

The birth and meaning of the name ***ManWinWin***

I joined ManWinWin Software in 2008 and along my 10 years at the company, I have been asked many times:

What does the word ManWinWin really mean?

Where does it come from?

Who figured it out?

Why?

To start with, I'll challenge you to a little exercise: whatever combination of the word ManWinWin you can think of right now, I can assure you people have mistaken **ManWinWin** with it. You name it:

WinWin.

ManWin

ManManWin

WinManMan

ManWinMan

OneWinOne

Mau-ui-ui

WinMan

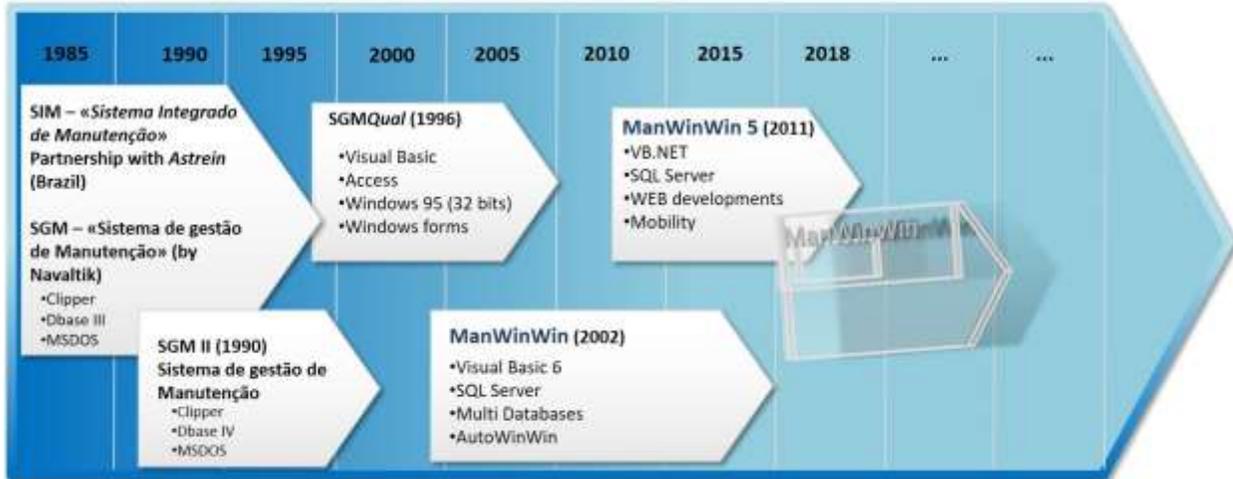
Very often, when I'm visiting a company, anywhere in the World, and the reception person asks me my name and company, it can take me up to 3 repetitions to get them to write down ManWinWin Software. I end up smiling with the *déjà vu* situation and just spelling it out for them:

- Me: "so, it is **Man** – like Hu**Man**, ... then it is **Win** – like winning, and then Win again – like winning."
- Reception: "ooooh ok (smiling – first-time joke, right?), like WinWin situation, right?"
- Me: "Exactly!"

So, just before my meeting, I am both amused by this moment and quite thoughtful as to how it always comes down to "...WinWin situation". It made me wonder about the meaning of the expression WinWin situation, and if it was in fact related to our name.

A little historical context for you:

MANWINWIN – 5 generations and more than 30 years



So, because it was 2002, I decided I was better off asking one of our Founders:

- *Where, how and why* was this name ManWinWin created?
- What on earth did it mean?

So, I asked my Father, the 1st Generation of this family-owned company, who dedicated almost 40 years of his working life to this company, who trusted the fate and evolution of this company to me (Managing Director), my brother (Finance) and 2 other long-term employees (Programming and Engineering), Partners of the company and good friends of the family.

And he replied:

QUOTE

ManWinWin? Well...:

- **‘Man’** is short for ‘Manutenção’, the Portuguese word for Maintenance. It also means Human individual – no matter how technological we are, never forget that our essence is Human, in everything we do
 - **‘Win’** because it is based in Windows
 - **‘Win’** because it reminds us constantly of ‘WinWin situation’, where it must always be good for everyone involved – for us and for them, the client.
- First, the client wins by making a good decision to buy a good software from a good company
 - Then, the client constantly suggests software improvements according to their needs

- We are always up to date in understanding our client's needs (the market's needs) and challenges and most of our software development is based on these suggestions
- The software updates are free of charge for all these active clients
- Our software meets our clients' challenges, needs and evolution in maintenance management. Our clients are happy.

WinWin.

END QUOTE

WinWin! We win, they win. Then we win again, then they also win again. And it keeps going – dozens of clients are using our system for 10, 12, 15, even 20 years, upgrading from Generation to Generation ... and this only happens when there are genuine benefits *from* and *for* both parties.

So today, in my usual Reception encounter before a meeting with a potential client, having this whole *déjà vu* situation is great – it constantly reminds me of who we are, of our very core values. It reminds me what I am about to do in that meeting.

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