

## Put your best product forward™

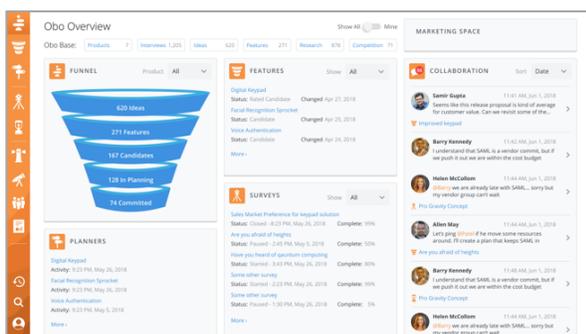
Product planning is hard: It's all about trade-offs. Executives demand strategic alignment to meet corporate goals, while other stakeholders insist on tactical solutions to meet their urgent needs. It's great to be customer driven, but what current customers want can be different from what the market wants and will buy. So how do you plan for products most likely to succeed?

Obo changes how you do product planning and gives you the tools to make better plans.

### Obo guides product teams to create successful, game-changing products.

Obo is a product decision system that guides you to make the best decisions about your product plans and your roadmap. It provides the tools and processes that product teams need to validate ideas and features before committing resources to build them.

With Obo, you can manage your Feature Funnel™, validate assumptions with internal stakeholder input and targeted market research, prioritize features, model “what if” release plan scenarios, collaborate across the entire product team, and track product decisions with a comprehensive system of record. All of which means you can release the product that is the most likely to succeed in your market *and* the most likely to achieve your business objectives.



Capture, validate, track, and prioritize feature candidates. Obo's integrated survey and collaboration tools collect the data you need to support product planning decisions.

### Top five reasons you need Obo

1. You have too many “high priority” features competing for your next release and limited resources to build them.
2. You spend too much time convincing Engineering to follow product release plans.
3. Internal stakeholders (Sales, Customer Success, Support, etc.) second guess your product decisions when they don't get what they want.
4. You know you should do more market and customer research, but you don't have the time, tools, or expertise to get it done.
5. Development tools like Jira help you build features efficiently, but they don't help you decide *what* to build.

### Manage & validate your Feature Funnel.™

Obo guides you through the process of identifying and prioritizing the features most likely to succeed. It helps you to discover market needs and promising ideas and then validate them with your market, customers, and internal stakeholders using Obo's integrated survey and collaboration tools. You use consistent drivers to rate feature candidates aligned with your business and product objectives. And you can gather and record your stakeholders' opinions on those ratings with built-in surveys.

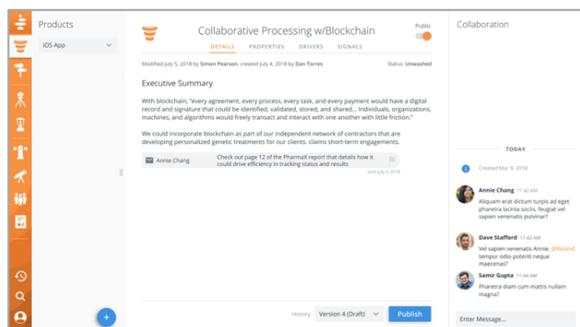
Today's planning session

PLAN PROPERTIES DETAILS

+ Scenario

Corporate Drivers				Product Drivers				Market Survey			
Drivers: Corporate				Drivers: Product				Drivers: Product			
Optimize				Optimize				Optimize			
BUDGET AND COST				BUDGET AND COST				BUDGET AND COST			
Budget	Cost	Value		Budget	Cost	Value		Budget	Cost	Value	
150	150	-101		150	150	0		150	150	-102	
BUDGET ALLOCATION											
IN A SCENARIO											
Dep.	Cost	Scen.	Included	Value	Included	Value	Included	Value	Included	Value	
Personalized restaurant...	0	50	1	127	127	172	172	172	172	172	172
Availability near me	0	30	3	120	120	123	123	123	123	123	123
Dine with friends	0	40	2	117	117	150	150	150	150	150	150
Online waitlist for reserv...	0	30	3	108	108	123	123	123	123	123	123
Personal food preferences	0	40	1	102	102	105	105	105	105	105	105
Discounts for last-minut...	0	50	1	96	96	115	115	115	115	115	115
Shared availability throu...	0	50	1	89	89	170	170	170	170	170	170
IN NO SCENARIOS											
Premium access	0	30	0	108	108	80	80	80	80	80	80
Diner concierge service	0	30	0	84	84	55	55	55	55	55	55
New menu promotions	0	20	0	83	83	80	80	80	80	80	80
Diner loyalty program	0	50	0	78	78	78	78	78	78	78	78
Menu item level reviews	0	30	0	48	48	87	87	87	87	87	87

Compare what-if scenarios based on business drivers and preferences of your market, customers, and other stakeholders. “Pin” features in or out, then optimize value.



Incorporate stakeholder input with quick surveys. Understand what’s behind every feature and decision with Obo’s repository and in-context collaboration.

## Put your best product forward™

Created by product people for product people, Obo is a product decision system that guides you to make the best decisions about what’s in your product plans.

Call +1.650.926.9900 or email [demo@obo.pm](mailto:demo@obo.pm) to schedule a demo now.

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## Identify your best product plans.

The best product plans advances your business objectives while meeting the most important market, customer, and internal stakeholder needs.

Obo generates product plan options that optimize value given your budget constraints, feature dependencies, market data, customer feedback, internal stakeholder preferences, and commitments. You can quickly create and compare multiple plan scenarios – combinations of features that could be in the plan based on available resources – and run “what-ifs” in real time to see the impact of feature trade-offs. Then choose and share your best plan.

## Engage and align stakeholders.

Obo promotes extended product team collaboration and gives the team a “common currency” for feature evaluation that supports business objectives. Quick, built-in surveys incorporate stakeholder perspectives into the process. All team members can view features and plans, comment, and access supporting data. Engineering, Marketing, and Sales can see why features are in the release and who wanted them. Obo is your product system of record, capturing product decisions, market and customer insights, competitive intelligence, release plans, and more.