



**CONFIANZYS**  
360° Product Management

What you see on a Formula 1™ track is a car moving trying to break the sound barrier. What stays invisible, but drives victory – is Product Management.



F1™ being big business, every team enters racing after a rigorous business case analysis to determine its fit with corporate objectives. Demand for greater speed and agility, newer racing tracks and conditions and global audiences are only some of the market requirements that F1™ product strategy and planning takes into account. The process is seamless and dynamic, with continuous improvement to prepare cars for a changing environment.

Still think Success is just a function of Speed? Or, interested in learning more about how Product Management can steer you to the checkered flag?

## ABOUT CONFIANZYS

Confianzys Consulting is a first-of-its-kind consulting entity in India with a mission to help conceive market-driven breakthrough products and achieve global scale.

We are focused on helping technology product companies through Consulting, Coaching, Training and Operational Interventions in the Product Management, Customer Management and Marketing Management areas.

## A 360° ADVANTAGE

Normal human vision extends at 180°. Think of the advantage that a driver with 360° peripheral vision would have!

With our 360° services, we give your product story a decisive advantage. Our proposition is clear: Ensure that high-tech product companies are focused on aligning the core business of designing and building the next big product to address a global customer base.





## PRODUCT MANAGEMENT: The Invisible Driver

Confianzys Product Management services are highly strategic interventions designed to align product strategy with business objectives and help clients build breakthrough products that meet market needs, profitably.

Our services include:

### Product Strategy: Business Case

We help build a robust product strategy for long-term growth, offering the strategic bandwidth that most founders are short on. Our robust business cases dovetail with corporate objectives and weed out superficial product opportunities.

### Product Planning: Market Requirements

Confianzys helps technology product companies move from Product Strategy to Breakthrough Product. Our approach is outcome driven: By defining market problems in user terms and deconstructing the market's unique DNA, we help you conceptualize products that truly matter to the customer.

### Product Marketing: Market Plan

The twin of the product planning process, the market plan is essential to ensure a shared understanding of the company's current position and future plans. It kick starts a focused product marketing process based on target market, segmentation and value chain characterization, business model understanding and building a sound pricing and competitive strategy.

### Process Improvement

Companies need a seamless and transparent process that assesses the gaps in the product management pipeline. Confianzys structures repeatable processes that your teams can use to improve decision-making, information reuse and knowledge retention.

### Product Management Training

Confianzys has built a large pool of product management practitioners in India by equipping them with the knowledge, skills and tools to launch breakthrough products in the market. Confianzys is the official business partner of Blackblot's comprehensive high-tech product management training program in India.

Confianzys Consulting Pvt. Ltd.  
224, 1st Floor, 1st Main, Domlur 2nd Stage  
Off 100 Feet Road, Indiranagar, Bangalore 560 071, India  
Tel.: +91 80 4084 7500, 4148 6421  
E-mail: [engage@confianzys.com](mailto:engage@confianzys.com)

[www.confianzys.com](http://www.confianzys.com)

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