



## **AI marketplace Defined.ai using airfocus to enhance B2C and B2B product management**

*Modular product management platform used to overhaul roadmapping and prioritization within the organization*

10 March 2022 – [Defined.ai](#) is using [airfocus](#) to enhance and improve both its B2C and B2B product management, as it continues its mission to provide industry-leading quality data sets for Artificial Intelligence (AI) and Machine Learning (ML) solutions.

Defined.ai hosts the leading online marketplace for buying and selling AI data, tools, and models, and offers professional services to help deliver success in ML projects. Its B2C PM involves the crowdsourcing platform to collect quality data sets, while B2B allows companies to train ML models and provide them with the datasets it has collected.

Using airfocus has enabled Defined.ai to completely overhaul and modernize its approach to product management, as Neha Sondhi, product manager, Defined.ai, explains:

“Not that long ago, Defined.ai was using spreadsheets for our prioritization and roadmapping. It made life more difficult than it needed to be, as every department and business unit had its own way of defining a roadmap and sharing it with its stakeholders. Understanding each team’s priorities felt almost impossible at times.”

Deploying airfocus has given Defined.ai much greater visibility of roadmaps across all relevant departments and a centralized way of sharing information. This allows a fully unified way of looking at the product portfolio and an easy way of aligning, communicating, and explaining goals to different teams and stakeholders.

airfocus offers a range of straightforward integrations, and the seamless integration with Azure DevOps was of particular interest for Defined.ai, as it had been using that as its developer services tool.

“Using airfocus ensures that we are all working on the right things that make sense for the business,” continued Neha Sondhi. “It is incredibly easy to use for our teams, and the integration with Azure DevOps was vital. I set up the entire integration on my own without requiring any assistance from IT, and it's a highly flexible and modular platform, especially around integrations.”

airfocus is the world’s first fully customizable, flexible, and modular product management platform and is used by organizations worldwide, including Royal Canin, eBay, and Shopify.

“The purpose of airfocus as a product management platform is to be easy-to-use, fully modular, scalable, and configurable so that users can tailor it to their organization's specific needs,” said Malte Scholz, CEO, airfocus. “For a product-focused and innovative company such as Defined.ai to approach B2C and B2B product management within the same platform, is something no competitor could accommodate and is testament to the resources we have put into making our platform enterprise-ready.”



The visualization element within airfocus was another key factor for Defined.ai. By providing an entire end-to-end visualization of the roadmap across different teams and different departments, Defined.ai has one easy way to share it with stakeholders, customer success, sales, or even clients.

“We're all on the same page now between the developers and the designers as well as product managers, ensuring we have a good visualization about what we are planning,” concluded Neha Sondhi. “What really impressed me about airfocus was its entire UX, where it felt like every detail had been thought of. You can tell it was made for product managers by product managers because the pain points are so well understood and addressed.”

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