Microsoft Recognizes Montreal Startup for Innovation Excellence

June 17, 2010

Grant Gladstone (Microsoft), Barry Paquet (Quantum Whisper) and Allan Hoffmann (Microsoft)

MONTREAL (RPRN) 06/17/10 — Quantum Whisper Honored with Blue Sky Award

Microsoft announced that Quantum Whisper, an emerging startup focused on customer feedback and agile product management, was named second runner-up of the 2010 Blue Sky Innovation Award. The award recognizes Quantum Whisper for its market-changing approach to solving customer satisfaction and product management challenges, as well as for its innovative use of leading technologies.

The Blue Sky Award rewards companies who break away from conventional processes or go beyond marginal improvements in existing products. The best of these innovations will prove massively disruptive and enjoy infinite potential in the marketplace. Finalists were asked to present their innovative product, along with the market potential and business plan, to a panel of Microsoft and industry experts for judging.

"With the Blue Sky Innovation award, our objective is to encourage Canadian technology innovation. Canadian ISVs are constantly bringing fresh and innovative technologies to market," says Gladstone Grant, Vice President of the Developer & Platform Evangelism, Microsoft Canada.

This is the first major award for Quantum Whisper and is a monumental achievement for the 18-month old startup. Founded during the peak of the recession, the company is on track to execute against its business plan and experience rapid growth.

"We are delighted to see Quantum Whisper

recognized for its innovative feedback and product management solution,"says Barry Paquet, CEO and founder, Quantum Whisper. "This award validates our vision, technological innovation and customer value proposition,"he continued. Quantum Whisper provides an online solution that captures customer feedback, transforms data into actionable information and allows product managers to prioritize product requirements supported by market evidence (facts).

Unlike static spreadsheets, the service automatically links feedback to product requirements, providing fact based evidence to drive product decisions. The result ensures the most valuable software is developed and allows product teams to quickly adapt to changing business, market and customer demand. Customers experience reduced product risk, improved competitiveness and increased customer satisfaction.

About Quantum Whisper

Quantum Whisper empowers companies to realize the maximum value from agile development by ensuring that product management is market-driven and that development is prioritized for utmost customer satisfaction and profit. Targeting product managers who are increasingly challenged to maintain prioritized backlogs, simultaneously increase customer intimacy and are frustrated with the lack of simple, affordable and professionally targeted product management tools, Quantum Whisper provides an online service for product managers. It uniquely extends agile principles outside development by establishing a bona fide link between customer demand and product

development.

For more information, please visit www.quantumwhisper.com.

Media Contact Name: Chantelle Bernard
Media Phone: 416-644-2289
Media Web Address: http://www.highroad.com
Company Contact Name: Barry Paquet
Company Phone: 514-800-0119
Company Web Address: http://www.quantumwhisper.com

Body image credits: Quantum Whisper

About the author:

Barry Paquet has over 10 years progressive responsibility managing and directing software companies. He has helped lead these companies through start-up, growth phases and successful exists. His current venture, Quantum Whisper, provides a customer feedback and product management platform to ensure that software companies are market-driven and that development is prioritized for profit.

Filed Under: BREAKING NEWS, BUSINESS NEWS, Technology, CANADIAN NEWS, Featured, New Media - WEB 2.0, Social Media, PRESS RELEASE, SOFTWARE- COMPUTER APPLICATIONS

RUSH PR NEWS newswire and press release services at rushprnews.com / Anne Howard annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.