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## **Product Development Services for ISVs**

**A Zylog WHITE PAPER**



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## **Overview**

In an increasingly competitive world, customer expectations are rising while product life cycles are becoming shorter.

Product orientated vendors are therefore under increasing pressure to find cost-effective and time-efficient ways to innovate.

Unfortunately, due to ongoing commitment to the current product(s) and to meeting customer requirements, genuine innovation is often slow and under resourced.

Increasingly, for ISV's and OEMs, concerned about keeping up with world class competition, the answer is to team with a specialist Product Engineering partner.

A Product Engineering partner provides flexible product development and product co-development services to ISV's and OEM's.

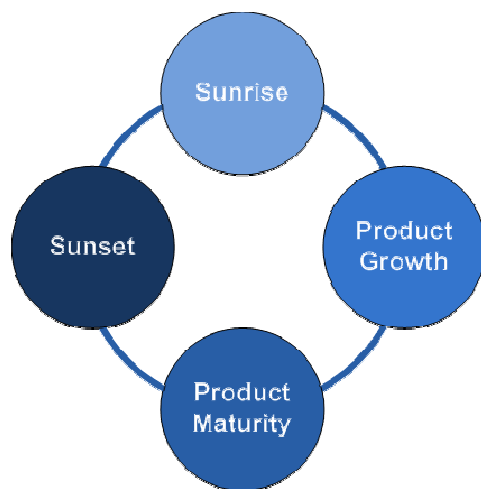
The services offered are cost-effective, enabling the R&D budget to go further and encompass a wider scope of functionality.

External services are also 'elastic' and can be scaled-up (to help cope with overloads and achieve deadlines) and scaled-down (post-release and during quiet periods) as required.

Zylog offers such services to ISVs that can be used in many ways. For example, to give product innovation a 'shot in the arm'. Or, to take responsibility for product support,

to enable ISV resources to be concentrated on product development.

The services appropriate to an ISV will depend on what product(s) the ISV owns and what stage each is at in the product lifecycle.



### **Sunrise Stage**

At the sunrise stage, Zylog helps start-up and mature ISV's/OEM's to realize their product vision.

#### *Sunrise Stage Services*

- Strategy Study
- Feasibility Study
- Workload/cost Estimation
- Funding Search
- Proof of Concept
- Prototyping
- Usability Engineering
- Product Design
- Product Development
- Product Testing
- Product Launch/Marketing

In the very early 'conceptual' phase, Zylog provides a 'Strategy Study' service to help verify the new product concept, making adjustments, as necessary.

If the verification is positive, the Strategy Study service quickly develops the concept into a Business Plan, a Business Model and a Roadmap.

Typically, the initial Strategy Study takes between 2 and 4 weeks to complete, the deliverable being the Strategy Report, which provides senior management with a comprehensive and authoritative account of the commercial and technical issues and project viability.

Using the latest tools and technologies, Zylog offers a product Prototyping service to help the ISV/OEM to visualize the product under consideration and to assist with risk reduction, scoping and time/cost estimation work.

The Zylog design service produces high-level and low-level designs for the new product or service.

Alternative designs can be produced and evaluated, particularly for look-and-feel and usability purposes.

Subsequently, the Zylog development service develops or co-develops version 1.0, quickly and cost-effectively.

By working in an agile manner, Zylog generally aims for 'time to first revenue' in a matter of months.



## Product Growth Stage

During the product growth stage, Zylog design, development and testing services may be used to help the ISV evolve product version 1.0 into versions 2.0, 3.0 etc.

By partnering with a specialist product development team, evolutions can be achieved more quickly and more cost effectively than may otherwise be possible.

### *Product Growth Stage Services*

- Enhancement specification
- Enhancement design
- Enhancement development
- Internationalization & Localization
- Functional Testing (Alpha/Beta/Release)
- Scalability/Performance Testing
- Porting
- Competitive assessment
- Business consultancy
- Infrastructure Monitoring
- OS Support & Management

During the Product growth stage, ISVs often need to verify the, performance, scalability and security of the application. In such cases, the Zylog testing service provides an unbiased assessment.

Similarly, clients often require specialist Globalization and Localization support to help execute the business plan and gain maximum return from investment.

Whatever the precise requirement, during the Product Growth phase the ISV or OEM can rely on Zylog to help improve product quality, accelerate development and reduce time to market.

## Product Maturity Stage

Existing ISVs/OEMs typically approach Zylog with a flagship application, which after many years of development has reached the maturity stage.

At this stage, the ISV/OEM is investing to maintain competitive edge and to keep up with new competitors.

For an existing on-premises application, the question is often, how best to embrace the Cloud and/or the SaaS model to take advantage of sharply rising customer demand for Software as a Service.

At such a stage, Zylog offers product-orientated transformational consultancy and transformational design/development services.

The transformational consultancy evaluates specific transformational options (reverse engineering, re-engineering, re-platform, migration etc) and the likely costs/timescales and technology involved.



Once a preferred transformational option is identified, Zylog provides specific product engineering services to help the client launch a credible Cloud/SaaS offering.

Depending on the specific transformational option chosen, Zylog help to transitions existing applications as quickly as possible using a combination of skilled developers and automation tools.

### **Sunset Services**

Market pressures often dictate when the sales of an existing application fall to a level where the base starts to diminish and the product enters the sunset stage of its lifecycle.

During this phase, product enhancements tend to be minimal and geared to protecting customer investment and maximizing the remaining support revenue.

At this stage, the ISV/OEM may decide to transfer staff to other more strategically important projects.

If required, Zylog can use the extended-team model to take responsibility for level 1, 2 and 3 product support activities and for

delivering specific SLA's to customers.

The Zylog product support service enables the ISV/OEM to free-up core personnel for new product/service development work, vital to the future of the business.

### **Contact Zylog**

For additional information, or to discuss product development requirements, email us: [Sales@Zylog.com](mailto:Sales@Zylog.com) or call: +44 (0)207 954 4250 to speak now!