

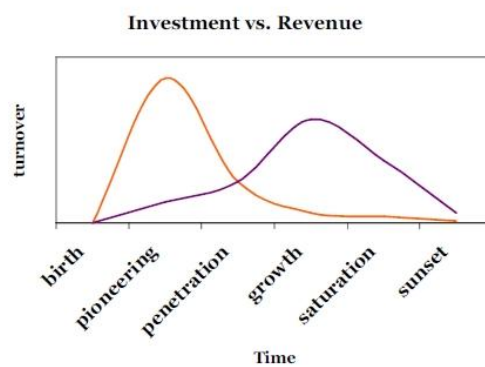
# New Product Development

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

### *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.

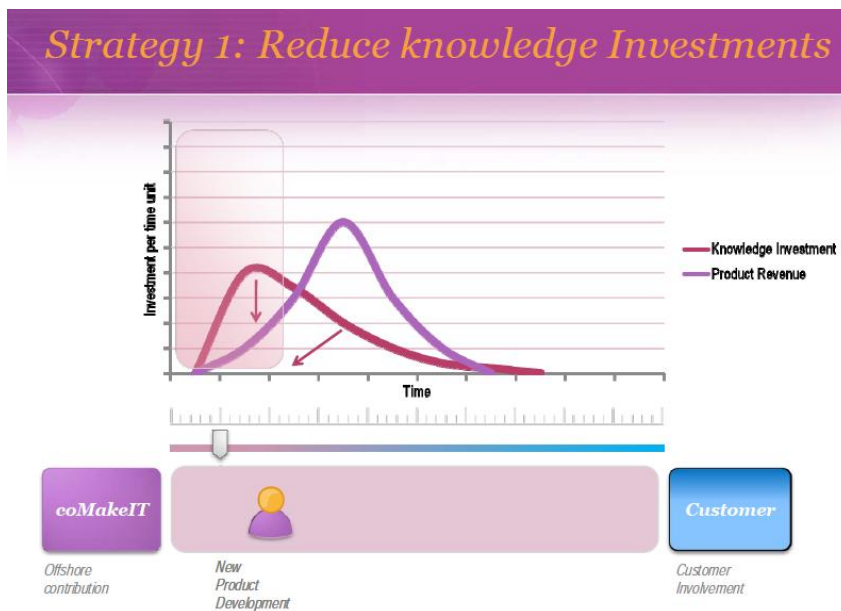
## 1.2 Off shoring Product Life Cycle Management- Solving the Jig-SawPuzzle the coMakeIT way

*“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 First Time 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 New Product Development - coMakeIT Solution



When new products need to be developed, there is still the possibility of lowering the overall investment in the product. Also there is no existing knowledge base which needs to be tapped into. This enables customers to choose for an all offshore setup, which reduces the difficulties in communication, culture and knowledge sharing. The team setup for this model is tailored to the specific needs of start-ups and established firms who want to innovate.

## 1.5 Strategy for New product development - Reduce Knowledge Investments



The strategy for new product development is to set up teams in such a way that knowledge investments are reduced to its maximum ensuring focus on product development, agility to release and getting it first time ready are in place.

## 1.6 About Us

Based out of India and Netherlands, coMakeIT specializes in providing R&D expansion services for Product Software Companies. coMakeIT's unique right stage right model concept allows 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](mailto:info@comakeit.com))