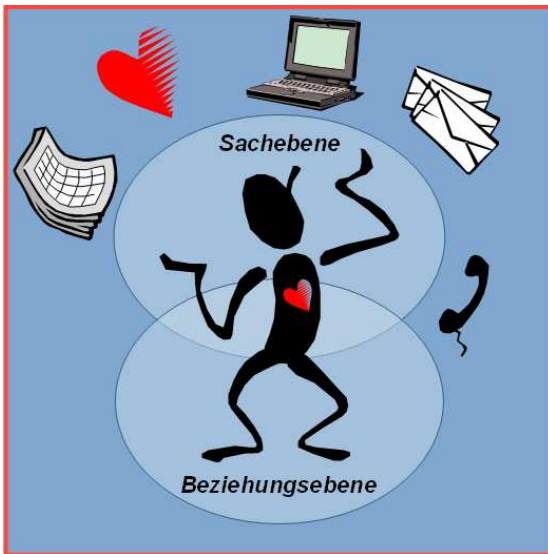


Project

Enrichment Tools etg GmbH was a Start-Up company, preparing to develop a comprehensive toolset to support the leveraging of Emotional Competence in sales and marketing environments.

The founders' area of expertise was concentrated in the behavioural sciences, so that I was engaged to provide input into other areas of business planning.

Concept



The basic product functionality demanded a complex architecture comprising

- Content Management Components
- Customer Relationship Components
- Database Components
- Content Serving Algorithms
- Application Server
- Web Server

The product set was intended to be integrated with customers' existing CRM infrastructures, so that a flexible solution was required.

Due to the lack of in-house software development skills, decisions were required regarding *make or buy*. In addition, methods had to be found to develop and protect the company's IP rights, while availing of the cash flow advantages of outsourced development resources. Finally, tools had to be selected to facilitate the specification of complex functionality and interdependency by non-technical application specialists.

Role

My role in this project was one of strategic advisor. The areas explored and the recommendations made included:

- Identification of project milestones
- Definition of generic product architecture
- Examination of interface concepts to a variety of 3rd party CRM and similar systems
- Evaluation of *make or buy* options for various system components
- Development of flexible approaches to the software development process to facilitate cash-flow management
- Initial short-listing of 3rd party products and partners
- Adoption of the UML paradigm as the basis for the integration of the various teams in the development process
- High-level project planning and resource identification

My role in this project was interrupted by funding delays and a subsequent change in the company ownership. The etg product set has since been developed and is in use at a single retail banking site in Germany.