



## Beyond Requirements, So Much More To Manage

By Adrian Bridgwater, January 29, 2013

Connection for all stakeholders through entire product and service development process

Montreal-based startup [OneDesk](#) has developed a SaaS-based social enterprise application that it hopes will change the way organizations develop products.

OneDesk is positioned as "the only app" that connects social media monitoring, customer feedback, innovation and ideas management, help desk management, requirements management, and project management into one centralized zone.

"[Our tool] revolutionizes business processes and keeps customers, employees, and business partners continuously connected during the entire product and service development process," says the company.

### *Requirements Management and Way Beyond*

So more specifically, OneDesk is described as a suite of tightly integrated applications that include feedback management (if there can actually be said to be such a thing), innovation and ideas management, help desk, requirements management, project portfolio management, product roadmapping, and issue tracking.

According to the firm's product pages, "OneDesk allows you to involve customers, employees, and partners in the development process. Connect with stakeholders via Facebook, Twitter, blogs, discussions, and email. Capture customers' ideas, issues, questions, and leads. Reply to them, and pipe feedback directly into the development process by generating requirements, tasks, and issues."

We can accept the firm's assertions that to achieve success, it is important for employees, partners, and customers to collaborate — however, if the conversation is unstructured, it can waste a lot of time and go off track. In an attempt to answer these challenges, OneDesk sets out to enable effective social collaboration by directing the conversation toward business goals.