



PRESS RELEASE

Business Mapping with MindManager®

Since the development of mind mapping® by Tony Buzan in the early 70s, many millions have been trained on how to use mind maps as an organisational thinking tool to improve learning, memory and note taking at the office and at home. With the growth of mind mapping and advances in software technology, mind mapping has evolved into an indispensable business productivity tool.

A leading business mapping tool is MindManager from Mindjet (www.mindjet.com). Initially developed by Michael Jetter in 1993 during his stay at hospital fighting leukaemia, MindManager is now in its fifth generation release, with more than 600.000 licences sold worldwide, including 60% of the Fortune 100 companies.

MindManager is a computerised mind mapping tool that positively affects business productivity in such areas as business meeting planning and running, project management, brainstorming, strategy planning, negotiations preparation, customer account management and business presentations. It is fully integrated and synchronised with the Microsoft Office productivity tools, MS Outlook Tasks, MS PowerPoint and MS Word, as well as with MS Project.

"After founding Ithaki Consulting and getting involved in business modeling, project management and designing training courses, I found myself using MindManager in an increasing range of business activities", states Dinos Konis, Managing Director of Ithaki Consulting. "We started using MindManager in the company to brainstorm marketing plans, to plan meetings, to prepare and deliver presentations, to initiate projects and run kick-off meetings, to share information with partner companies and associates in other countries, to plan new consulting offerings and methodologies. This led us to the decision in December 2004 to apply to become authorised resellers for MindManager in Cyprus and to focus on promoting MindManager to the Cyprus market". Ithaki Consulting is now the only authorised Mindjet partner in Cyprus and Greece.

"MindManager has revolutionised the way we do business analysis and marketing planning for our customers", states Stelios Iacovides, Managing Director of Netessence E-Business Consultants, a leading Strategic Marketing Consultant in Cyprus. "It has enabled us to organise and manage the various aspects of marketing planning, and it gives us a better overview of the strategy while easily visualising the relationship between the component parts. The integration with MS Office has allowed us to considerably shorten the time and effort to produce our marketing planning reports for our customer", continues Mr Iacovides.

The PC Pro Magazine in a review assessed, "If you never do any planning, writing, research, organising, learning or thinking, then you can probably manage without it. But for the rest of us, MindManager is a must-have product."

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