

Off shoring Software Product Life cycle Management -

Ensure your growth is made Easy

1.1 Introduction

This white paper tries to address the critical aspects on strategic off shoring decisions to made easy ensuring optimized return on your investments always for your Software product Life cycle management. In an attempt to provide a easy, open, flexible and scalable model that can help organizations focus on their competencies and market leadership, we look at what we think a Right Stage, Right partner and Right model concept resulting in your Growth Made easy through Extended capabilities.

The world is flat, and this is not 'simply about how governments, business, and people communicate, not just about how organizations interact, but is about the emergence of completely new social, political, and business models.' (Thomas L. Friedman). The world is evolving very rapidly into a world that is in need of different, business models. The difference and at the same time the strength is in the fact that these new business models are made up of networks in which core competencies of people, companies are exploited to the max to create maximum efficiency for everybody

1.2 Off shoring Software Product Life Cycle Management -A Strategic Decision Factor for Business Growth

Software product development is an evolutionary piece when mapped to the annals of the technology world. Product software vendors catering to the needs of end customers in any segment have always found it extremely difficult to optimize the return on investments keeping the ability to scale, retain IP and getting it First Time Right. Many a model has originated over the last few decades with off shoring playing a major part in the recent ones. In fact software product development is not where you stop, it's all about Software Life Cycle Management end to end.

Off shoring advantages are to stay only if a right model is adopted which otherwise will lead to a should I/ Should I not state. Majority of the innovative product software companies have failed in this decisive stage letting opportunity and market space un-addressed or being monopolized.

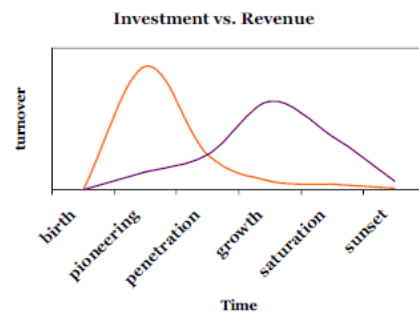
Software product development and investments for right results, thus has been more of a strategic decision to make rather than just an enabler for efficiency. Core competency development and market leadership is achieved through a right-fit, right-model, right-partner methodology ensuring optimized returns on corporate IT budgets. This has proved that more than being a science, it's a key strategic aspect to ensure business growth.

1.3 I decide to offshore - I think I made the right decision

1.3.1 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.

1.4 True globalization needs strategic in sourcing, based on partnerships, not just outsourcing based on customer supplier models.

Key part of coMakeIT model revolves around knowledge management by using a people and team centric approach, implementing a high sense of ownership in the offshore team. With the help of supporting methodologies such as Agile Software Development, coMakeIT is able to establish true partner relationship between the customer's own onsite team and the outsourced offshore team

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

UcoMakeIT solves the following challenges that traditional off shoring models faces ability Characteristic Definition	
Organization scaling	By offering flexible staffing options
Software development	By offering enterprise class skills in offshore development
Expertise	By offering a wide variety of IT skills
Staffing	By offering flexible staffing options, and access to a large pool of resources
Productizing	By offering fast scalable state of the art production facilities for software

It is evident that once you have chosen the off shoring way, you are more often than not looking at a Jig-Saw puzzle to solve. Today's challenge for companies is to be able to turn ideas into products very fast, and bring them to the market as new products. Because pressure on the resource market is high, getting the expertise and force to do so is a major challenge. We believe that companies at all times should focus on their core competence. This is impaired greatly by the struggle to run a development organization, with all its challenges like staffing, skills management and proper professional supportive infrastructures. CoMakeIT offers you to take the complete product realization and support process out of your hands. This way you can focus on conceptualizing new ideas, and stay in close contact with your customers.

“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!!”

1.6 coMakeIT's perspective on Strategic Software product development off shoring parameters

Off shoring parameters if addressed properly make decision making easier for an organization looking at software product off shoring. A perfect partner is one who understands these parameters in their true sense and one who offers right solutions for them. coMakeIT resolves these challenges addressing each one in its atomicity and put together at a strategic level.

coMakeIT's strength is its core management team that has been working together for more than a decade in solving the most complex off shoring situations for small to large companies

involved in building software products. coMakeIT learnt that Software Development Methodologies (like Agile and SCRUM) and people's skill sets are key, but that the people themselves are even more important. They are a customer's most important investment, both in knowledge and skills. coMakeIT's ability to provide and keep teams, departments and companies together and make them outperform themselves helps provide flexible staffing solution.

coMakeIT has a vast potential of well-trained developers in its Software Development Center in Hyderabad, India. An important premise of coMakeIT made it work with dedicated customer specific teams, in which all featured profiles are represented. All Indian employees are employed by coMakeIT, but are available full time for one specific customer. This way you have the benefits of permanent staff in India, but not the disadvantages. The candidates have all the skills imaginable and specialized in testing, programming or project management that any customer wants.

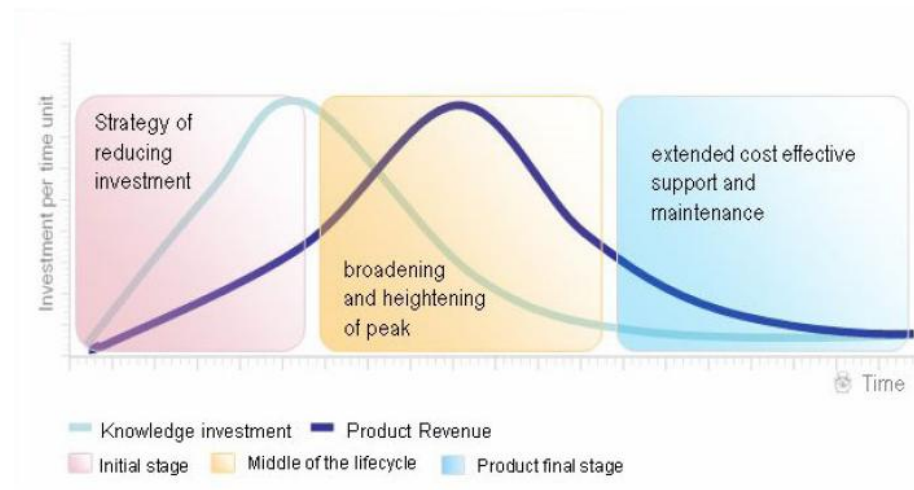
1.7 Right Partner, Right Stage, Right Model - Ensuring customer's Growth is Made Easy

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.

1.7.1 Offshore Development Centre

The product life cycle model is the core of our Offshore Development Centre. Every Software Product has a Life Cycle. There is a beginning, and although we usually like to extend the life as much as possible, there is inevitably an end. Business wise there is nothing wrong with this as long as companies in due time (not too early, not too late) renew themselves with new products, or versions on products.

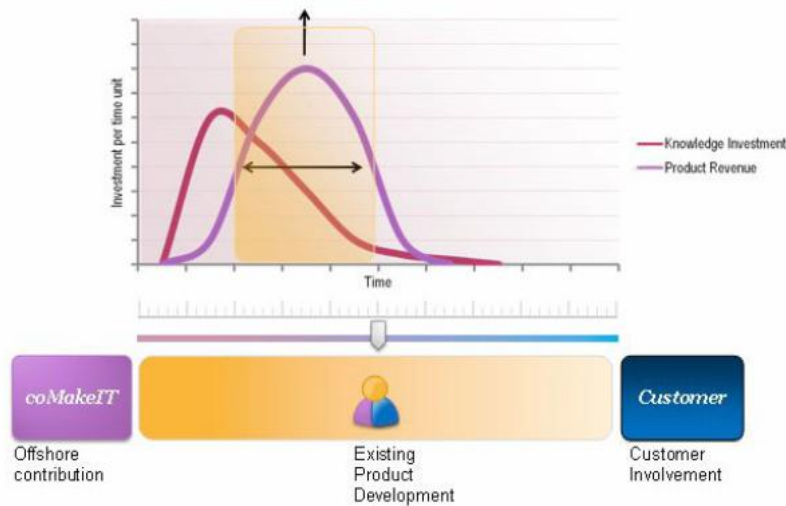


From operational perspective the Product Life Cycle is an important model. This is because different phases in the life cycle of a product require different types of attention, different types of teams and different types of development people. The models coMakeIT offers are therefore based on the phases within the product lifecycle model.

coMakeIT has extensive experience with product software development, and product life cycle related aspects. Product software companies have a product portfolio with life cycles for all their products. For each product the reality is that successful development is not a one-off, but a continuous effort, growing from one phase into another over time. It involves extensive buildup and retention of know-how, often referred to as IP (intellectual property). Because we realize this, we have adopted three baseline Offshore Development Centre Models, fitting into the needs of a company regardless of the phase its products are in.

1.7.2 New Product Development

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.



1.8 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.



1.8.1 Expanding Product Development

In contrast to new products, where the customer can still choose to start from scratch, in expanding product development there is a different challenge.

There is a product, and there is already a significant investment in knowledge done. The strategy is to increase and broaden the revenue peak of the product. The demand is increasing, and so is the pressure on the R&D organization to deliver new functionality.

To increase the capacity of the organization, the offshore team needs to be able to tap into the existing knowledge. We have developed a team setup that is optimized for this challenge. The members of the team will be able to quickly absorb knowledge, and to communicate pro-actively. Also, we can bring in expertise that was lacking, and complete your R&D skillset. These teams will often work seamlessly with the existing R&D team of the customer.

1.9 Strategy for Expanding product development - Reduce Knowledge Investments

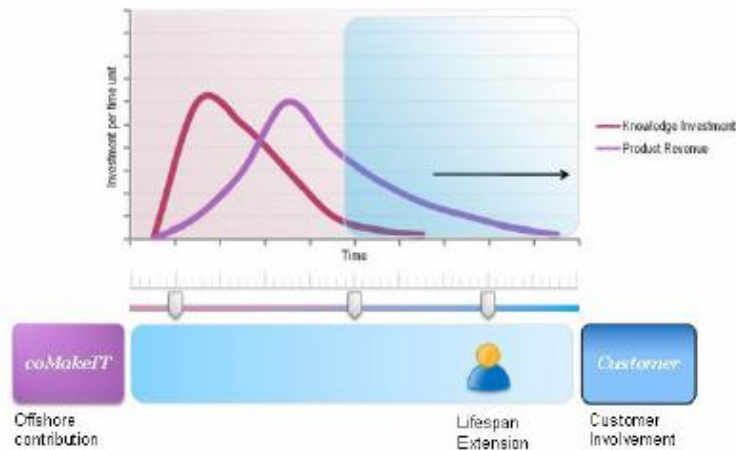
The strategy for expanding product development is to set up teams in such a way that teams on both sides work towards increasing and broaden the peak in the time line of knowledge investments against product revenue.



1.9.1 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.

1.10 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.



1.10.1 Conclusion

Software product development spans many a stage. Depending on the type of the product software company you are, product development stage takes prominence. Right approach to software product development helps produce right results. coMakelT understands and offers significantly cost reduced, innovative, lead and agile software development teams for its partners. This makes off shoring much easier option and more importantly a growth assured option.

Based out of India and Netherlands, coMakelT specializes in providing R&D expansion services for Product Software Companies. coMakelT'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 (inf@comakeit.com)