Software Product Engineering Services

HiTech

Evolving technology landscape, diminishing product lifecycles, and surging service costs are some of the challenges software companies are grappling with today. Consequently, companies are embracing the device mesh, analytics and machine learning techniques, and cloud computing technologies, to maintain a robust product pipeline. They are also looking to shift from a product- to a service-centric approach by adopting Software as a Service (SaaS) models through partnerships with product management service providers.

TCS' Software Product Engineering services offer support for innovation-based product engineering. We enable companies to execute multi-product rollouts and upgrades, while reducing the cost of services and accelerating product launches. With capabilities ranging from product design and testing to portfolio management and end-of-life support, TCS' services suite caters to the varied requirements of software companies, allowing them to focus on their core business.

Overview

Software companies are struggling to manage their existing portfolios of legacy products amid competitive pressures to continually innovate and launch new offerings rapidly. Bandwidth and scalability challenges have become more pronounced as companies are faced with the need to effectively manage complex product lifecycles. In addition, rapid technological advances and increasing proliferation of mobile devices are driving companies to focus on innovation as a means to stay profitable.

TCS' Software Product Engineering Services address the entire spectrum of product engineering, covering development, testing and assurance, and maintenance and end-of-life support. Our key offerings include product and platform development services, product portfolio management, and innovation support for next-generation product engineering. With TCS' support, software companies can focus on core business activities and launch cutting-edge products faster and more efficiently.

Our Solution

TCS offers end-to-end support for product lifecycle management. Our Software Product Engineering Services suite includes:

- **Product and platform engineering**: Driven by a collaborative model, our comprehensive product development services ensure scalability and increased speed-to-market. We provide support for requirement analysis, design, development, testing, and release management. In addition, we offer a host of next-generation product engineering solutions like SaaS platforms, mobile enablement frameworks, and product analytics tools.

- **Product testing and quality assurance**: To help software companies deliver superior products at optimal costs, we design custom strategies for functional, non-functional, and specialized testing. We also facilitate the automation of testing processes to reduce the time and effort involved.

- **Product portfolio management and end-of-life support**: We provide legacy product support for bug fixes, enhancements, change requests, patch development, service pack management, and quality management services to lengthen product life.

- **Solution development and integration support**: TCS has developed industry-standard deployment methodologies and solution adaptors to aid product solutioning, integration, and training.
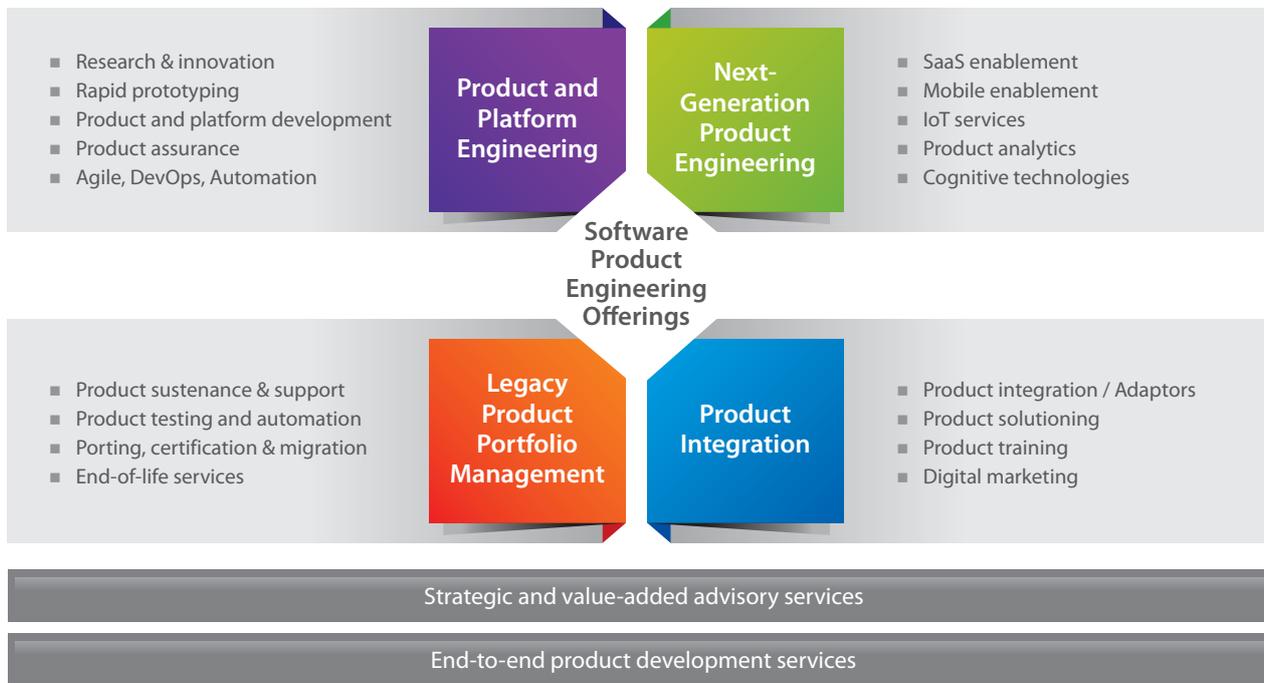
Benefits

With TCS' product engineering support and legacy portfolio management services, software companies can focus on core business activities and product innovation. Our solutions and services offer the following benefits:-

Rapid product launches and portfolio expansions: Leverage our domain expertise and technical proficiency, coupled with agile methodologies and DevOps practices, to ensure foolproof development and comprehensive testing of products, in turn expediting product launches and portfolio expansions.

Faster technology adoption: Explore new opportunities by leveraging advanced technologies like cloud computing, mobility, and virtualization through TCS' SaaS enablement of products, mobility solutions, and more. Smoothen technology transitions with our global delivery model.

Software Product Engineering Offerings

- Research & innovation
- Rapid prototyping
- Product and platform development
- Product assurance
- Agile, DevOps, Automation

Product and Platform Engineering

Next-Generation Product Engineering

- SaaS enablement
- Mobile enablement
- IoT services
- Product analytics
- Cognitive technologies

- Product sustenance & support
- Product testing and automation
- Porting, certification & migration
- End-of-life services

Legacy Product Portfolio Management

Product Integration

- Product integration / Adaptors
- Product solutioning
- Product training
- Digital marketing

Strategic and value-added advisory services

End-to-end product development services

The TCS Advantage

Backed by strong alliances with prime product and technology companies, TCS is your end-to-end partner for product innovation, development, support, and integration.
We bring the following advantages to the table:

- **Superior domain and technology competency**: TCS' technology specialists have rich expertise across a plethora of technologies, which helps us provide adequate support to global enterprises as they embark on technology transformation programs. TCS has in-depth expertise across various product domains including enterprise, storage, and so on, which enables faster development and rollouts.

- **Research and innovation focus**: We offer comprehensive R&D and innovation support for software engineering. TCS' COIN™ framework facilitates the development of innovative solutions through global R&D collaborations. Our Software Engineering

Innovation Lab is dedicated to simplifying technology solutions to enable rapid adoption of disruptive technologies, while ensuring minimal risks in the deployment of futuristic solutions.

- **Global delivery capabilities**: TCS understands the need for agility in the dynamic business environment that exists today. This has been the basis of our delivery framework that addresses the finer nuances of product development and support offshoring, and can be customized to suit the client's requirements and organizational processes.

- **Product service centric model**: TCS' product line outsourcing approach helps lower costs by allowing for flexible engagement models with focus on reusability, continuous improvement, and operational efficiency.

Reduced costs: Accelerate overall product development, while reducing costs exponentially. Minimize your total cost of ownership (TCO) with our elaborate services covering all stages of product lifecycle management.

Improved product quality: Ensure superior product quality through TCS' streamlined processes that are based on industry best practices.

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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.

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