Managing Information in the World of Product Management

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Today, Ryma announced a partnership with Coginov, a leader in semantic -based products and technologies. We are extremely proud of this partnership, as it addresses an ongoing issue for companies of all sizes, across all verticals: managing the exponential growth of internal and customer data. In the world of product management, information overload is a battle that's faced daily.

A look at the issue

For product managers, data overflow is often a two-pronged issue: not only are they overloaded by massive volumes of data flow coming from too many sources, but they are also relying on non-specialized software programs to take on such a time-consuming and complicated task. In fact, for the most part, product managers use nothing more than Microsoft Word or Excel documents, compiled in Windows folders, and hope to retrieve the right information.

While this may be a quick fix and low cost solution to the problem, relying on these non-intelligent programs can have grave consequences for the product you're developing, as the mismanagement of information often resonates throughout its lifecycle:

1. Poorly managed information when conducting market research leads to trouble defining the problem that your product solves;
2. The inability to define the right market issues leads to lost opportunities for your product;
3. Misidentification of opportunities leads to decisions on features, roadmap and

requirements that may not properly address the needs of the market.

If you can't effectively manage information, you can't fully understand what the data is trying to tell you – which can lead to you investing valuable resources in a product that nobody wants. And unfortunately, it's simply not feasible to release an innovative, game-changing solution while relying on word processing and spreadsheet documents to manage massive volumes of highly-valuable information.

The solution

By integrating Coginov's API into FeaturePlan, users can implement intelligent categorization processes to better manage their product-related information and generate key insight from unstructured data throughout the entire product lifecycle. Identifying common areas within many sources of information to extract the sentiment of a specific message is fundamentally important in making sure you are painting the right picture.

From conducting market research to managing customer feedback, the categorization and analysis of information allows product managers to efficiently and effectively determine the wants and needs of the market and develop innovative products that delight customers. By accessing data-related analytics, product managers are provided the statistics to back up the product-related decisions they make.

Bottom line, better insight into market and customer data will allow you to make better products. If you are interested to know more, please contact us at sales@rymatech.com

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