



## About 4SQ Solutions

We provide a fast, consistent, and logical idea management solution for busy product managers. Our **What To Do Next** methodology has been used by product managers since 1995 resulting in business applications generating more than \$500 million in revenue.

## WTDN Solution At-A-Glance

### Benefits to You

- *Store* ideas quickly
- *Score* ideas consistently
- *Select* ideas logically

### Fast Delivery

- 1 day discovery
- 1 day configuration
- 1 day installation & training

### Low IT Costs

- Your intranet web server
- Your MYSQL database
- Your favorite web browser

### Assured Success

- Proven methodology
- Reliable technology
- You are **overrun**



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**WTDN**  
what to do next.™



The Idea Management Solution  
for Busy Product Managers

... like You.

Do you know *What To Do Next?*

[www.4sqolutions.com](http://www.4sqolutions.com)

## The Challenge of Busy Product Managers

- ◆ You are **overrun with product ideas** as planning meetings draw near.
- ◆ You **watch your idea list grow** via customer, marketing, sales & executive input.
- ◆ You **need an accurate prioritization method** to assure well-founded idea selection.
- ◆ You must **present a product roadmap** to senior management for approval.
- ◆ You should **continuously track & report progress** enroute to completion.
- ◆ And... **You must update your CEO in the boardroom in 10 minutes!**

**You need a practical solution now to keep your idea list current, your selection criteria balanced, and your team focused on what-to-do-next.**

## The Solution

**What To Do Next (WTDN) lets you Store, Score and Select product ideas** from large and growing lists of potential choices. You will produce more effective and timely product roadmaps, delivering the products and features your customers want.

**WTDN**  
what to do next.

The screenshots display the WTDN web application interface. Key components include:

- Update Record Table:**

Record Number	Date Created	Date Modified	Previous Editor	Phase Template
16	2009-07-02 2:34:17	2009-11-25 21:12:42	John Smith	Build
Demand	87	47	Score (8/100)	Score Template
- Quick Report Table:**

Product Area	Description	State	Owner	Demand	Delivery	Score	Guess	Estimate
19	Consumer	COPS: Produce initial business plan for developing and marketing iPhone applications for consumers to track and report traffic enforcement systems	Researching PM	87	47	67	4 months	22
- Assessment Table:**

Area	Concept	Planning	Analysis	Develop	QA	Train	Implement	Released	Overall Estimate
Consumer	Active	None	86	52	59				
- Resource Scoring Table:**

Resource	Impact	Urgency	Score	Delivery	Resources	Feasibility
Impact	95	58	87	47	78	80



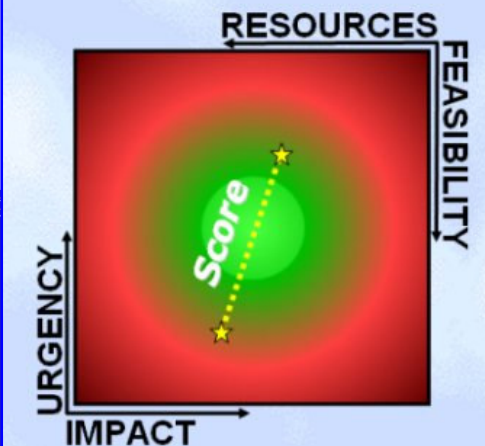
**What To Do Next** lets you *Store, Score* and *Select* the right product ideas for action. You score ideas by answering a few business-relevant questions in four key categories:

- ◆ Impact
- ◆ Urgency
- ◆ Resources
- ◆ Feasibility

**What To Do Next** helps you effectively evaluate all product ideas using our proven methodology, which we specifically tailor to your business.

**What To Do Next** consistently reveals which product ideas will best contribute to your success.

## Four Pillars of WTDN™



For more information, please visit us on the web at [www.4sqgsolutions.com/contact](http://www.4sqgsolutions.com/contact) or send an email to [wtdn@4sqgsolutions.com](mailto:wtdn@4sqgsolutions.com), and a representative will assist you.