

# AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.



## Outsourcing Web Based Product Development

An Aalpha Information Systems India Pvt. Ltd. Perspective

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An Outsourcing Company

<http://www.aalpha.net>

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### OUTSOURCING WEB BASED PRODUCT DEVELOPMENT

Worldwide, the business landscape is increasingly transforming into a virtual marketplace. Just as in the Old World, product lifecycles on the web have become shorter as customers are demanding intuitive and quality products in quick time, available anytime, anywhere. The advent of J2EE & .Net has brought with them the capability to respond effectively to these demands.

Yet development and enhancement budgets for an enterprise's information architecture are under tremendous pressure to deliver cost-effective results in quick time. Enterprises are finding it more and more difficult today to keep pace with the new technology trends, complexities and the growing diversity in the skills needed. In this situation, how can an enterprise ensure internal and competitive gains: develop proprietary products in-house or outsource the initiative?

**Outsourcing critical web-based innovation is gaining great focus as the key to success in future. But the operative 'key' word is not product – development, but – engineering.**

### MARKET TRENDS

Till today, ISVs (Independent Software Vendors) and large enterprise (IT, BFSI & Telecom) customers have driven the web product development outsourcing with the offshore delivery model, especially in India and Eastern Europe. This approach delivered, and is still delivering, great benefits to product companies and advanced customer-centric organizations with strong e-processes. According to a Nasscom-McKinsey report, general Outsourced Product Development is set to grow to a staggering \$8-11 billion by 2008.

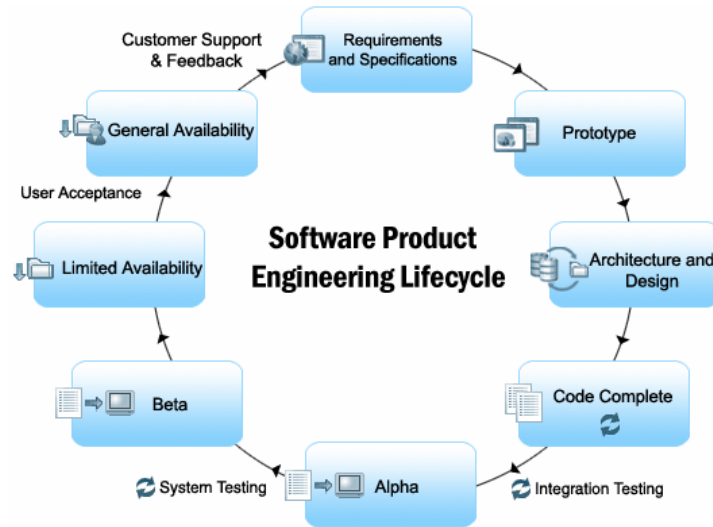
**Yet, a new trend of Outsourced Product Engineering (OPE) is beginning to gain currency among more futuristic, yet sensible enterprise customers.**

OPE covers the full range of the product lifecycle from inception, development through to independent testing, validation and maintenance. This approach can ensure a strongly architected, portable and maintainable product.

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### WHY OPE?

Fundamentally, the development partner's Product Engineering process is specifically designed to release robust software applications on time, to specifications and with superior quality, with strong future proof mechanisms and support systems over the long term.



This robust approach ensures use of industry standard tools, methodology and processes, a good build of system and code migration, along with superior testing and debugging before release. This approach when adopted guarantees a superior knowledge and expertise with the PLC, and strong control over all the critical success parameters governing the product development.

It also establishes dominion over critical partnership elements like ISVs and ASPs, development, delivery and integration of specialized components - Inception, Elaboration, Construction and Transition, and enhanced value delivery with product acquisition and enhancement. When it comes to web based product engineering, in depth of knowledge in major technologies, platforms and development frameworks can be crucial. Cutting edge development today happens in Java, Microsoft, and Mobile technologies (Pocket PC, CDPD, GSM, GPRS), Web Services, Integration with back office applications such as SAP, Siebel, MS Exchange and Databases (Oracle, SQL Server, DB2, Sybase, MS Access).

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### CUSTOMER FEARS

Major impediments to decisions over product development outsourcing stem from perspectives ranging from human, delivery, legal and tax implications. Risks and uncertainty associated with product development in challenging and competitive markets force even forward-looking enterprises to compromise with internal initiatives. The major reasons that weaken.

- Uncertainty over retaining control and IPR.
- Strong concerns about the legal and financial implications.
- Indeterminacy over existing, in-house knowledge and people.
- Doubts plaguing skill availability, efficiency, project size concerns and intellectual ability.
- Distrust with provision of quality, support, future upgrades and versioning.

On the other hand, product development entities bring home illustrations galore of other project failures: program management by enterprise focus groups lacking domain expertise, woefully short management oversight, frequent and misguided changes in the product plan and a lack of direction. Problems exist at both ends of the spectrum, but so do solutions.

### SAFETY NETS EXIST

Issues regarding proprietary information, intellectual property and contractor status, while important, can be effectively and satisfactorily addressed with professional counsel and legal assistance. A special diligence over contracts and agreements may also be instituted to gain guarantees for the enterprise customer. Non-Disclosure Agreement and standard "boilerplate" agreements will suffice. Intellectual Property (IP), which consists mainly of patents, trademarks, service marks, trade secrets and copyrights, can be addressed by a Product Development Agreement, which explicitly incorporates ownership or assignment of any and all IP developed or discovered by all parties involved in the product development efforts.

### THE WAY FORWARD FOR ENTERPRISES

- Important – an effective, diligent and detailed requirements definition
- Institute multi-disciplinary focus group with direct mandate from top management
- Choice of development firm – critical
- Begin with modular pilots first
- The development firm is your business partner let mutual trust and team spirit develop strongly
- Crucial - Communication and collaboration
- Instill strong governance, budget and milestone focus

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### IRREPRESSIBLE ADVANTAGES

Outsourced Web Product Engineering delivers some extraordinary benefits like ready access to technology and expertise, flexibility, costing and additional contacts. This is a safe option for a company unwilling or unable to invest in certain areas of technology. Web Development partners are focused on critical issues like enterprise grade quality and the system's ability to match market demands at all times, releasing the enterprise customer to focus only on the end result in his e-business. **Reduced or minimal capital expenditure coupled to savings from low costs of hiring externally is one obvious advantage.**

Outsourcing web products gives a great deal of flexibility to the e-enterprise, allowing it to deploy in-house capabilities to core business operations and minimal disruption of critical schedules. One direct derivative is scalability for future.

It can gain comprehensive leverage by simply planning and launching pre-release online customer/ partner experiments, before entering high-risk businesses like developing web based marketing and lead generation tools, designing internet sales and support mechanisms early, and planning vertical solutions around your product for future and concurrent opportunities. The attractive network of contacts and spheres of influence of the independent service providers can contribute in a crucial way in this initiative.

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### ABOUT AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

Aalpha Information Systems India Pvt. Ltd. provides development, customization and integration services in enterprise applications, eCommerce and mobile solutions, to companies of all sizes.

#### **Meet your Deadline/ Improve your Bottom-line**

With our expertise in a wide range of technologies and industry-specific competencies, you will realize the true value of software solutions - aligned to your business goals, and deployed just when you require them. Put simply, our business processes deliver cutting edge results.

#### **Accelerate your technology ROI.**

To help you achieve this, we develop, deploy, and host customized, scalable technology solutions that integrate seamlessly into our customers' existing environment. We pride ourselves on the fact that almost all our customers have experienced a faster time-to-market and an attractively low total cost of ownership.

#### **Global Intellect + Local Advantages (Cost)**

Welcome to a brand new global technology partner. We sustain relationships with major international corporations and engaging partnerships with leading application vendors. We build capabilities and specialized expertise in different domains across a huge range of geographies across the world.

#### **Action + Intelligence + Expertise**

Aalpha Information Systems India Pvt. Ltd. is that unique consulting partner with whom you can understand past results, identify trends and plan for the future. With great confidence, and deep assurance. We give you the much-needed release from technology pinpoints, powering your processes and moving your information to the edge of effectiveness. **Go ahead.**

#### **Proven enterprise scale capability**

Aalpha Information Systems India Pvt. Ltd. rests strongly on the foundation of proven mission-critical solution deployments and rapid development cycles to meet intense milestones. This comes from working for and adapting to some of the most demanding industry leaders across the world. Our technologists and consultants offer extensive experience in building e-business and mobile computing solutions, as well as an exciting array of horizontal business functions.

#### **Extra-ordinary breadth, solid solution bandwidth**

With its comprehensive IT skills and capabilities, Aalpha Information Systems India Pvt. Ltd. offers and manages groundbreaking software solutions spanning a range of technology platforms. We use modern software development platforms, software development tools as well as latest project management techniques and software engineering practices.

**Consider this:** Our excellence is evident from highly satisfied and repeat customers across the world for areas like Enterprise Solutions, E-Commerce Portals (B2B and B2C), M-Commerce Applications, ASP Portals, Client Server business applications and product development.

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### ABOUT AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

#### **India Advantage : Aalpha Leverage**

On Demand access to experienced technology intellect  
Leading edge offshore project management  
Advanced project management and application testing frameworks  
Deep, versatile domain knowledge  
Quality processes, proven methodologies  
State of the art 24 X 7 secure, risk free development facility in India  
Assured Smart Economy – low overall cost and higher ROI  
Satisfied customers across USA, Europe, Australia and Asia

#### **Stretch your Technology ROI with our Flexibility**

With Aalpha Information Systems India Pvt. Ltd., you enjoy smart control and progress overview of the project in development while experiencing reduced overheads and technology issues. We provide versatile project delivery models – fixed price, time and material, variable, hybrid and dedicated development/ competency center models – **to suit any, and every, requirement.**

#### **Knowledge leadership @ Aalpha**

An emerging new world leader in high performance Outsourcing solutions, Aalpha Information Systems India Pvt. Ltd. boasts of an exceptionally talented intellectual base: scores of product/ technology/ platform specialists with a wide ranging expertise and insight into many industries.

We are powered by ideas, backed by solid intellect. For every project, we target full performance of technology for business needs, and always deliver a connected, high touch commitment - **even beyond the development lifecycle.**

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