

GlobalLogic

The Leader in Global Product Development



**Outsourcing of product engineering:
key elements of success**

Benefits of Globalization

- ▶ To stay ahead of the competition, technology companies **MUST** deliver products that are:

More Numerous in Features

Higher in Quality

Faster to Market

- ▶ How does globalization help meet these needs?

By keeping the cost of R&D, QA, Product Support and Professional Services low, globalization enables technology companies to access greater resources, as well as the latest processes and technologies.

Product Engineering Offerings



Problems with Traditional Globalization Method

- ▶ Unfortunately, current globalization methods (outsourcing or establishing a captive subsidiary) both include serious drawbacks:

Outsourcing

- Imperfect understanding of client's products
- Limited experience
- Inconsistent team due to reallocation of engineers to other projects
- Price based on hours logged, not talent of team or quality of results
- Frequent miscommunication between offshore and on-shore teams
- Numerous schedule slippages
- Challenges with quality
- Limited visibility and control over R&D process

Captive Subsidiary

- Significant drain on executive management bandwidth, especially HR
- Challenges in recruiting and keeping top talent and senior management
- Lumpy and unpredictable cash flow due to capital expenses and space planning
- Legal and financial complexity and cost associated with a legal entity in a foreign country
- Difficulty in quickly ramping up and ramping down the team size
- Lack of mature distributed software engineering process and platform
- Lack of specialists on demand

The Solution: Our Global Delivery Center (GDC) Model

- ▶ GlobalLogic “insources” your project to a handpicked team of engineers that will become a permanent offshore extension of your development team. With GlobalLogic’s Global Delivery Center model, you get the best of both worlds:

Business Factors	Captive	Outsource	Our GDC Model
Handpicked team	✓		✓
Continuity and commitment	✓		✓
Extreme visibility and control	✓		✓
Experienced team	✓		✓
On-demand team size/skills/expertise		✓	✓
Shared infrastructure		✓	✓
Scaled communications		✓	✓
Compliance and admin		✓	✓
Onsite and offshore		✓	✓
Accelerated visa process		✓	✓
Software product method			✓
Flat per person monthly cost			✓
Joint venture / shared win			✓

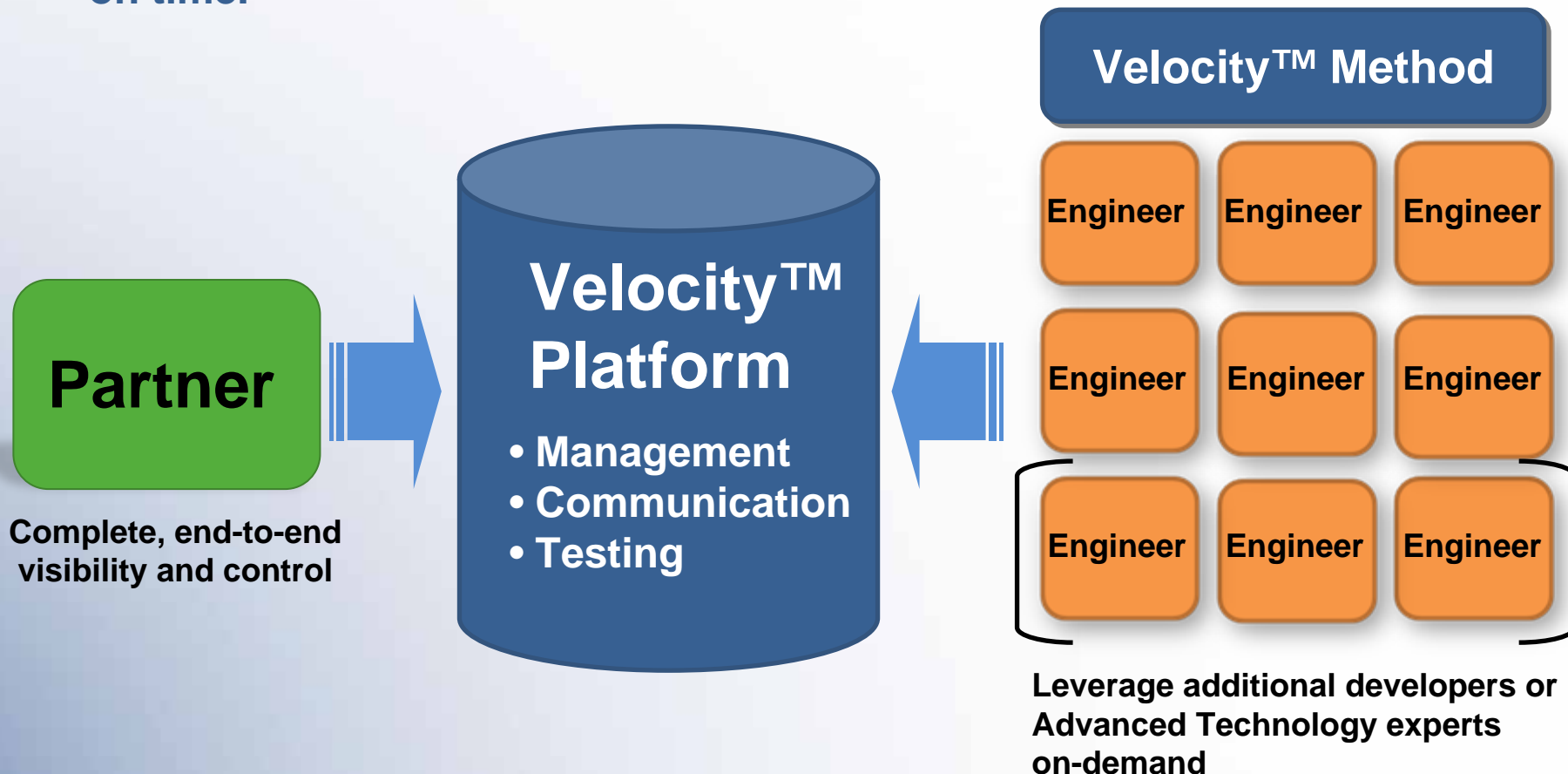
Special Requirements for Software Product R&D

- ▶ Furthermore, software product R&D has unique requirements that cannot be met effectively with current business models.

	Product Development (R&D)	Software Development (IT)
Specifications	Dynamic	Frozen
Customers/Business Partners	Multiple	One
Competitors	Numerous	None
Platforms	Multiple	One
Common Process	Iterative/ Agile	Waterfall
Manager to Developer Ratio in Offshore Team + Experience	1:5 (Wide Pyramid) 5 years +	1:30 (Narrow Pyramid) < 3 years
Key Drivers	Quality & Time	Cost & Spec

What is GlobalLogic's Methodology?

- ▶ GlobalLogic utilizes Velocity™, a combination of its distributed Agile methodology and state-of-the-art, open source-based platform to ensure that every software product release is delivered correctly and on time.



The Velocity™ Method

- ▶ Agile methodology increases the speed and accuracy of software product services because it is:

Incremental:

Small software releases with rapid cycles and early testing, thus greater accuracy

Straightforward:

Processes are easy to learn and modify

Cooperative:

Partners and developers work constantly together with close communication

Adaptive:

Engineers can react quickly to changes; processes evolve as needed

- ▶ How is Velocity™ different from other Agile methods?

The Velocity™ method is a proven blueprint of processes, artifacts and role definitions that have been refined over 1,000 product releases to create highly efficient, globally distributed Agile teams.

Phases of the Velocity™ Method

Product Management

Adaptive product requirement and release management programs

Engineering Planning and Design

Combined waterfall and iterative processes to define product scope, schedule and design

Engineering Development and Test

Iterative processes for flexible and measurable software development. Iterations of 3-5 weeks include all design, coding and test work to deliver a testable system that satisfies specified business requirements

Quality Assurance

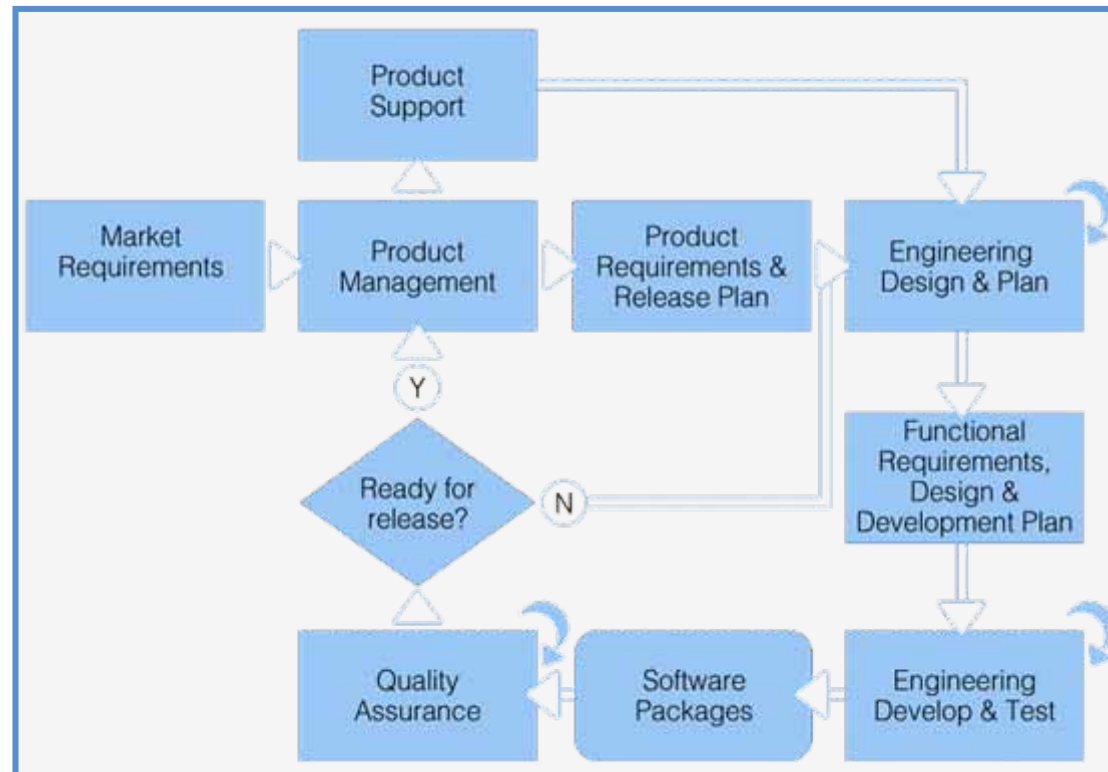
Combined waterfall and iterative processes to plan, develop and execute thorough quality management practices

Post Release Development Processes

Product maintenance and support processes

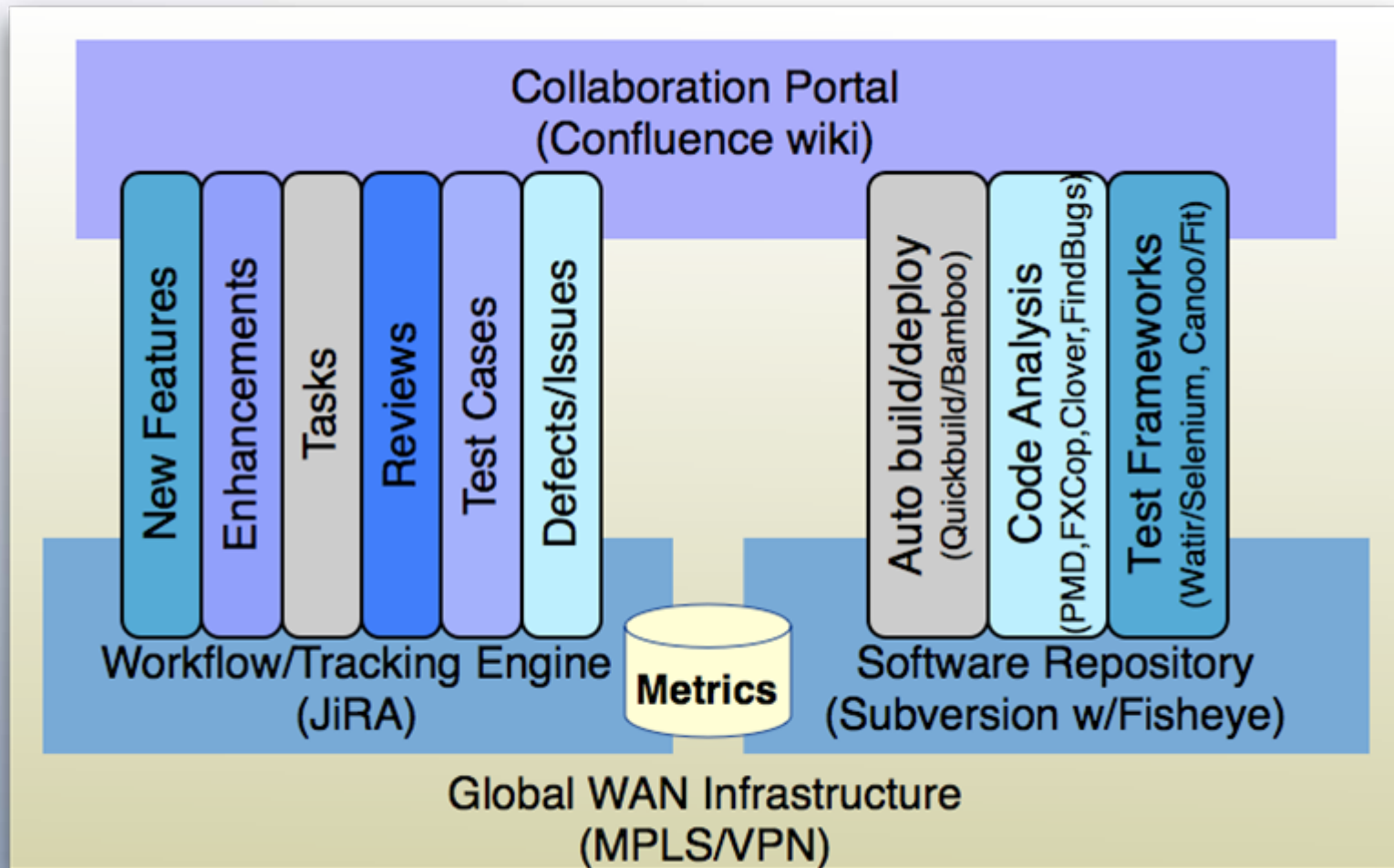
Roles

The minimal set of job roles needed to execute the method



The Velocity™ Platform

- ▶ Velocity™ utilizes innovative management, communication and testing tools to enable collaborative product services.



Special offering for 1.0 Products

▶ **What We Do:**

GlobalLogic uses its product management and engineering process, platform, and people to create the first version of a software product or technology that clients can take to market.

▶ **This Means We:**

- Work with our clients to shape the product vision
- Define and execute the technology vision
- Deploy our best practices for product delivery
- Create and manage teams to deliver the product to market

How We Get Started:

- ▶ **In depth exchange of ideas; discussion and understanding of business plan and product requirements; overview of Version 1.0 service**
- ▶ **Due diligence process**
- ▶ **Business terms discussion**
- ▶ **GlobalLogic proposal**

What We Need to be Successful:

- ▶ **Executive commitment to win-win approach**
- ▶ **Empowerment of GlobalLogic team by providing clear information about business and client needs**
- ▶ **Collaborative and participatory approach to define product technology architecture, platform and roadmap**
- ▶ **GlobalLogic owns decisions around development tools, platform, process and people**

GlobalLogic 1.0 Product Delivery Methodology and Process

Outsourced 1.0 Product Development Roadmap



Business Plan and Vision

Understand

- Business drivers (areas which your product is trying to address)
- High level vision roadmap
- Business positioning and high-level revenue model

Ownership

- Partner

Outsourced 1.0 Product Development Roadmap



Product Conceptualization (2 weeks)

Understand, internalize, and elaborate from the Conceptual Document

- Your (and other stakeholders') and end-user needs
- User/usage stories
- Conceptual modeling
- First level visualization

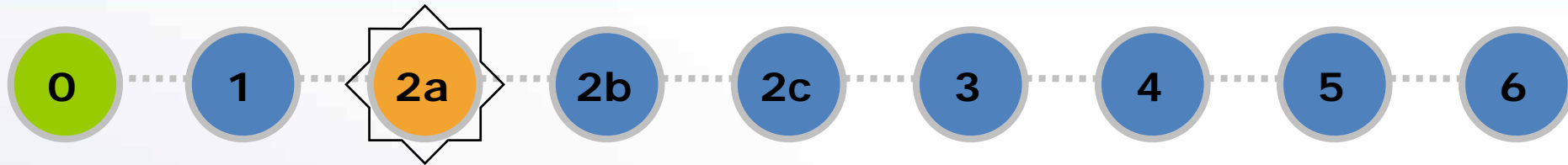
People Involved

- Product consultant/user experience designer
- Partner's management

Output

- Validated and workable product visualization

Outsourced 1.0 Product Development Roadmap



Pre-Alpha Release – Functional Prototype (8 weeks)

Activities

- Creation of information architecture – user/business process flow modeling – detailed navigation and wire-frames with visual design
- Branding, messaging and visual hierarchy construction
- Action – outcome matrix – mapping of user actions to standardized/expected outcomes
- Functional specification knowledge base

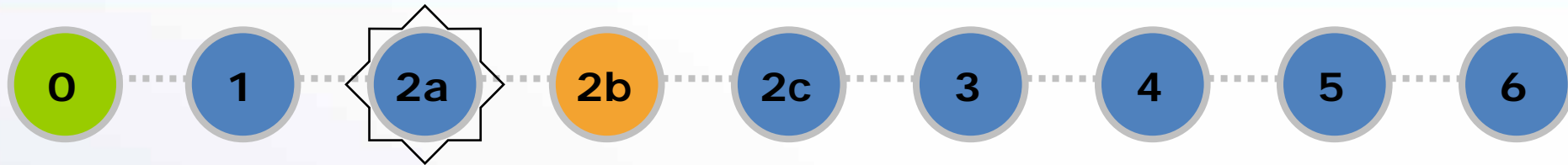
People Involved

- Product consultant/user experience designer
- Business analyst
- Visual designer

Output

- Detailed wire-frames and functional specification
- Functional clickable prototype (can be used to get feedback from existing users)

Outsourced 1.0 Product Development Roadmap



Technical Architecture Analysis and Design (4 weeks)

Activities

- Design product architecture
- Identify technology stack
- Develop POCs
- Identify technology/content partnerships
- Logical database design

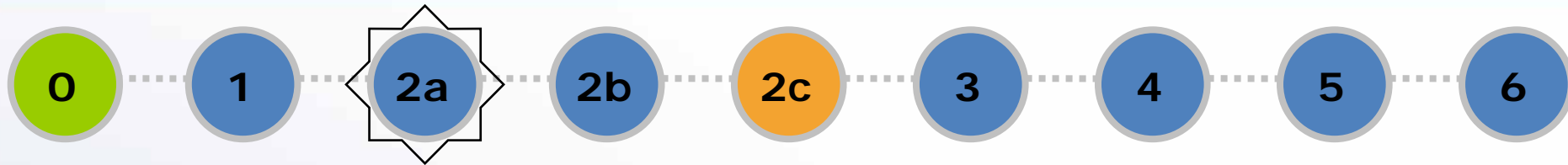
People Involved

- Technical architect
- Product consultant

Output

- Consolidated architecture view/building blocks
- Technology stack

Outsourced 1.0 Product Development Roadmap



Develop Product Development Roadmap (1 week)

Activities

- Identify, document and estimate business functionality
- Create high-level release roadmap

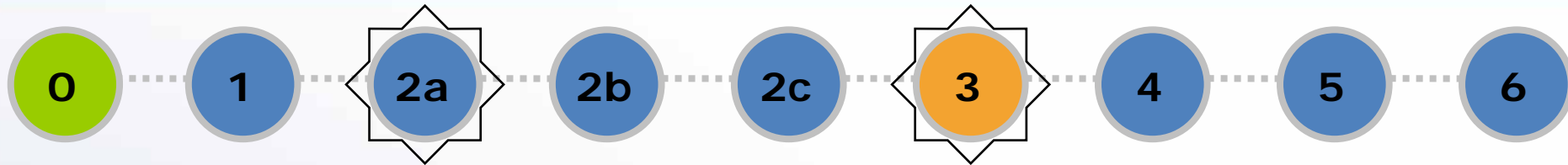
People Involved

- Product consultant
- Technical architect

Output

- Product development roadmap and plan

Outsourced 1.0 Product Development Roadmap



Alpha Release – Internal Release (Functional requirements integrated with technology) Timeline: Business Driven

Activities

- **Prioritize and plan for Alpha features - Focus on unique value and differentiating features**
- **Engineering – Development and testing**
- **Periodic interim release**

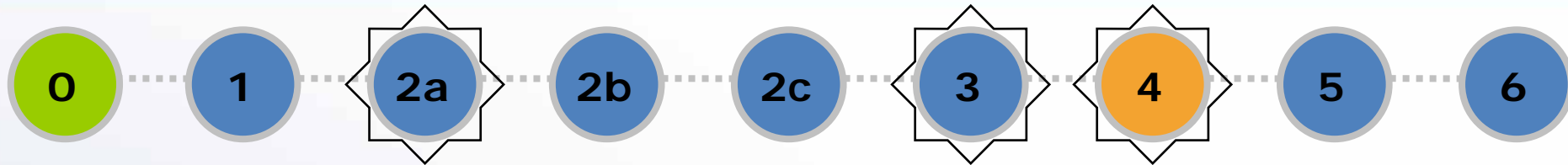
People Involved

- **Product consultant**
- **Product development manager/development team**

Output

- **Alpha release – Ideal for getting restricted user feedback, Series A, etc.**
- **Benchmark implementation methodology, technology and schedules**

Outsourced 1.0 Product Development Roadmap



Beta Release – External Release
(Fully Functional Product released to external user community)

Timeline: Market Driven

Activities

- Extend Alpha features into Beta - Identify Beta features
- Engineering – Development and testing
- Periodic interim release

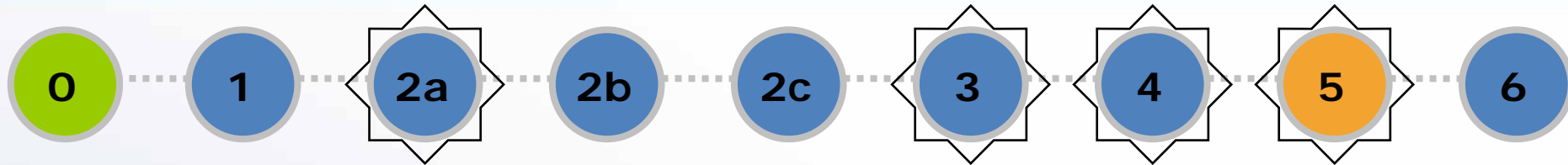
People Involved

- Product consultant
- Product development manager/development team

Output

- Beta Release – Full functionality in place

Outsourced 1.0 Product Development Roadmap



Go Live!

Timeline: 1 month after Beta

Activities

- Bridge the gap between user expectations and engineered product
- Incorporate high priority user-feedback, defects etc.
- Full-scale acceptance test
- Product deployment
- User training, documentation, help and support framework

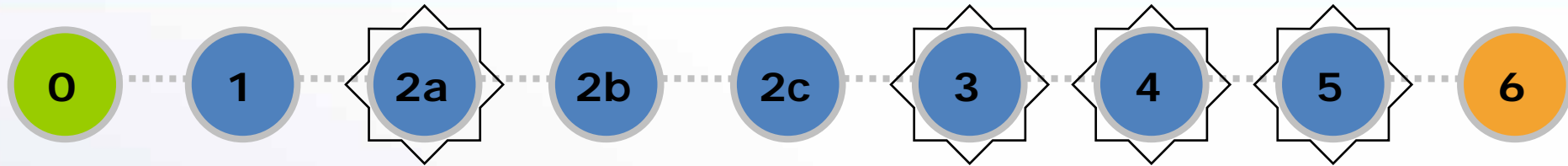
People Involved

- All

Output

- Production deployment

Outsourced 1.0 Product Development Roadmap



Growth and Sustenance

Activities

- Build a roadmap for future go-to-market strategies
- Future release plan

People Involved

- All