

Encora's offering to software product firms

OVERVIEW

Software product firms are different from enterprise IT organizations in many different ways. Firstly, a software product firm has to cater to the needs of a much more diverse set of customers than an enterprise IT organization does. Unlike an enterprise IT organization, a product company has to deploy its solutions in many different heterogeneous environments, many of which are unknown at the time of the engineering of the product. Additionally, product companies need to deploy their solutions using an agile and effective methodology that enables delivery of multiple versions of products to customers who are at different stages of adoption. In other words, a software product company has to build a product that is adaptable to changing market needs, configurable to the evolving needs of existing customers and evolving with rapidly changing industry best-practices (SOA, MDA and others).

At Encora, we bring together a team that has experience working with almost all aspects of a software product organization which includes product marketing, product management, product engineering and professional services. Our understanding of the ISV marketplace, challenges and priorities of a product engineering organization and a diverse technology background has enabled us to deliver innovative IT solutions our ISV partners. This paper provides further details on our services to the ISV space.

OUR SERVICES

As a part of our ISV practice we offer following services:

- ❑ **Architecture Services** - As part of this offering, we assist our clients in performing industry research, developing technology roadmaps and developing detailed technical architectures. We also help our clients in product selection, vendor selection, RFI/RFP process execution and PDLC process definition initiatives. We also conduct focused sessions/workshops on specific areas such as SOA, MDA, UML, RUP vs Agile, Java vs .Net,
- ❑ **Product Engineering Services** - We provide a range of product engineering services which includes custom product development, platform porting, e-enabment of legacy products, product re-engineering, specialized adapter development, technology migration (Java to .Net or vice-versa) and others.
- ❑ **Integration Services** - As part of this service offering, we assist our customers in integrating their products to one or more enterprise systems such as SAP, Peoplesoft, Siebel, legacy/COBOL systems and others.
- ❑ **QA and Testing services** - Through this service, we assist clients in developing acceptance test plans, building test cases, setup of test data and performing functional or technical testing. We also assist in setup of platform labs and developing regression test cases and automated test scripts.

- **Sustenance Services** – Through this offering, we provide maintenance and support of the existing and past versions of your products. This service enables you to deploy your valuable engineering resources to other high-visibility high-value projects.
- **Performance Tuning/Maintenance/Support Services:** For systems that are already in production, this service involves documenting, fine-tuning, maintenance and continuous enhancement of the architecture and functionality.

OUR DIFFERENTIATORS

Why would you engage Encora? Because –

- We are exclusively focused in the ISV space, which means you are engaging a firm who clearly understands your priorities and challenges
- We follow a metrics-driven “Rapid Response” resourcing model that leverages a distributed team of resource managers who have a national focus
- We provide a flexible engagement model – this includes different contract structures, different levels of management involvement and different delivery options
- Our resources are 100% mobile and available for shorter assignments
- We offer a unique “resource retention” program where you can retain a resource for your next project
- We follow a “service maturity model” where we work hard to win your trust

OUR METHODOLOGY

Over the years, Encora has developed a comprehensive collection of methodologies for each of the services we offer. For instance, we have a 4-stage platform porting methodology, a 5-stage product development methodology and a 3-stage sustenance engineering methodology. Each stage of a methodology consists of a clear set of activities, participants, milestones, deliverables and entry/exit criteria.

Each methodology is further supplemented with a collection of templates, checklists, guidelines and dashboards that provide a good starting point for anyone willing to learn/deploy these methodologies.

Some of the common aspects of our delivery methodologies are –

- Each methodology can be adapted or tailored to specific client environments and can be married to their existing development practices
- Each methodology is tool-centric and best-practices driven. This feature enables us to keep them light-weight and yet be most effective

- There is a deep emphasis on data collection and metrics analysis. This helps us develop patterns of success, perform root-cause analysis and assists us in developing more effective forecasts
- Each methodology is enabled for “distributed-delivery”. We have carefully defined task interfaces in a manner that part of the project can be delivered from offshore or an offsite location
- End users play a key role in the requirements collection, system analysis and solution conceptualization. This enables both functional and technical stakeholders to speak the same language and eliminate miscommunication on the features/functions required from the system
- All our methodologies make heavy use of visualization and simulation techniques, simplifying the complex task of communicating requirements across all the members of the project
- Architecture plays a central role, especially where new products/technologies are being deployed. This enables us to deliver a solution that is robust, adaptable and maintainable
- Special emphasis is given to the development of reusable components. A reuse-driven approach leverages pre-built components that improve the quality, time-to-market and cost of product delivery

TECHNOLOGIES

Following is a partial list of technologies we have worked with -

Enterprise Systems: SAP, Peoplesoft, JD Edwards, Lawson, Siebel, Clarify and many custom/legacy enterprise systems.

Custom Applications: C/C++/Java/VC++/.Net, Linux/Eclipse, Open Source tools/technologies, VB/PB/Progress, RPG/COBOL/CICS/CL/JCL

Reporting: Brio’s Query Enterprise, Business Objects (InfoView, Business Miner, Business Objects and WebIntelligence), Cognos Impromptu, Actuate Enterprise Server, and Crystal Reports, Advantage Reporting Server, SAS eDiscovery, Oracle Discoverer, Oracle Reports

Data Warehousing/DSS Tools: Hyperion’s EssBase, Oracle (Express/Data mining Suite), SAS, Cognos (Scenario, Powerhouse, Powerplay), Microstrategy DSS suite, Data view DVI Knowledge Suite

ETL & Integration Systems: Data Junction, Informatica, WebMethods, MQ Series, MQSI, and SeeBeyond

Process Modeling: JFlow, Rational Rose, Vitria and WebLogic Process Integrator

Click-stream/Web Analysis: Sagest’s Web Analysis Solutions, Web Trends Enterprise Suite, SAS Web Hounds, Microsoft Site Server, Net.Genesis

OUR CUSTOMERS

Following is a partial list of the software products/product based services firms our team has worked with:

Valley Forge Information Systems, Demantra, Clear Orbit, MetaStorm, Cleartrack Information Network, MetasMotive Communications, Peopleclick, Centive Systems, Haley Systems

FURTHER INFORMATION

Please contact Encora at info@encorainc.com for further details on how Encora can help you design, build or enhance your software product offerings.

