



280 Group™ Optimal Product Management and Product Marketing™

Helping companies deliver products that delight their customers and produce massive profits™

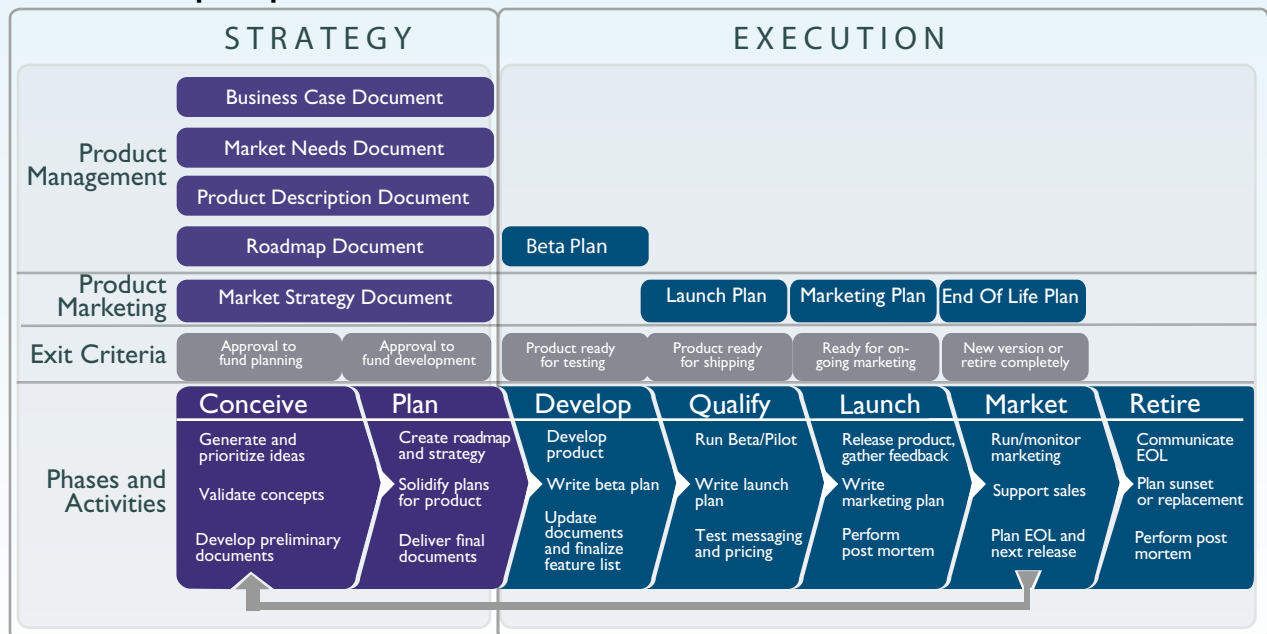
The 280 Group consultants were very experienced and came in and hit the ground running. They helped us by prioritizing across a variety of development projects, streamlining our internal processes and also helped us to build a compelling roadmap.

- Ram Krishnan, Sr. VP Marketing, GuardianEdge

The 280 Group is a Product Management and Product Marketing consulting and training firm located in Silicon Valley, CA. Founded in 1998, the 280 Group helps companies deliver products that delight their customers and produce massive profits. Products and services include consulting, contractors, training, certifications, templates and books. The 280 Group's methodology is based on worldwide standards and is used by tens of thousands of customers across the world.

Clients include small and medium-sized companies as well as Fortune 500 companies such as Adobe, SAP, Cisco, Intel, eTrade, Symantec, Dell, Hewlett Packard and others. The 280 Group was ranked in the top 10 consulting firms by the Silicon Valley Business Journal has won the AIPMM award for Thought Leadership in Product Management. They have been featured on World Business Review, the Silicon Valley Business Report and have several books in the top 150 business books on Amazon.com.

280 Group Optimal Product Process™



Optimal Product Management Assessment



To help you dramatically improve Product Management at your company the 280 Group offers an Optimal Product Management Assessment. This is a service where we assess the Product Management function at your company (process, people & tools), provide concrete recommendations for dramatically improving its effectiveness and assist you with implementing key changes. By working with the 280 Group you can ensure that you are implementing best practices and that product management will help drive your company's overall success.

We chose the 280 Group because we needed to launch a product very quickly. They had an experienced team of people that we could hire immediately.

- Rob Zajac, General Manager,
Duel Systems, Inc.



Consulting & Contractors



Whether you need a high-level seasoned consultant to help you with your product strategy or your next industry-changing launch, or an acting interim Product Manager, the 280 Group can provide you with the right talent. We take on both small, short-term, highly focused projects as well as providing longer-term contracting talent that can become part of your team for up to several months if need be.

Typical projects include:

Product Management

- Market Analysis
- Developing Business Cases
- Profit & Loss Analysis
- Customer Research
- Market Research
- MRDs & PRDs
- Product Roadmaps
- Working With Engineering Teams
- Reviewing Functional Specs
- Finalizing Product Requirements
- Prioritizing Feature Sets
- Feature, Schedule & Cost Tradeoffs
- Competitive Analysis
- Running Beta Programs

Product Marketing

- Product Launches
- Sales Tools
- Positioning
- Pricing
- White Papers
- Reviewer's Guides
- Product Demos
- Competitive Comparisons
- Customer Testimonials
- Success Stories
- Features & Benefits/USPs
- Press Tours & Materials
- Presentations
- Training Materials

Training & Certification

The 280 Group offers five training courses that are available through our public training or through private onsite training or a self-study curriculum:

Optimal Product Management & Product Marketing™



This three day in-person course covers the entire product LifeCycle. It teaches you how to manage any product at any stage in the LifeCycle effectively and includes the Product Management LifeCycle Toolkit with corresponding productivity templates. It also prepares you to take the exam to become an industry-standard Certified Product Manager or Certified Product Marketing Manager.

Agile Excellence for Product Managers™



This one day in-person course teaches how to be dramatically more effectively with teams using Agile development methods (Scrum, XP, Leam). Includes extensive hands-on exercises and handouts and prepares you to take the exam to become an industry-standard Agile Certified Product Manager.

How to be a Phenomenal Product Manager™



This one day in-person course is based on the best-selling book The Phenomenal Product Manager. It is the only course in the world that teaches you how to dramatically increase your effectiveness and productivity as a product manager. Through hands-on exercises and lecture students spend the day learning critical skills and developing a corresponding action plan to apply in their jobs.

Certified Product Manager™ Self-Study Course & Exam



This self-paced course and exam can be taken online on your computer. It teaches you core product management and product marketing concepts and prepares you to take the exam to become an industry-standard Certified Product Manager and Certified Product Marketing Manager.

Agile Certified Product Manager™ Self-Study Course & Exam



This self-paced course and exam can be taken online on your computer. It teaches how to work more effectively with development teams using Agile techniques (Scrum, XP, Lean) and prepares you to take the exam to become and industry-standard Agile Certified Product Manager.

Toolkits & Templates

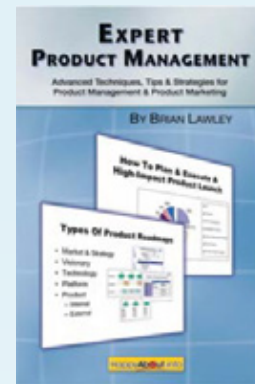
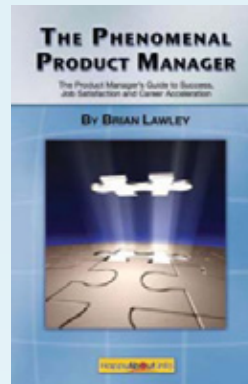
The 280 Group's methodology is available in a series of toolkits, which contain templates and narrated training presentations that help you deliver more effective documents in significantly less time. There are seven toolkits in all:

- Product Management LifeCycle Toolkit™
- Product Roadmap Toolkit™
- Product Launch Toolkit™
- Competitive Analysis Toolkit™
- Beta Program Toolkit™
- Product Reviews Toolkit™
- Developer Program Toolkit™



The toolkits are also bundled together in the PM Office Professional, which includes all seven toolkits at a discounted price. Toolkits and the PM Office are all single user license – volume licenses are available.

280 Group Press Books



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