

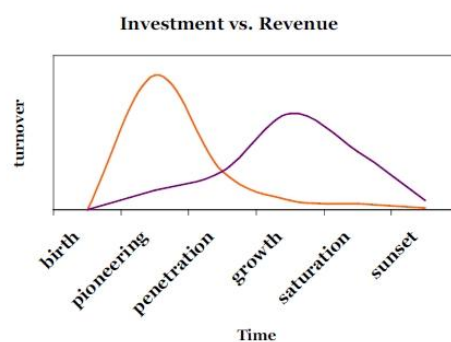
Mature Product Development

I decide to offshore
I think I made the right decision

1.1 What is so difficult in it?

Understanding the economic product life cycle is critical. If you think you have made the right decision by bringing off shoring into your IT, product development strategy, take a step back and understand the challenges involved in it and choose a right partner to sail you over them rather than make you swim.

Economic Product Life Cycle



Highest return on investments on your corporate IT budgets is possible with a partner who understands the space, have been there, seen it all and understands the right stage right model concept to cater to any product lifecycle management concept.

1.2 Off shoring Product Life Cycle Management- Solving the Jig-Saw Puzzle the coMakeIT way

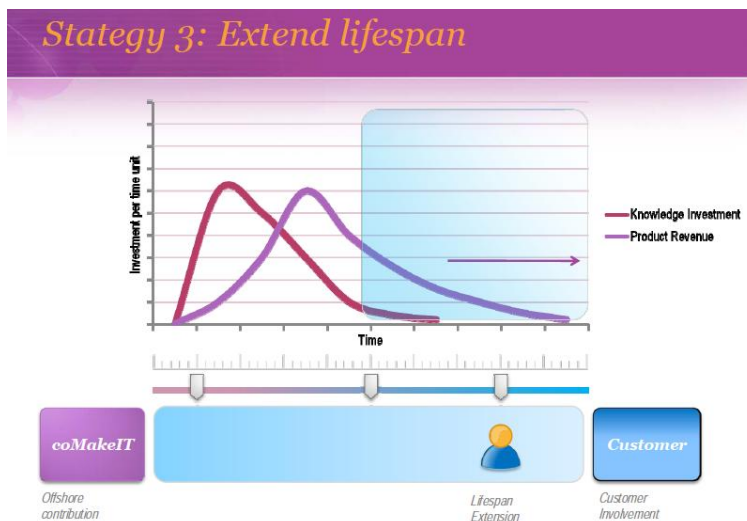
“With a vision to help software product companies accelerate their product development without compromising on their IP, coMakeIT has embarked a journey to have software products FirstTime ready!!“

1.3 Right partner, Right Stage, Right Model - Ensuring customer’s Growth is Made Easy

Offshore partner coMakeIT has three models of outsourcing that are based on the product life cycle of software. Customers can choose to go with the model that suites them making it an ideal platform to realize the return on investments ensuring their Growth is Made Easy through extended capabilities. The core of the matter is that for each type of product development coMakeIT builds the right teams. Its HR approach aims to attract the right employee in the team that is specifically set up for the specific customer, and that is noticed by our customer.

1.4 Life Span Extension, Mature Product Development - coMakeIT Solution Mature Product Development

"Never sunset a product" is something many software companies dream about. This might be impossible, but it is a strategy with mature products to extend their lifespan. In order to do so, it is necessary to tap into existing knowledge and aged technology in a cost effective way. This requires another specialized team setup.



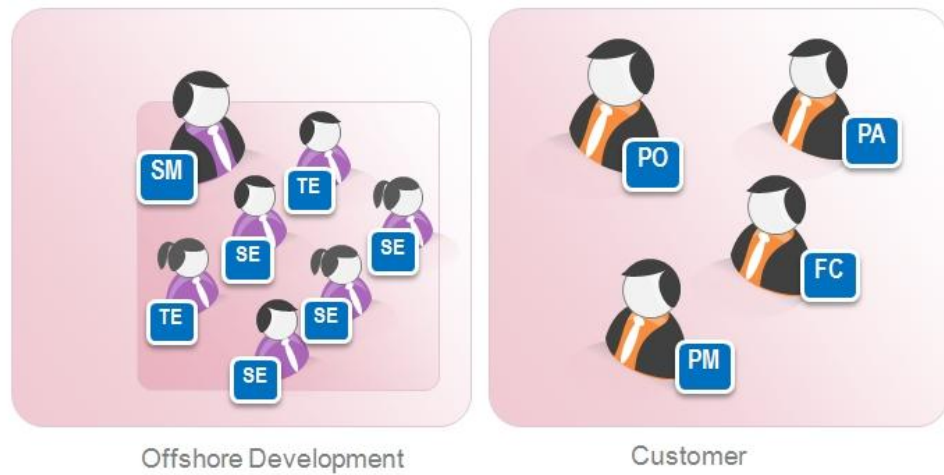
The people inside these teams must be motivated by their rare expertise, and still be able to communicate efficiently with their counterparts on the customer site. The result needs to be that existing products with a high revenue potential that would otherwise be in need of re-manufacturing can be kept in the market. This is also a way to keep long customer relations

happy, without having to force them to migrate. Also, in niche markets, it enables companies to maintain products that would otherwise be replaced by expensive custom built solutions.

1.5 Strategy for Mature product development - Extend Life Span

The strategy for mature development is to set up teams in such a way that a minimal team is on the customer front and major team is here on the partner site ensuring life span extension of the mature product is always in place

Type of offshore Team Setup Needed



1.6 About Us

Based out of India and Netherlands, coMakeIT specializes in providing R&D expans for Product Software Companies. coMakeIT's unique right stage right model concep product companies to have best in class offshore development partner helping growth made easy through extended capabilities.

You are a Step away from ensuring your Growth is Made Easy. Help us do it for you by getting in touch with us (info@comakeit.com)