

# Outsourced Application Development & Maintenance

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## Need for Outsourcing of Application Development & Maintenance

MindLance, Inc., established in 1999, is a leading provider of consulting, outsourcing and staffing services to Fortune 1000 and middle-market clients. A workforce of nearly 400 professionals are constantly endeavouring to add value by the minute to clients. Our strategy is to create a long-term partnership with our clients using a multi-faceted approach - applying domain expertise in specific industry segments, utilizing a highly-skilled technology workforce, leveraging a proven global delivery model, implementing quality processes & methodologies and being extremely cost-effective.

Application Development & Maintenance (ADM) encompasses all custom software development, building of EAI systems and maintenance of systems and sub systems.

Off-the-shelf products have their pride of place, but every company – tiny to SMB to large enterprises – have their unique needs that are not 100% met – and often poorly met – by off-the-shelf products.

The needs for software-driven management and compliance reporting is only growing as industries are looking at better regulatory frameworks, cost-cutting, doing more with less, and leveraging the resources and scale provided through globalization.

Despite the benefits offered by later and latest technologies, several enterprises have already sunk huge amounts of money into their software systems. The switching costs are high, if not prohibitive to any migration in the short term. Maintenance of legacy systems is therefore as critical as getting new application software developed. In fact, as technologies become more and more obsolete, sometimes it is a big challenge getting the resources with the knowledge of older technologies.

Thus, the need is established. But does outsourcing make sense?

Ask yourself the following questions:

1. Do I have software systems that are of older / obsolete technologies and do they need maintenance and support before a decision is taken on their migration?
2. Do I have a need for migration of my legacy systems to newer platforms? What kind of process, technical, data and resource support do I need?
3. What % of my total IT budget are my ADM costs?
4. Am I spending critical business and management time on software development?

Affirmative answers? You **certainly need** to look at outsourcing the ADM function. Outsourcing the ADM function – fully or partially - is a very viable option for customers.

- Reduce duplication of effort
- Ensure adherence to standards
- Reduced TCO
- Ensure adherence to software engineering processes
- Risk-mitigation against resource availability for changing technologies
- Better focus of limited IT resources on core business activities
- More process-centric and inclusion of best practices
- Ready resource availability for multi-platform

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- Rationalize IT staffing costs
- Optimize software development and maintenance by leveraging industry scale and best practices.
- Improve turnaround times.

**Outsourcing of ADM has multiple advantages: an independent ADM team, parallel ADM activities that don't saturate your critical business resources, scaling in resources and of course, a lower cost**

***App-MATE is the branded Outsourced ADM offering from Mindlance. App-MATE offers a comprehensive basket of ADM activities for customers.***

App-MATE helps in developing software that helps you manage your business and better align to customers and financial goals.

App-MATE helps you to maintain legacy systems and at a later point of time, migrate the legacies to contemporary technologies smoothly without any loss of data or business downtime.

App-MATE brings together service excellence, flexible delivery models, Agile process advantages, subject-matter experts, and metric-driven reporting and monitoring to deliver on SLAs.

Our value comes from our skills in business analysis and delivering high maturity software for enabling business drivers. Companies have to constantly make their resources more competitive, reduce cycle times in decisions and sell deep into existing customers as well as enhance breadth in offerings. We offer solutions for a dynamic environment where technology and business strategies have to converge very fast. Our emphasis is thus on **“Business Process Modeling”** and **“Portfolio Approach”** to understand the requirements from a total needs perspective - “current & future” - “macro and micro” views – be it in application services, end to end product development or migration services – so that these process models align well to the organization growth initiatives, in the face of globalization, outsourcing and multi-location/distributed workforce.

App-MATE provides a wide range of services to assist our customers in building high-performing solutions that tightly fit their business needs and assist in driving productivity gains, scalability, cost savings and effective management. If you are a company faced with globalization or want to be a “rider” of the wave, then you are guaranteed to find value in our offerings. A few details on the company's branded service and consulting offerings are provided below. We will be happy to provide more details for your specific business needs and discuss **winning ways of engagement**.



Transform your ADM into a Winning Differentiator

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**ADM poses a few challenges**

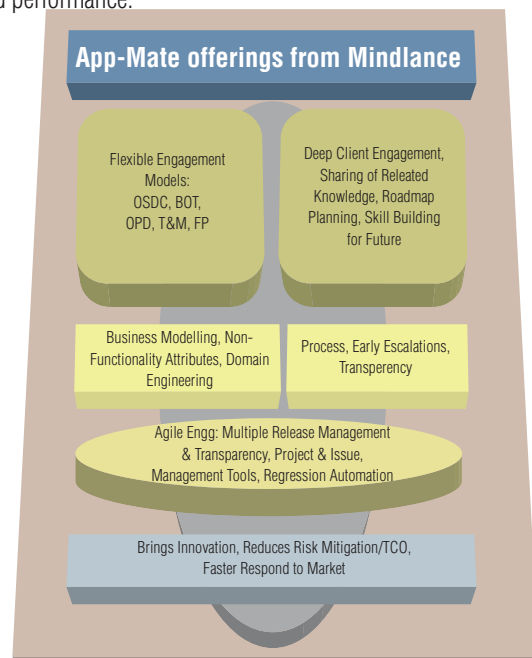
- ☞ “Collaboration Challenge”
  - ◆ There is no end to the need for collaboration in software development.
- ☞ “Requirements Challenge”
  - ◆ Requirements are volatile, poorly captured, and also subject to business cycles.
- ☞ “Process Challenge”
  - ◆ The Engineering process has to keep pace with requirement volatility and business vagaries; should be tuned towards addressing both requirements and collaboration challenges.
- ☞ “Legacy Challenge”
  - ◆ Most enterprises are already heavily invested in softwares. Any maintenance activity or new development has to work with the existing ecosystem. Downtimes are what they indicate – get the business down!
- ☞ “Business Challenge”
  - ◆ Aligning the software Cloud to current and future business needs,. Cost of make/buy, upkeep, “Investments for the right reasons and at right places”, ROI.

## App-MATE - Offerings

Our Custom Software Development addresses our client's specific business needs through web-native solutions pre-designed for scalability and performance.

The emphasis is on business modeling & “future-proofing”. We have delivered services in:

- Application re-engineering and platform migration:
  - ◆ legacy systems to contemporary web-native; dramatic savings in costs, time and maintenance / upgrade cycles.
- Portfolio analysis and planning –
  - ◆ for aggregation of any of your process data along any parameter such as Lines of Business, Lines of Technology
- Business Process Management
  - ◆ Flexible Workflows & templates, configuration tools,



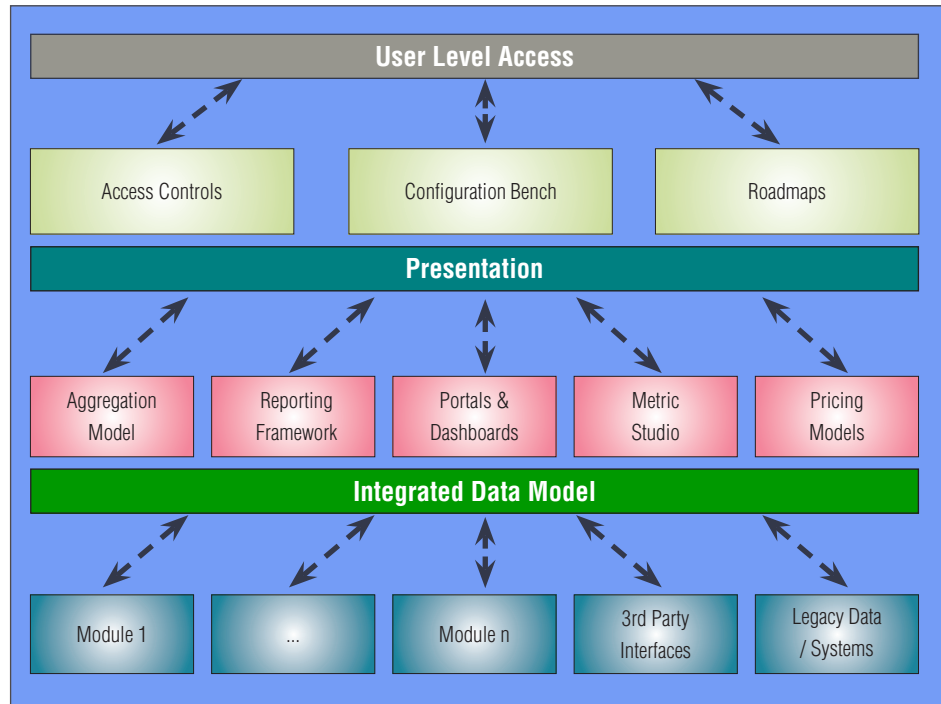
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- Flexibility in defining standards, benchmarking, and managing
- Enterprise application integration –
  - ◆ analysis of the need for EAI and available technology choices to provide on-demand, periodic or real-time interfaces between two or more software applications
- Contemporary technical frameworks
  - ◆ SOA-based architectures
- Database migration –
  - ◆ we undertake migrating the legacy db systems to a more contemporary structure including associated porting.
- Enterprise portals, dashboards and MIS Services – role-based and configurable.

MINDLANCE SKILL-SETS	KEY DIFFERENTIATORS
<ul style="list-style-type: none"><li>◆ Development with web-native technologies – J2EE, .NET</li><li>◆ Focus on contemporary architectures – SOA / SaaS / Web 2.0</li><li>◆ Business Modelling and Solution Modeling</li><li>◆ End to End System Testing</li><li>◆ Product Engineering</li><li>◆ Program and project management across a full spectrum of application services from small (&lt;5) staff month projects to mega (&gt; 30 ) staff years projects.</li><li>◆ Understanding of product engineering attributes - scalability, interoperability and high performance, while guaranteeing a low TOC</li><li>◆ References for both on-site and off-site for companies in USA, Europe, Australia and India.</li></ul>	<ul style="list-style-type: none"><li>◆ Agile Engineering Process</li><li>◆ Time spent on domain engineering, solution approach and development of correct models</li><li>◆ Rapid turnaround times.</li><li>◆ All engagements designed for scalability and engineering rigour.</li><li>◆ Providing right information at the right time with “portfolio views” and “interfaces” for a seamless application ecosystem.</li></ul>

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## App-MATE - the Approach-to-Delivery Advantage



## App-MATE - the Coverage Advantage

App-MATE Perspective	Coverage	App-MATE Advantage
Project Management	<ul style="list-style-type: none"> <li>☞ Rigorous use of portfolio tools to report on not just project status but aggregate statuses / metrics of all projects under a contract / customer.</li> <li>☞ Tasks, issues, work breakdown, budgets, resource loading are all tracked through web-native tools with real-time reports and dashboards</li> </ul>	<ul style="list-style-type: none"> <li>• No Surprises</li> </ul>
Business Modelling	<ul style="list-style-type: none"> <li>☞ Senior management directly gets involved in translating business requirements to SFS</li> <li>☞ A unique approach to capture all relevant use cases and ensure traceability</li> <li>☞ Roadmap evolution during business modelling</li> </ul>	<ul style="list-style-type: none"> <li>• Catch the bull by the horns!</li> </ul>
Agile Processes	<ul style="list-style-type: none"> <li>☞ Iterative development. Ready release almost at any point of time. Roadmap factoring into the builds. Test driven developments. Automated testing largely for regression. Daily customer engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Always on track</li> </ul>
Framework Leverage	<ul style="list-style-type: none"> <li>☞                             <ul style="list-style-type: none"> <li>• Our staff are continually spending time on researching the application development frameworks – be it Web 2.0, Ruby-on-rails, SaaS as a delivery platform, SOA –based architectures and web services, portal mash-ups,... This gives us a reference and calibration to suggest the best-fit frameworks for a given “customer software development”.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Best fit advantage</li> </ul>
Resource Leverage	<ul style="list-style-type: none"> <li>☞                             <ul style="list-style-type: none"> <li>• Almost zero attritions because of unique management approach to career management and compensation.</li> <li>• Buffering for attrition</li> <li>• Continual and mandated skill development trainings</li> <li>• High on analysis and learning skills</li> <li>• Sel-driven and articulate</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Good Engineers!</li> </ul>

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## App-MATE - the Real-Time Reporting Advantage

Our ADM process is reporting-intensive and compliance-driven. As part of App-MATE, we offer our customers a real-time window to the resources and management. Our reporting includes

- Realtime project status tracking with resource and task perspectives, module and gating perspectives.
- Realtime tracking of issues and their status – internal & customer reported; open and others; bug propagation and aging.
- Weekly reports on planned and actual activities; .
- Monthly reports on SLA, macro-project targets, business / engagement metrics,
- Multiple alerts for any stoppages, scheduled holidays, unscheduled stoppages.
- Resource update with lookahead on any changes – inclusions, exclusions
- Quarterly reports on industry benchmarking on ADM parameters

## App-MATE - the Real-Time Reporting Advantage

At Mindlance, 'Agile' is in-built to the way of thinking about and coordinating project activities.

Agile methodologies are very much the way for managing the our App-MATE offerings.

- Agile Management for making ADM business-driven and not infrastructure or technology-driven.
- Involvement of Networks architects and enterprise administrators
- Highly collaborative and iterative.
- App-MATE is business case –biased. Our ADM process is intrusive and flows with the enterprise rather than increasingly black-box driven.
- Agile ADM to manage “business requirements volatility / requirements as a moving target” and provide a spiral approach towards increasing conformance to business goals.

## App-MATE - the Vendor Advantage

We provide a high degree of flexibility that can be modeled into customized outsourcing solutions suited to your needs.

- A rich range of offerings that can be tailored to your organization's needs
- A flexible outsourcing model that can be customized to fit your specifics.
- Engagement models can be designed as completely onshore, completely offshore, and a variable mix of onshore and offshore
- A high degree of process maturity
- Domain experience and industry focus.
- Clear ADM methodology with distinct phases and well-defined inputs and outputs
- Senior management attention and control
- A resource pool that is well trained in industry knowledge, ADM methodologies, ADM tools and reporting
- Effective knowledge management processes
- Robust infrastructure and tools
- Stringent security standards

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Mindlance offers cost-effective and highly scalable services to high technology companies planning to outsource their ADM requirements. Most importantly, we will articulate your “business network” need and map it to your “wishlists”, thus saving your precious time. We have designed a robust, efficient, and well-supported environment for addressing and developing according to your requirements strictly focusing on the below mentioned key result areas:

**In-depth Client Engagement** - We focus on in-depth engagement with the clients in at the business analysis, when planning for end customer releases, and when planning for roadmaps, to offer scalable and future-proofed services. Our “Repeatable & Capable Methodology” helps in clear understanding of ADM process from business analysis to User Acceptance ADM to deliver high quality and performance results.

**Disciplined ADM Process** - Mindlance offers a disciplined approach to independent ADM process. Customer focus, repeatable processes, skilled personnel, deep understanding of enterprise needs and enterprise architecture, and **quick sanitizations of requirements** are the key enablers to our ADM services. With deep functional & technical resources, we can quickly put a team together to plan, define, design, and build a service offering. Starting from requirements definition for ADM outsourcing to delivering the services on a continuous 24\*7 basis, Mindlance assumes complete responsibility for ADM and the goal is simple: **On-time, zero bugs, no-surprises**.

## Talented Professionals

Along with the resources in the Mindlance Software Center of Excellence, Mindlance offers a ‘resources-on-demand’ model, where Mindlance draws on its relationships with several vendors for additional resources on an as-needed basis placing onsite and offshore with flexible engagement billing models. We provide the best professionals that have a good mix of technology and business domain expertise in cost effective and timely manner. Every ADM professional is made to think performance, scalability, optimization along with functionality at every leg of ADM and escalate any conflicts / issues / improvements.

## Your own ODC

Mindlance has a very flexible Offshore Development Center. This means that when you are faced with large projects of short duration, you can use Mindlance's as ready to use resources to double your ADM resources without incurring massive expenditure be it in overheads or as capital investments. The flexible resources that we use enable our clients create and implement changes at a faster and controlled rate.

## Key Benefits

App-MATE Services would let you experience the following benefits:

- Reduces Total Cost of Ownership by ensuring a large part of the ADM work is outsourced with delivering on committed time, quality and low cost.
- Leverage the best of engineering process, technology and domain knowledge.
- Business risk mitigation by being your long-term reliable partner who understands the client imperatives well with our talented resources.
- Independence in your ADM activity – more free time for the management resources of our customers to focus on product architecture and go-to-market.
- Flexible ODC with minimum ramp-up time and go-to-market costs & time.

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## APP-MATE - Phenomenal Benefits A Necessary Weapon to Battle Out the Market Vagaries and for Getting “Strategic Depth”

### App-MATE Benefits

1. High degree of cost advantages
2. Agile processes imply increased collaboration and better requirements bundling
3. Enhanced support for “adaptation” to other systems in the “ecosystem” – built into the design
4. Tighter integration and interoperability
5. Enhanced ROI
6. Zero / reduced business down-times
7. Engagement flexibility

### “App-MATE” strengths

1. Business Modeling – highly refined over several experiences; direct senior management involvement
2. Rigorous usage of tools – to drive the engineering process, internal and customer reporting
3. Multi-spiral / roadmap centric approach for development – agile way.
4. Emphasis on Enterprise Ecosystem Availability.
5. Minimum overheads in team involvement
6. Senior management attention

For more information please visit [www.mindlance.com](http://www.mindlance.com) or mail us at [enquiry@mindlance.com](mailto:enquiry@mindlance.com)