2022 Product Guide:

Presenting the Winners of the 2022 Product Awards

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PRODUCTS THAT COUNT

Foreword by

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At Capgemini, our mission is to bridge the gap between humans and technology to build a brighter future. We understand that products and the experiences surrounding them are key to doing that. That's why we are proud sponsors of the 2022 Product Awards.

In the pages that follow, you will learn about 20 great companies at the forefront of what Products That Count calls the **"Age of Product."** These companies are the disruptors and innovators who are bringing great ideas to life and delivering the products and experiences that change people's lives for the better.

Products and services are changing the world we live in. As consumers ourselves, we can notice the era of intelligent, connected products has arrived. It has impacted our everyday experiences. With it we are seeing the rise of the Chief Product Officer, now side by side with other C-level leaders to define strategy and boost growth. Making this pivot to Intelligent Products and Services is complex. It demands **new business models, organizational change, navigating new partnerships, ecosystems, and digital proficiency**. Overlooking any of these requirements may lead to disappointing product and services adoption. Transitioning from early proofs of concept to industrial scale is challenging for many companies. Having the people, processes, and tools in place to make this shift is absolutely critical to success.

Over the last two years, the shift to work from home and hybrid work has transformed how product teams collaborate and work across the product lifecycle. Video conferencing, AR/VR, digital twins, migration to cloud, IOT, 5G, AI, edge, and metaverse are now a routine part of a product leader's lexicon both to enable teams to innovate and to drive experiences that customers love. The innovation we are seeing in productivity and communications tools for product and engineering teams has accelerated, enabling many of the great success stories listed as winners of the 2022 Product Awards.

Being a CPO is about passion. It is about getting a future we want enabled by the experience of technology. Capgemini works with companies at all stages of the product life cycle – from defining strategy and business models, to developing the value proposition and business cases, to designing and building next generation connected products and services, to scaling, supporting, and continuously improving ongoing business. Through our brands such as Capgemini Invent, frog, Synapse, Cambridge Consultants, and Capgemini Engineering, we co-create with our clients to bring what's next to life to get the future they want. That means taking a customer-first and sustainable future lens to everything we do.

Congratulations to all the winners and thank you for making our Product Community more effective innovators and builders of tomorrow.



Lisa Mitnick
Capgemini Intelligent Product Group Offer Leader

The Categories

Within each stage of the product lifecycle, there are superpowers that every great product manager needs in order to make their product excel. Each year, these superpowers evolve based on the speed of product innovation. This graphic gives a brief overview of the categories and superpowers for the **2022 Product Awards**.



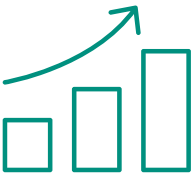
Go-To-Market

with Testing Pricing, Marketing, & Customer Retention



Delight Users

on Their Journey, Optimizing Operation, Inspiring & Empowering Future Creation



Level Up

to Enable Platformizaation, Partnerships, Accessibility, and International Growth



Responsive Accountability

to Inform Iterations, Execute on KPIs and Improve Products with Data



Empowering Humans

by Boosting Productivity, Connectivity, Communications, Health, and Creativity

Category #1:

Informed Go-To-Market Strategy

Product Managers need a plan to launch their products in the market, whether beta, internal, or otherwise. For the 2022 Product Awards, the Awards Advisory Board proposed 5 new categories, the first of which is Informed Go-To-Market Strategy. How will product managers do the best testing, experimentation, and ramp-up? And what are the best tools to help in this process? This category awards the tools that empower PMs to test and learn, experiment with data, strategize pricing, find the product value proposition, and connect with the right set of customers.

Here are the winners.

For the **Test & Experiment** superpower, the winner is **Optimizely**, a digital experience platform designed to help companies unlock digital potential. According to Optimizely Product Lead Kevin Li, "Data changed the way our customers make decisions. We have a saying: it's called the Highest Paid Person's Opinion, the 'HIPPO' problem. It shouldn't be opinions driving business decisions. It should really be using science and data to do that."

Next up is **Hootsuite**, whose motto is "social is your superpower." Their commitment to social media management as well as results, with powerful scheduling and organizational tools, made them the winner for **Rolling Out External Marketing Plan**.

The winner for **Strategize Pricing** is the agile experience management tool **Momentive**, a company with more than 20 years of experience designing powerful, intuitive technology.

The fourth winner in this category is **Pandadoc**. Their simple and sophisticated all-in-one document workflow solution won them the award for the superpower of **Find, Acquire, and Retain Customers**. Pandadoc SVP of Product Bernard Desarnaut says their clients call them "the best solution to create great-looking proposals and contracts that can be seamlessly e-signed by customers."

As Award Advisory Board member and Google Product Lead Neha Taleja says, "The product community is grateful for the tools these companies have created for us to do our jobs more efficiently and make better decisions."

> **Data changed the way our customers make decisions. We have a saying: it's called the Highest Paid Person's Opinion, the 'HIPPO' problem. It shouldn't be opinions driving business decisions. It should really be using science and data to do that.**



Kevin Li
Optimizely
Product Lead

Click to learn more about the winners for each superpower in the category of Informed Go-To-Market Strategy:

Test & Experiment
Winner: Optimizely
"Unlock digital potential."

Rolling Out External Marketing Plan
Winner: Hootsuite
"Social is your superpower."

Strategize Pricing
Winner: Momentive.ai
"Shape what's next."

Find, Acquire, and Retain Customers
Winner: Pandadoc
"Take the work out of your document workflow."

Category #2:

Delightful User Journey

In every part of the product experience, from the moment a team discovers what pain point to solve, through the stages of onboarding, creative solutioning, training, learning, and creating a passionate community, there is a journey. And certain tools have been instrumental in creating some of the most impactful experiences right now in the world of product.

For the category of Delightful User Journeys in the 2022 Product Awards, the winning products demonstrate the following superpowers: inspiring next steps, creating passionate communities, optimizing for engagement, and designing to connect.

Award Advisory Board member and Transfix Product Leader **Patrick Blute** says, "This category is for tools whose real purpose, vision, and mission is to make sure the experience goes above and beyond, is extremely delightful, and brings a new level to the product experience. Every single one of the companies in this category exudes that energy."

The first winner is **Pendo**, whose motto is "software that makes your software better." The company aims to help PMs deliver better product experiences for happier and more productive users, making them a natural fit for the **Inspire Next Steps** superpower.

The digital-first visual collaboration tool, **MURAL**, is the winner for **Optimize Product Operations**. MURAL wants to transform teamwork and help teams imagine together to solve problems, create new ideas, and drive innovation.

The winner for **Actionize User Community** is **User.com**, an all-in-one marketing automation platform and customer data platform. The platform lets clients store data about users, enabling outreach through multiple channels of communication.

The fourth winner in this category is the visual collaboration platform **InVision**, for the superpower of **Empower Launch, Drive, and Future Creation**. InVision is used by 100 of the Fortune 500 customers and over 8 million users. InVision CPO Jeff Chow says that InVision facilitates "deep collaboration and engagement by recognizing the need for simple, democratized tools that encourage participation by all parts of an organization."

> **InVision facilitates "deep collaboration and engagement by recognizing the need for simple, democratized tools that encourage participation by all parts of an organization."**



Jeff Chow
InVision CPO

Learn more about the winners for each superpower in the category of Delightful User Journey:

Inspire Next Steps
Winner: Pendo
"Software that makes your software better."

Optimize Product Operations
Winner: MURAL
"Let's transform teamwork."

Actionize User Community
Winner: User.com
"Turn each visitor into a happy customer."

Empower Launch, Drive, and Future Creation
Winner: InVision
"Transformative collaboration for all the work you do."

Category #3:

Level Up Scale & Complexity

There is a famous saying: “If you want to go fast, go alone. If you want to go far, go together.” Leveling up and scaling a company are all about going far, and developing a company for the long run. This category is designed to recognize products and services that help other companies grow and scale in meaningful ways. Considering the challenges of recent history, collaboration has been key.

“Leveling up scale and complexity represents continuous growth and innovation,” says Award Advisory Board member and Indeed.com Product Lead **Iryna Krutenko**. “Through this category, I want to highlight and celebrate the products and services which not only showed a lot of resilience in the past year, but continue to grow and succeed further.”

The winner for **Enable Platformization** is **Galileo** FT, the financial services company “expanding the financial frontier.” Galileo CPO Archie Puri says the company’s “mission started with a dream to enable anyone to offer financial products to their customers.” Considering their role in powering innovative Fintechs like Dave, MoneyLion, and Wise they were a natural fit for this superpower.

For the superpower of **Accessibility and Compliance**, aka A11Y and Comply, the winner is the private data sharing company **TripleBlind**. This innovative product combines data and algorithms while preserving privacy and enforcing compliance.

The talent management platform **Workday** took home the prize for the **Partner for Success** superpower. Workday helps its customers achieve its goals for different business entities in an easier manner by making it possible to support changing requirements with greater flexibility.

Last but not least, for the superpower of **Expand International Growth**, the winner is **Twilio**. This platform offers intelligent customer engagement at scale, powering personalized interactions and trusted global communications to better connect PMs with customers.

> **Galileo’s “mission started with a dream to enable anyone to offer financial products to their customers.”**



Archie Puri
Galileo CPO

Learn more about the winners for each superpower in the category of Level Up Scale & Complexity:

Enable Platformization
Winner: Galileo
“Expanding the financial frontier.”

Accessibility & Compliance
Winner: TripleBlind
“Unlock private data sharing.”

Partner For Success
Winner: Workday
“We help you solve your greatest business challenges.”

Expand International Growth
Winner: Twilio
“Intelligent customer engagement—at scale.”

Category #4:

Responsive Product Accountability

The role of product manager has been quickly evolving over the last decade. Gone are the days (for the most part) when PMs are confused with project managers, and also gone are the days when PMs were expected to simply execute a product plan handed down from elsewhere within the organization. Now the role of PM is both strategic as well as tactical. And while PMs have always been data oriented, now metrics and KPIs are even more in focus, and are seen as a clear value add within companies.

The Award Advisory Board member for this category is Fmr Transformco Product Lead **Maheep Bhalla**. He asks, "In regard to the category of Responsive Product Accountability, with the focus on the Chief Product Officer role as both a strategic and tactical partner, what are the tools that help the CPO do their job that much better? What are the tools that help them inform the next set of product iterations? What are the tools that help them execute against the KPIs? What are the tools that are consistently measuring in the background and suggesting improvements based on the data that was gathered? And then of course, what are the tools that go above and beyond and simply delight their users?"

The answers to those questions can be found below.

For the superpower of **Inform Product Iterations**, the winner is **Amplitude**. This digital optimization and product analytics tool gives teams self-service product data to understand users, drive conversions, and increase engagement, growth, and revenue. Amplitude Product Lead Ibrahim Bashire says, "At Amplitude we believe that product is the center of the business, and the ultimate revenue driver for any company."

The winner for **Execute on KPIs** is **Heap**, whose motto is "Illuminate the full user journey." Heap surfaces the hidden friction and opportunities in the customer journey, so PMs can build a better digital experience and accelerate their business.

For **Suggest Improvements Based on Data**, the winner is **Anomalo**, the complete data quality platform. As Anomalo Co-Founder Elliot Shmukler says, "Anomalo is a great way to spot unexpected or unusual changes in your data."

And finally, **WebFlow** takes the prize for the superpower of **Delight Users by Going Above and Beyond**. As WebFlow says, "Your website should be a marketing asset, not an engineering challenge." As such, they aim to give you the site you want, without the dev time, and that is undoubtedly music to PMs' ears.

> **At Amplitude we believe that product is the center of the business, and the ultimate revenue driver for any company.**



Ibrahim Bashire
Amplitude
Product Lead

Learn more about the winners for each superpower in the category of Responsive Product Accountability:

Inform Product Iterations
Winner: Amplitude
"The new era of digital optimization."

Suggest Improvements Based On Data
Winner: Anomalo
"Complete data quality platform."

Execute On KPIs
Winner: Heap
"Illuminate the full user journey."

Delight Users By Going Above & Beyond
Winner: Notion
"One workspace. Every team."

Category #5:

Empowering the Whole Human

The idea behind the category of Empowering the Whole Human is awarding tools that empower people in mind, body, and spirit. This has become even more important in a pandemic, with people facing myriad physical and mental health challenges, not to mention distributed teams and the future of work. And beyond dealing with challenges and uncertainty, what products simply enable users to create beautiful, useful, and interesting things?

According to Award Advisory Board member and Fmr Jostle Product Leader **Felipe Gasparino**, "This category is about taking a step back. It is really thinking, for us as humans, what are the tools and the products that are helping us to be better in general? We can't deny that the pandemic has affected many of us in some way. That goes for products as well. So when we think about human empowerment, the way we are interacting with others, our health, the way we're working, so much has been affected."

The first winner in this category is **Sprig**, for the superpower **Productivity Booster**. Sprig offers user research that's in-the-moment, because they believe the best research insights come from your actual users, as they experience your product.

For the superpower **Enable Connection and Communication**, the winner is group video platform **SpatialChat**. SpatialChat CEO Almas Abulkhairov says some of their best feedback came from a customer at an S&P 500 company, who said "this was by far the closest to an in-person meeting experience we have had in online conferences."

The winner of **Elevate Mind/Body Health** is **Bloom**. Bloom is a daily mental health coach with interactive video CBT therapy sessions, personalized to users. Since Bloom wants you to "be your own therapist," they were a good fit for this superpower.

And the fourth winner in this category is **Kura**, the AR/VR tech company, for the superpower **Stimulate Creativity**. Kura is working with enterprise companies to create "AR glasses that set the standard," with uses in automotive, training, and entertainment.

> **This was by far the closest to an in-person meeting experience we have had in online conferences.**



Almas Abulkhairov
SpatialChat CEO

Learn more about the winners for each superpower in the category of Empowering the Whole Human:

Productivity Booster
Winner: Sprig
"User research that's in-the-moment."

Elevate Mind/Body Health
Winner: Bloom
"Be your own therapist."

Enable Connection & Communication
Winner: SpatialChat
"Group video chat for in-person virtual meetings, anywhere, anytime."

Stimulate Creativity
Winner: Kura
"The beginning of real human augmentation."

PRODUCTS THAT COUNT

About Us

Products That Count is the most influential Product Acceleration Platform in the world.

Empowers 300,000+ PMs via:

- 100+ events globally each year
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- A focus on answering the question, “What makes a great product?”
- Its commitment to inclusion and increasing diversity in product











Products That Count is the original and most influential product acceleration platform in the world. Almost 300,000 product managers globally read, watch, attend and listen to our 3,000+ free blog posts, videos, webinars and podcasts.

C/VP-level product executives such as Netflix Product VP, Coinbase CPO, and Box CPO share best practices and raise their profile at our curated product salons, podcast show and mastermind circles. Leading brands such as Autodesk and Capital One join as corporate members to turn their product teams into a competitive advantage. Hyper-growth companies like Amplitude have generated 10X ROI from marketing partnerships.

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