

# Product Development for Innovative SME's

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# Goals of Product Development

1. Market demand.  
New product must be designed and developed to be a smart product
2. Innovative technologies utilization
3. Faster time-to-market

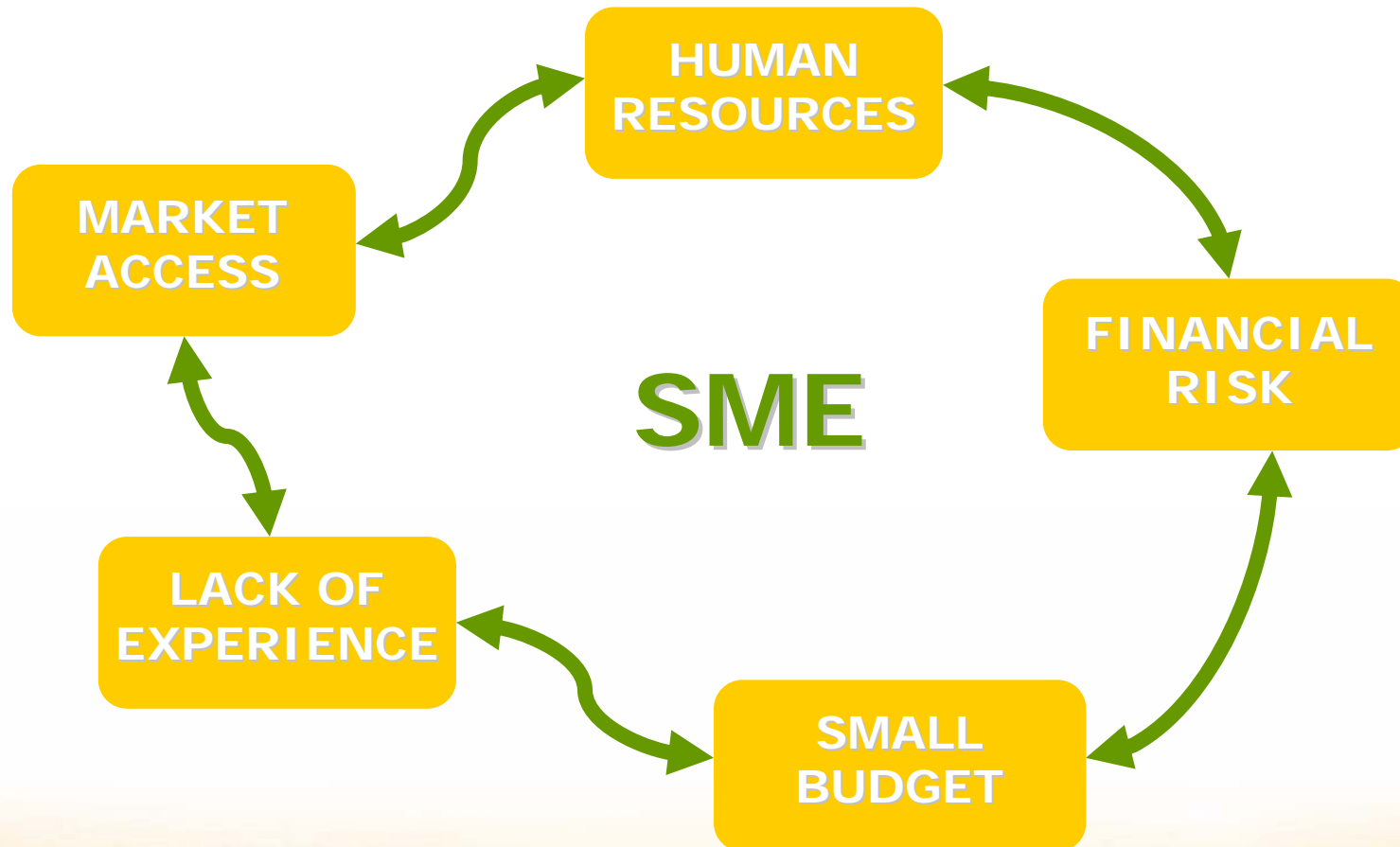
# Product Development Expectations

- Efficient management at all stages of product lifecycle
- Full compliance with requirements through visual modeling and iterative prototyping
- Shared project risks
- Backup development location
- Cost-effective development

# Product Development Differentiators

- Total quality assurance
- Collaborative user interface design and development
- Setup function development
- Software product localization (different languages, time zones support)

# Challenges Faced by SME's



# Product Development Outsourcing Benefits

- Customer has a look beyond what is expected
- Meet market changes approach
- Software products development acceleration
- Access through Vendor to new and upcoming technologies
- Opportunity to promote the product before development process is finished
- Close collaboration during the project
- Long-term partnership

## Typical scenario of cooperation



**Strategic partnership**

**Joint product development & marketing**

**Software outsourcing**

# Product Development Vendor Provides

- Proven product development methodology, global delivery models
- Full-cycle product development expertise
- Fully controllable project budget and terms
- Team of highly educated and skilled engineers
- Compliance of testing environment and services with international testing and quality standards
- Personal touch
- Agile programming methods

# Product Development Services Include

- New product development
- Product visualization and prototyping
- Product architecture development services
- Development and delivery of specialized components
- Product integration and re-engineering
- User interfaces design and development
- Product maintenance and support

# Product Development Lifecycle



## Critical Success Factors

- Key differentiators of Russian software industry are profound scientific knowledge and strong fundamental educational system
- Russian engineers are distinguished in non-standard tasks essential for product development
- Array of specialized expertise capable of solving large-scale, complex technical problems
- Products made by Russian specialists are used by global companies listed in Fortune 500

# Case Study: Management Technologies (USA)

## Re-engineering of service order management solution hotSOS on a new technology platform

- Customer benefits
  - M-Tech decreased significantly on-going maintenance costs of worldwide product installations
  - M-Tech gained a strong competitive advantage via better customer needs
- Results
  - The main competitor of M-Tech stopped to sell his own product and began to sell hotSOS
  - Just within 2 months 450 new hotels started their operation with hotSOS
  - Since April 2004 more than 1500 hotels worldwide use hotSOS

**Thank you for your attention!**

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