

Optimizely Launches Feature Management For Product Development Teams

Simplify product development by unifying experimentation and feature management in Optimizely to minimize risk and prove impact

SAN FRANCISCO, April 26, 2018 -- [Optimizely](#), the world's leader in customer experience optimization, today announced Feature Management, which helps product development teams test, iterate, roll out and customize features with confidence, is now generally available in [Optimizely Full Stack](#).

Today, most companies either do nothing to control the risk of rolling out new features to their users. The product development teams who use Full Stack are currently using experimentation to ensure that features they release are making a positive business impact. Many of these teams also want to manage even more of the release management lifecycle. Once you've run an experiment to determine a winner, rolling that winner out to all of your customers is the next logical step in the product development process.

With Feature Management, Optimizely Full Stack now provides a complete platform for rolling out and experimenting on new and revised features. With feature management and experimentation tightly coupled, product development teams can drive impact while reducing risk.

Optimizely provides one system to control the entire experimentation-driven product development lifecycle, from idea to feature flag, experiment to rollout. Adding feature flags to every product provides teams with the flexibility to also run experiments on those features without having to do additional development work.

For more information, visit our [blog here](#).

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About Optimizely

Optimizely is the world's leader in customer experience optimization, allowing businesses to dramatically drive up the value of their digital products, commerce and campaigns through its best in class experimentation software platform. By replacing digital guesswork with evidence-based results, Optimizely enables product and marketing professionals to accelerate innovation, lower the risk of new features, and drive up the return on investment from digital by up to 10X. Over 26 of the Fortune 100 companies choose Optimizely to power their global digital experiences. Optimizely's impressive customer list includes eBay, FOX, IBM, The New York Times and many more global enterprises. To learn more, visit optimizely.com.