TATA CONSULTANCY SERVICES
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TATA

Software Product Development

HiTech

Today's competitive business environment witnesses a constant evolution of new technology and product emergence with quicker product releases. Therefore product companies are always in a quest to launch new features and products, and enhance existing products in a seamless, accelerated, and cost-efficient manner.

Towards this, we, at Tata Consultancy Services (TCS), leverage our unique assets, transformation solutions, and extensive experience to offer Software Product Development solutions. We provide you the bandwidth to scale up, and technology and domain experience to launch new products, while enhancing the existing ones. Our offering also ensures shorter product development lifecycles, quicker time-to-market, lower development cost, and better global and local reach.

Overview

With technology evolving faster than ever, and new devices and platforms emerging rapidly, product companies seek a scalable team with expertise in different technology, domain, platforms, and devices. To stay ahead, product companies look to use resources wisely to ensure low-cost development and offer competitive pricing. These companies demand shorter execution cycles and agile methodologies to ensure faster go-to-market with quality and efficiency. In addition, internally, enterprises also seek to support obsolete versions with efficient use of core resources for new features or product versions.

Leveraging our product development experience and expertise, and well-defined processes we partner with you to ensure effective product development. Our offering is supported by methodologies and tools, which include:

- **A collaborative development model**. We bring you a flexible engagement model in collaboration with your development team. This provides the right scale and bandwidth, ensuring optimal cost and product quality.
- **The Distributed Agile Scrum Model**. Well-proven and tested, this model eliminates complexities while implementing scrum in a distributed development model. The model shortens release cycles, increases speed-to-market, offers predictive features, and improves agility in the development, to evolve with changes.
- **Solution accelerators**. An array of our proprietary solutions for product development offers you significant productivity gains – right from requirement gathering to product design and architecting to development, testing, and release management.

Benefits

Our offering helps product development companies to:

- Gain bandwidth, flexibility, and scale required to develop and launch new products or enhance existing products through collaborative product development models;
- Decrease the cost of development by leveraging our extensive product development experience and solution accelerators.
- Increase the speed-to-market, with the use of our Distributed Agile Scrum Model, product development accelerators, innovation labs, dedicated technology and domain Centers of Excellence (CoEs);
- Reach into new markets for products through our globalization and localization experience, expertise, tools, and language capabilities;
- Access our technology transformation initiatives such as Mobility Lab, Performance Labs, Test Labs and SaaS enablement services.
- Reduce repetitive work through our test automation labs, automation framework and services.

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Planning
- Requirement gathering & Analysis
- Product Specifications
- Feasibility Studies
- Milestone Planning

Design
- Technology & Platform Evaluation
- Modeling & Design
- Architecture
- Prototyping

Development
- Development & Unit Testing
- Packaging & Deployment
- Globalization
- Code Review & Standardization

Testing
- Test Planning & Definition
- Functional/Non Functional Testing
- Test Automation
- Specialized Testing

Release
- Release Planning
- Release Automation
- Revision & Versioning
- Release Documentation

Platforms (Web/Mobile/Desktop/Cloud)

Domain(Manageability/Security/Enterprise)

An overview of our offering

Why TCS

We, at TCS, have an eco-system, which is tailor-made for software product development. We also differentiate the engagement with our:

- **Product development and domain experience**. We have substantial experience in building large software products in various domains across multiple technology stacks and platforms.
- **Software Engineering Lab**. We are backed by a dedicated Software Engineering Innovation Lab, product engineering experience, and a strong R&D base. These offer a product culture & product mind-set, development accelerators, productivity tools, and special initiatives such as 'towards zero defect' to improve product quality.
- **Technology transformation solutions**. These include SaaS enablement of products, Mobility Lab with experience, expertise in various devices and platforms and other transformational solutions
- **Collaborative Product Development Model**. Provides scale and flexibility in product development.

Contact

To know more about TCS Software Product Development, contact ***hitech.marketing@tcs.com***

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at **www.tcs.com**

IT Services
Business Solutions
Outsourcing

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