

# R&D Outsourcing Services

For ISVs and Solution Providers



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## R&D Outsourcing for ISVs and Solution Providers

Faced with increasing commoditization of information technology services and solutions, Independent Software Vendors have increasingly used innovative thinking as their true differentiator to stay ahead in the market segments their products address. Netsoft's Research and Development services leverage our core technology outsourcing expertise to provide strategic solutions in product research and design, rapid prototyping, new technology research and comparative architecture analysis for software products to ISVs and Solution Providers. Built on our proven **FlexSource<sup>SM</sup>** model, our R&D services go beyond conventional outsourcing paradigms and provide a more inclusive program that includes cultural integration, replicating process discipline, innovative thinking, as well as the core technology research & development program.

### Key Challenges for ISVs and Solution Providers

Success or failure of product development initiatives can mean all the difference between success and failure of any ISV organization. There are unique risks and challenges that must be addressed at different stages of the product development lifecycle. In this scenario, managing technical risks alone is not sufficient to ensure success. ISVs need to focus on results from their project portfolio while developing new products, or enhancing the existing product range. Key challenges in this endeavor include:

- **Reduce Time-To-Market**

When business moves at the "speed of thought", new ideas and innovations need to get to market, and spread quickly. Conventional research, design and development models are not geared to meet these needs of rapid market approach, and quick geographical spread. Optimizing the product/project portfolio to deliver

- **Keep pace with Rapid Technology Change**

Systems Infrastructure and Programming paradigms have traditionally seen a complete overhaul every 3 to 4 years, and the pace of change is increasing. Keeping pace, while maintaining and supporting existing skillsets within the organization, has become increasingly difficult.

- **Innovate and Adapt**

While most ISVs and Solution Providers have traditionally excelled in their specific domains in terms of the 'depth' of expertise, many product vendors are breaking vertical domain barriers to innovate and stay a step ahead of their competition. This blurring of boundaries has made it difficult for many ISVs to adapt to changing market conditions and meet competitive challenges.

- **Market Differentiation**

While product innovation provides a platform for initial market approach, it is not necessarily an entry barrier. Continuous innovation through stellar product research and development is and increasing scale is perhaps the only way to protect market differentiation, enhance market presence, and ensure continued success.

- **Cost Effectiveness of New Product Development**

Formal componentization strategies, building organizational knowledge management systems to share best practices and minimize rework, as well as efficient quality organization are essential to drive down costs of developing new products, and push break-even points lower. As clear as these goals are, they are seldom easy to implement, and even harder to make their use pervasive in the organization.

- **Protect Intellectual Property**

Even as businesses worldwide have realized the benefits of outsourcing, the single biggest impediment in ISV adoption of technology outsourcing has been the fear of losing control over intellectual property in a joint development environment.

### **Netsoft Product Research Center Strategy**

Netsoft leverages its proven **FlexSource<sup>SM</sup>** model to deliver research, design, development, and implementation services that help ISVs and Solution Providers turn ideas into reality. This service is designed to scale up as the needs of our clients grow. From turnkey research and development assignments to ongoing initiatives at dedicated Product Research Centers, our approach is to act as an extended part of your organization. Key features of our strategy in this space include:

- **Inclusive Approach**

Where most outsourcing engagements stop at providing a technology solution, we go beyond and address,

- Cultural Integration
- Replicating Process Discipline in areas like
  - Change Management
  - Risk Management
  - Configuration Management
- Technology Architecture Integration
- Core Technology Delivery Strategy
- Relationship Model
- Management/Process Transfer Model [BOO/BOT]

- **Flexibility**

At the core of our **FlexSource<sup>SM</sup>** strategy is the flexibility to tailor the outsourcing engagement to suit the business needs and complex requirements of our clients. This flexibility extends across the entire program in terms of resource deployment, delivery model, cost model, and service mix.

We can provide a solution that helps you start off with a turnkey assignment, and scale up to a complete team, and ultimately a complete product research center that acts as a virtual part of your own organization. We can tailor the operating mode to suit your business needs, whether using a Build-Own-Operate model, or a Build-Operate-Transfer model. The emphasis on cultural fit, and utilizing cross-placement of team-members in mixed teams is an integral part of our strategy to achieve a stronger working relationship.

- **Product Development Mindset**

Most outsourcing relationships focus on 'projects', since that is the core expertise area of most service providers. At Netsoft, we understand that developing products is not the same as developing a customized software application. Our own products developed over years of work address areas like Business Intelligence, CRM, SFA, License Compliance, Team Collaboration, and Quality Assurance. We know what it takes to get to the market with a product, and we understand consumer expectations well enough to add value to each engagement.

- **Expertise – Verticals and Technology Platforms**

Focused on seven major industry verticals, our consulting teams have expertise across a range of technology platforms including Microsoft, Sun, IBM, Oracle and Palm, in addition to a range of middleware technologies, products and standards. We utilize this expertise to understand the business requirements, and tailor a relevant technology solution that meets these needs.

### **Service Offerings**

- Product Research and Development
- User Interface and Usability Studies and Strategy
- Rapid Prototyping of New Products and Ideas
- New Technology Research/Cost-Benefit Analyses
- Comparative Architecture Analyses

### The Netsoft Advantage

- **Deep understanding of Global Technology Trends**

At Netsoft, we have been at the center of the digital revolution for the past 5 years, with clients spread across 21 countries worldwide. We have worked with a range of technology platforms, not only building our organizational strength along the way, but also evolving our teams' skillsets to meet the challenge of technology change head-on. We understand technology platforms from an evolutionary standpoint and can help you leverage this expertise to design products that go 'beyond tomorrow'.

- **Vertical Domain Competence**

Over the years, Netsoft has acquired domain competence in a range of vertical domains, including Payment Systems, Finance and Banking Services, Healthcare, Media and Entertainment, Retail, Insurance, Real-Estate, and Technology. We use this expertise to design better products and technologies – faster, and cost effectively.

- **Tailored Processes for**

We realize the uniqueness of each engagement and tailor our processes to suit the specific needs of our ISV and Solution Provider partners. These tailored processes extend across the spectrum of our operations, including,

- Intellectual Property Protection
- Cultural Integration
- Technology Delivery
- Market Approach and Support

- **Defined Governance Structure**

As an integral part of the **FlexSource<sup>SM</sup>** model, we stress on a well-defined governance structure involving contract management, enterprise technology architecture, and the relationship as a whole. We believe every relationship is based on mutual trust and commitment as much as it is on contract governance. At Netsoft, you can expect us to walk that extra mile with you, beyond contracts.

### Track Record of Success

Case Studies of our successful engagements in this space are available on request.

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