

# Case Study | Offshore Product Development (OPD)

## Accelerating Product Engineering with Offshore Team

### About Client

Headquartered in the USA, our customer is a cloud-based business automation software provider for IT and technology service enterprises. Catering to more than 4000+ end customers.

### Technology Used

.NET, c#, Angular, HTML 5, Application Modernization VB6 to latest .NET, SQL Server, CSS, Jquery, Bootstrap, Coffeescript

### Business Benefits

Sensiple's offshore strategy allowed the client to,

- Effectively manage end-to-end product enhancement/management with SPOC
- Increase their competitiveness
- Lower product enhancement and maintenance cost at lower risk
- Access comprehensive range of resources with varied skillsets
- Leverage existing investments in tools, processes, and infrastructure
- Manage day-to-day activities and deliverables
- Deliver the software releases with the highest quality

### Business Challenges

Selling software products for software enterprises demanded our customer to operate under constant pressure to modernize and was required to scale up software R&D without significantly increasing their budget. They wanted to restructure their product engineering team, gain access to wide range of technology stack at an offshore area, and strengthen their arsenal to accelerate software R&D initiatives. To achieve this, our customer needed to partner with an **Offshore Product Development (OPD)** services provider with a flexible, simple and collaborative business model.

### Solution Provided

Our customer envisioned Sensiple to serve as their extended product development team, to maintain and enhance existing software product while spearheading the development of new initiatives like Mobile Enablement. To mitigate risks, they decided to expand the offshore team in a phased approach.

Based on the client's preferences, Sensiple recommended beginning the engagement with an initial POC. In this epoch, we studied their business automation product to identify possible integrations and created API's. The initial POC was a 7 to 8 weeks engagement. The quality of deliverables encouraged the customer to assign more responsibilities. In the second phase, we helped them in product enhancement which includes functionality level changes in their inventory module, simplified process flows, feature enhancements, user experience reengineering, etc. This second phase lasted for 8-9 months.

Gradually, as we gained knowledge of the customer's product, the responsibility of product support and maintenance was moved to the offshore team. We also helped them to mobile-enable their product in IOS & Android platforms.

**Years of Engagement: 3 years and ongoing**

