

Ryma Announces Partnership with the 280 Group

Posted on Feb 24, 2012, Posted by [Catherine Constantinides](#) Category [Product Management](#)

This morning at Ryma, we're happy to announce a partnership with the 280 Group, a Silicon Valley-based product marketing and product management consulting and services firm. The partnership will see the 280 Group's Product Management LifeCycle Toolkit™ templates, from their award-winning Optimal Product Process, integrated as an add-on to Ryma's FeaturePlan software solution.

For those unfamiliar, the 280 Group's products are used by tens of thousands of people in companies worldwide, ranging from startups to Fortune 500 enterprises. Their Optimal Product Process is a product lifecycle management process and methodology that was developed by a team of experts with over 150 years of combined product management experience. The Process supports the Association of International Product Marketing & Management's seven-phase worldwide-standard product lifecycle with corresponding training, certifications and templates that covers everything a company or team needs to create products that delight customers and maximize revenues and profitability.

We are very happy to be partnering with them to build on what is already the industry's leading product management solution, and positively impacting the lives of product managers around the world.

With the FeaturePlan add-on, users of the Optimal Product Process will be able to leverage its strengths through an integrated product management solution that also serves as a central knowledge base that stores all product-related information, aligns stakeholders and facilitates collaboration. Users can start with the Microsoft Office templates in the Product Management LifeCycle toolkit to implement the Optimal Product Process, or they can go straight to FeaturePlan for an effective software-based solution.

In addition, the 280 Group is joining the Ryma Affiliate Partner Program, which will see both parties combine on a number of joint-marketing activities. Pricing and availability for the 280 Group's Optimal Product Process™ for FeaturePlan software will be announced at a future date. For more information, contact sales@rymatech.com.

Tags: Tagged in: [280 Group](#) [Affiliate Partner Program](#) [FeaturePlan add-on](#)
[aturePlan add-on](#) [Fe](#)