **Clients**

Enthiosys' clients are software companies as well as companies building software into their solutions, including industrial controls and components, online services, and consumer electronics. Enthiosys works with companies of all sizes, from multi-national Fortune 500 firms to technology start-ups, including Aladdin, Borland, Emerson, HP, Qualcomm, SAP, Varian, VeriSign, and Yahoo! .

### **Partners**

Enthiosys is focused on Agile Product Management, so they have identified an expanding set of partners to meet the full set of needs for its clients. Enthiosys is honored to include these companies as partners with complementary services: Borland, GlobalLogic, Pragmatic Marketing, PTRM and SolutionsIQ.

### **Agile Thought Leaders and Authors**

Luke Hohmann (CEO) has written three popular books that give readers a massive dose of "how to" information. Along the way, he has also mapped his journey from software development to software business architecture to understanding customer needs.

**Innovation Games®: Creating Breakthrough Products Through Collaborative Play**  
**Beyond Software Architecture: Creating and Sustaining Winning Solutions**  
**Journey of the Software Professional: The Sociology of Software Development**

Rich Mironov (CMO) has written "**The Art of Product Management: Lessons from a Silicon Valley Innovator**," which collects the most popular columns from his long-running "Product Bytes" newsletter on product strategy, technology products and organizational thinking.

### **Management Team**

The Enthiosys team comprises some of the world's leading experts in Agile Product Management – approaches that maximize the business success of software products and services. Enthiosys executives have published books, written articles in top publications, been quoted in leading newspapers and magazines, and presented at major conferences.

Luke Hohmann, founder and CEO  
Scott Gilbert, president  
Rich Mironov, chief marketing officer  
Dan O'Leary, chief technical officer

### **Corporate HQ**

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